

Minutes of December 2nd, 2019 SSIA Board Meeting

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

Attendance: Jim McFarland, Phil Wadzinski, Mark Dorothy, Ben Meyer, Jesse Pasternak, Mitch Lebovic, John McLoughlin, Eddie Gitlin

Absent: Todd Roberts, Shannon Embry

Quorum: Yes

- 1) Meeting was called to order at 7:02 pm.
- 2) Minutes from October 30th were approved unanimously.
- 3) **President's Report** –
 - a. Nothing new to report. Jim said he went around and saw a few shops it seemed busy.
- 4) **Vice President Report** –
 - a. Phil had no new updates.
- 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. John made a motion to officially go ahead with the shine contest. Jesse 2nd the motion and it was approved unanimously.
 - ii. We talked about the exact structure of the contest (time, place, number of contestants, products), but did not come up with a firm decision.
 - iii. We talked about promoting the contest through the newsletter and finding a way to let shiners know about it.
 - b. Kirby Allison
 - i. We discussed the possibility of Kirby Allison coming and hosting, filming the contest and also promoting it through social media (150k followers).
 - ii. The total cost for him for the weekend is \$5500 which includes travel, filming, editing, hosting, and promoting the contest.
 1. He also would be available to suppliers to make their own video as well as doing interviews with cobblers.
 - iii. John made a motion to approve hiring Kirby and supplanting money in the budget to cover him. Jesse 2nd the motion and it was approved unanimously.
 - c. Upcoming Show

- i. Mitch informed us that we could still get additional space in the ballroom. With the additional space it will be about the same as last year.
 - 1. The annual meeting may be moved to another room since that extra space was originally for that.
- ii. We talked about the reception and how we should still host one. We spoke about having a cash bar and a bunch of appetizers instead of the traditional reception. We were unsure if we should do it in the show floor or a separate room.

7) New Business

- i. Shoe Seminars
 - 1. We started talking about who to have for the seminars at the show.
 - a. Jim spoke about wanting Gail to do one of the seminars. We also spoke about having Kirby do one of the seminars as well as the winner of the shine contest doing a seminar if they wanted.

8) Open Discussion-

- a. Mitch informed everyone he was moving to Chicago, so the official SSIA address would be changing soon.
- b. We were also informed there are officially no SSIA bags remaining.

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

10) Meeting was adjourned at 8:07 pm