

Minutes of October 14th, 2020 SSIA Board Meeting

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

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

Absent: None

Quorum: Yes

- 1) Meeting was called to order at 7:02 pm. Meeting was done via a Zoom call.
- 2) Minutes from previous meetings were approved.
- 3) **President's Report –**
 - a. Jim reported business seems like it has been better recently. He also talked to somebody who worked at a custom boot shoe in Texas and it was a positive turn out. We also got back results from the most recent round of shoe voting, we will wait till later to release the results.
- 4) **Vice President Report –**
 - a. Phil had nothing new to report
- 5) **Treasurer Report -**
 - a. John reported the total balance was at 84,527.75.
- 6) **Old Business-**
 - a. We spoke about a plan for the upcoming newsletter. We thought it was a good idea to have one around the holidays followed by another in spring before the show. We also need to announce the silver cup, the end of March would be the deadline for entries.
 - b. Some suppliers mentioned they were concerned about the show with everything going on in the current landscape.
- 7) **New Business-**
 - a. Jim talked about trying to build up the SSIA Instagram page. He said he has done a few interviews with people and it may be able to gain some followers. We thought it may be an area we are missing out on.
 - i. We talked about maybe doing some IG live where people could ask questions. Maybe do a program were different cobblers may be able to come on and speak.
 - b. We spoke about coming up with a social media plan going forward.
 - i. John mentioned possibly trying to hire someone or pay for ads to try to get some additional promotion. We also spoke about getting someone already in the industry who knows social media to help us build up our pages.

- ii. Mitch mentioned he would come up for some sort of social media plan for the next board meeting.

8) Open Discussion-

9) Our next meeting will be November 18th, 8PM EDT and it will be on a zoom call.

10) Meeting was adjourned at 7:39 pm