

## Minutes of October 30th, 2019 SSIA Board Meeting

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

**Attendance:** Jim McFarland, Phil Wadzinski, Shannon Embry, Mark Dorothy, Ben Meyer, Jesse Pasternak, Mitch Lebovic, John McLoughlin

**Absent:** Todd Roberts, Eddie Gitlin

**Quorum:** Yes

- 1) Meeting was called to order at 7:03 pm.
- 2) Minutes from September 21<sup>st</sup> were approved unanimously.
- 3) **President's Report –**
  - a. Jim talked about the success of some of the recent polls we did and the reception it got from the brands involved. He thought it was being viewed very positively by the companies and they may promote the fact that our industry voted them top in the category.
- 4) **Vice President Report –**
  - a. Phil had no new update on the grant writing.
- 5) **Treasurer Report -**
  - a. John emailed us report showing us that the balance was \$81,196.69.
- 6) **Old Business**
  - a. Shoe Shine Contest
    - i. Jim spoke to Stacy Tenenbaum who produced the shine documentary on PBS and she was interest in being a part of the contest.
      1. She has several media contacts and could help us get additional coverage. We believe she just wants to be involved and is not looking for a fee/payment.
    - ii. We also spoke about starting to plan the actual event if we are indeed doing it.
      1. If we get a shoe donation from AE we need to figure out how many shoes we may need.
  - b. Show Space / Show Reception
    - i. We spoke about still needing to figure out if additional space is required for the upcoming show. Need to try to get a feel for how many tables/vendors will be accounted for and if it is necessary.
      1. Additonal space at this point will cost more since we already negotiated our rates for the current space.
    - ii. We also spoke about what to do about a possible reception. Need to figure out if it is still even possible at the hotel. We also thought about a possible other location if that was feasible.

**7) New Business**

a. Shoe Shine Members

i. Shoe shiners have been looking for an organization to join. We think they could add 50-100 members. Jim was going to talk to Stacy about letting them know they can join.

1. We decided it was correct to add them to the category of retailers.

**8) Open Discussion-**

a. We talked about the upcoming newsletter and decided it was best to wait for the beginning of next year. We wanted to wait until there was some exciting news that we could share with everyone.

**9) Our next meeting will be December 4<sup>th</sup>, 8PM EDT**

**10) Meeting was adjourned at 8:01 pm**