

Minutes of August 21, 2019 SSIA Board Meeting

Free Conference number is 712-432-6301, Code# - 196436

Attendance: Jim McFarland, Phil Wadzinski, Eddie Gitlin, Shannon Embry, Mark Dorothy, Ben Meyer, Todd Roberts

Absent: John McLoughlin, , Jesse Pasternak, Mitch Lebovic

Quorum: Yes

- 1) Meeting was called to order at 7:02 pm.
- 2) Minutes from July 28th were approved unanimously.
- 3) **President's Report –**
 - a. Jim reported that the overall feel was that show went well, and that we are ahead of where we were at the end of the last show.
 - b. Jim also spoke about the possible opportunity for some free professional PR help through a family friend. We spoke about trying to time this out in conjunction with shoe repair awareness week and the new app/surveys for possible press releases.
- 4) **Vice President Report –**
 - a. Phil followed up about the grant writing that had been spoken about previously. He spoke to another source for grant writing, but needed more information to get a possible commission cost.
- 5) **Treasurer Report**
 - a. John emailed us report showing us that following that outstanding checks the balance was \$77,856.35.
- 6) **Old Business**
 - a. We spoke briefly about the grant writing as well as trying to continue to create a plan for new members.
- 7) **New Business**
 - a. We spoke about starting a membership drive through all the wholesalers. Blase from SSP created notepad applications that were to be distributed to all wholesalers for salesman to present to possible new members. After discussion we decided that the salesman would get a \$10 commission per account signed up. We also decided to give people the rest of this year free as well as the next year in the membership.
 - b. We discussed bring back SSIA window decals. Everyone was in favor and we decided to look into a few possible different sources for the best price.
- 8) **Open Discussion**

- a. Shannon mentioned that she was still owed for a few things from the Orlando show that she purchased, and that she needed to find the last couple receipts.

9) Our next meeting will be September 25th, 8PM EDT

10) Meeting was adjourned at 8:02 pm