

# Minutes of January 13th, 2020 SSIA Board Meeting

## Via Zoom Meeting

**Attendance:** Jim McFarland, Phil Wadzinski, Mitch Lebovic, Eddie Gitlin, John McLoughlin, Ben Meyer, Jesse Pasternak, Dan Frappier

**Absent:** Todd Roberts, Mark Dorothy

**Quorum:** Yes

- 1) Meeting was called to order at 7:00 pm. Meeting was done via a Zoom call.
- 2) Seed Logic Presentation
  - a. We had a social media proposal made regarding the SSIA social media presence. Seed Logic was recommended by Vibram and they presented us with multiple options and strategies to consider for putting together a social media plan. (Separate PowerPoint contains full details from presentation)
  - b. Following the presentation, we decided we needed to take some time to go through all the information again and we would discuss later.
- 3) Minutes from previous meetings were approved.
- 4) **President's Report –**
  - a. Jim didn't have any new things to report. He did formally introduce Dan to the board.
- 5) We all spoke about the results from the survey regarding the 2021 summer show possibly being postponed. The survey results heavily favored postponing the show and moving it to a later date. Jim made a motion to postpone the show and John 2<sup>nd</sup> that motion. Everyone was in favor.
- 6) **Vice President Report –**
  - a. Phil reported that he has sent out an email to Lowe's to see what their current hotel policy is for possible upcoming postponement. After discussion, it became apparent that we needed to start the process with Lowe's to see where they stand for possible upcoming postponement/cancellation.
  - b. Phil also followed up and cleared a possible date for next year's convention for when dealing with Lowe's.
- 7) **Treasurer Report –**
  - a. John reported that SSIA's current balance is \$88356.11.
- 8) **Old Business-**
  - a. We brought up the supplier video series which had been discussed before with vendors. Without the show it seemed like something for vendors to present. Also without the show again this year this could generate some income for SSIA.

- b. The newsletter should be ready to send out soon. We were waiting for the decision on the upcoming show. Ads were slightly down.
  - i. We discussed looking into have the newsletter become virtual instead on being mailed out. It could save some costs and may be easier to distribute.

**9) New Business**

- a. With the show now being postponed, it was brought up to look into a virtual trade show or having virtual seminars. Depending on the cost we decided it was worth looking into putting some sort of show together.
- b. It was also discussed about still doing to Silver cup awards without having a live in person show. We wanted to look to see if it would still be worth the cost of putting it together.

**10) Open Discussion-**

**11)** Our next meeting will be February 17th, 8PM EDT and it will be on a zoom call.

**12)** Meeting was adjourned at 9:15 pm.