

## Minutes of October 23, 2018 SSIA Board Meeting

*Free Conference number is 712-432-6100 and enter code 15151347#*

**Attendance: Todd Roberts, Jim McFarland, John McLoughlin , Phil Wadzinski, Pat McCabe, Mitch Lebovic, Laurie McPherson, Jesse Pasternak and Shannon Embry**

**Absent: Eddie Gitlin**

**Quorum: Yes**

- 1) Meeting was called to order at 8:03 PM.
- 2) A motion to approve minutes from September 26<sup>th</sup> meeting was approved unanimously.
- 3) **President's report-** Jim reported that he attended Burten's Open House in Los Angeles.
- 4) **Vice-President's Report-** Phil had no report; said it was a quiet month.
- 5) **Treasurer's Report-** John reported that we ended the month with roughly \$109,000. However, he will be sending a check tomorrow for \$29,200 to the Baltimore Hotel. There is still a disputed amount of \$6,400 for shortage on room guarantee.
- 6) **Old Business-**
  - a) Jim & Mitch will speak to our contact at Baltimore Hotel in next 4 days about our room guarantee discrepancy.
  - b) Nothing new to report on Orlando Convention.
  - c) A motion was made by Jim and seconded by Jesse to look at hotels in the Chicago area for our 2020 Convention. The board approved this motion unanimously.
- 7) **New Business-**
  - a) Jim brought up the idea of having Mitch or someone else create a series of 6 to 8 consumer videos on shoe repair and shoe care; similar to the ones Kirby Allison does for the Hanger Project. The videos would be 3 to 5 minutes in length and cover topics such as: work boots, re-soleing, ladies heel tips, and shoe stretching and belt and purse repairs. The main goal of these SSIA videos would be to educate consumers and encourage them to find a repair shop on our store locator.
  - b) A discussion of costs and timelines to prepare these videos will be discussed at our next Board meeting.
- 8) Under open discussion John reported the Red Sox were up 2 to 0 and Phil gave a brief report about Small Business Saturday coming up on November 24<sup>th</sup>.
- 9) Meeting adjourned at 8:54 PM