

Minutes for SSIA Board Meeting

5PM PST – January 11th, 2022

- Attendees: Phil, John, Mark, Mitch, Jesse, Todd, Molly, Eddie, Dan – Not on Ben
- Call to Order- Phil
- Approve Meeting – Motioned by Phil, seconded by Eddie, approved
- President’s Report – Phil
 - Phil discussed Facebook posts. The criterion to join is you own or work at a shoe repair shop or are doing business with shoe repair shops. Phil, John, Mark and Mitch are admins on the site. The SSIA Facebook page is for shops to communicate with each other in an open forum and is not intended to be an official SSIA website. Members can promote their shops, post their work or promote products they use.
 - Discussion on the variant Omicron
- Vice President’s Report – Ben
 - Nothing to report
- Treasurer’s Report – John
 - John went of financial statements.
- Old Business
 - Mitch reported on new/renewed memberships. We usually get a few more once the final notice goes out. Jim will be helping with a panel discussion on business steps during Covid. We talked about additional seminars: retail sales, accounting, and business management.
 - Mark to prepare a draft list of questions to ask, for the panel discussion.
- New Business
 - Promoting attendance
 - Dan suggested we might have cups made up for attendees, sponsored by Wholesalers/Suppliers. Dan also suggested we raffle off a piece of equipment. Dan to try and locate some equipment to raffle.
 - Mitch suggested
 - Award Presentation of trophies at the convention via Zoom for those who are not attending.
 - Live Zoom or recording of seminars or both? – Member only access how would that work? (More discussion at the next board meeting)
- Open Discussion
 - Molly reported on some of the emails she has been getting in response to her inquiry to shops about joining SSIA. She will share those emails with the board. We discussed membership outreach in general. It was suggested that we draft a letter explaining the benefits of joining SSIA. We also discussed sending additional emails to the non-members in addition to the newsletters.
- Set Next Meeting Date: February 15th
- Adjournment – at 6:10 PST