

## Minutes of September 25<sup>th</sup>, 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, Jesse Pasternak

**Absent:** John McLoughlin, Todd Roberts, Mitch Lebovic

**Quorum:** Yes

- 1) Meeting was called to order at 7:04 pm.
- 2) Minutes from August 21<sup>st</sup> were approved unanimously.
- 3) **President's Report –**
  - a. Jim reported about how he has been working his PR connection about getting our press releases sent out to as many media outlets as possible (approximately 4200 releases to different media outlets).
    - i. The cost of getting the mailings sent out was \$1250 and Jim made a motion to approve to spending, Mark second that motion.
  - b. Jim also spoke about some recent questionnaires/polls that were posted to the Facebook site regarding different shoe/boot brands and trying to connect with those brands for additional exposure for SSIA.
- 4) **Vice President Report –**
  - a. Phil reported he was still waiting to hear back from his grant writing contact and would follow up next meeting.
- 5) **Treasurer Report**
  - a. John emailed us report showing us that the balance was \$81,546.24. There were no outstanding checks currently.
- 6) **Old Business**
  - a. We talked about the window decals and continuing to look for a source. We also discussed possibly a cling for the window as well. Multiple people were still looking for a source.
  - b. We checked in about the start of the membership drive. There were no new updates to how many new members had signed up so far.
- 7) **New Business**
  - a. Jim brought up the idea of having a shoe shine contest at the convention. Everybody agreed it was a great idea and that we would move forward with it.
    - i. We discussed making it open to all the different polish companies so everyone would be a part of it.
    - ii. It was also brought up about taping the contest with Kirby Allison and trying to get press releases sent out before hand to try to gain media attention from the event

- iii. We discussed a few options on how to do the contest involving when to hold the contest, how many people total and how many people per store and how long it would last.
- b. We also discussed trying to sell tables for the show earlier to gauge if extra space would be needed. With the shine contest possibly bringing in more people and attention we need to make sure we are covered with enough room.
- c. Everyone was in favor of trying to still have the reception at the show, so we may need to go back and re negotiate with the hotel.

**8) Open Discussion**

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

**10)** Meeting was adjourned at 8:02 pm