

Minutes for SSIA Board Meeting 9/21/2021

Via Zoom Meeting – 5pm PST

Attendance: Phil, John, Mitch, Ben, Jesse, Dan, Todd, Mark, Molly, Eddie

Absent: None

Quorum: Yes

- Minutes from August meeting approved

Presidents Report

- Meeting with suppliers, about half want to have annual meetings every other year
- Concern expressed about travel, especially for suppliers from overseas

Vice Presidents Report

- Nothing new to report

Treasurers Report

- John presented the financials. We are in good shape financially

Old Business

- Wait until the Chicago show to schedule location of 2023 show
- We discussed sustainability, social media, website, and membership recruiting
- Two Sub-Committees formed
 - Membership recruiting – Dan, Molly and Mark
 - Sustainability – Ben, Phil and Todd
- Mitch offered any help with the committees

New Business

- We discussed SEO for the SSIA website, Mitch asked about getting key words to add to the site
- We discussed adding links to members sites or intro videos on the locator section
- Survey the members at Chicago about membership meeting every other year

Open Discussion

- Discussed the possibility of having smaller regional shows to get more shops involved
- Adding an Instagram account
- Training/workshop video's
- Google Ads or something similar
- YouTube & Facebook push

Next Meeting set for October 19th

Meeting Adjourned