

Minutes for SSIA Board Meeting

5PM PST – September 14th, 2022

- Attendees: Mark, Mitch, Eddie, Dan, Ivan, Jesse, Matthew, Mike, Molly
- Call to Order- 5:01PM PST
- Approve Meeting Minutes from Annual Meeting – 5:02PM PST
- Treasurer’s Report – Mike went over checking account balance. Not much change from previous month. Paid annual legal fees.
 - Mark asked for a report of refunds paid to suppliers. Mitch will provide.
- VP Report – Nothing new to report.
- Mitch to go over site features
 - Mitch reviewed landing page, shop locator, SSIA YouTube channel, Suppliers, Wholesalers
 - ssia.info/board (password protected) – Information for Board of Directors
 - Mitch will look into creating a Join SSIA button more prominent on all pages
- Clean up our list of shops
 - Will send repair shop list to wholesalers by region to validate which shops are still open.
- Shop Talk meetings – Zoom groups of 10-15 shops at a time – Run by BOD shop members
 - These meetings will determine direction of future talks
 - Would like to see “how to do things. Which products to use.”
 - How to videos
 - Explore various techniques being used
 - Set a deadline for ~2 months from now to choose topics
 - Partner with suppliers (for machine maintenance)
- Supplier meeting – Zoom invite members (new products & trends)
 - Repairs need information and content about new products
- Tracking systems – Zoom (how are shops tracking customers) invite experts \$
- Websites – Can we provide template sites for a fee? Monthly/Annual
 - Costs can range between \$500-\$750 + SSIA fee
 - Reach out to website builder platforms for a discount on bulk orders
 - Can offer this as part of the membership benefits
 - Ask for a discount code to be shared with members
- Tabletop shows – where, when, and how. Charge at the door (Fee TBD)

- Memberships – Let talk about the entire structure of the membership. Are there other ways we can bring in income and offer free memberships, or a reduced annual fee, to all shops that want to join? Ideas?
 - Registration Drive
 - Need to provide value for cost of membership
 - Mike to provide revenue streams

- Set Next Meeting Date: October 11th, 2022 @ 5:00PM PST

- Meeting Adjourned at: 6:19PM PST