

## Meeting Minutes - September 12, 2023

Present: Mark Dorothy, Dan Frappier, Ivan Komashinskiy, Molly Monahan, Pat Dommange, Jesse Pasternak, Eddie Gitlin, Sunny Yoo, Mitch Lebovic

Meeting Time: 5:04 PM PST

### Approval of Minutes from September 2023

- Mark motions to approve minutes.
- Dan seconds.
- All approved.

### Treasury Report Mark

- New format.
- \$47,000 in the bank.
- Deposit on a new hotel coming soon.
- Jesse will take over the Treasury Report.
- Mark to provide the checkbook to Jesse upon receiving the signature card.

### VP Report by Dan

- No specific report.
- Discuss SSIA seminars at future shows.
- Consider volunteers.
- Dan offers to conduct a seminar on repairing rock climbing shoes.
- Pat can provide machinery for seminars.
- Mark emphasizes the need for faster work on this year's show.
- Suggests setting up shoe repair seminars.
- Shoe repair board members to brainstorm seminar ideas.
- Promote the topic on Facebook.
- Consider machine maintenance seminars.

### Social Media and Sponsorship Videos

- Justin to post sponsorship videos and announce increased Instagram activity.
- Need videos of interviews from Jim.
- Tori has additional footage with interviews.
- Mark to contact Tori for interviews and additional footage.

### Hotel Report

- Requested location close to NYC.
- 8 responses: 4 declined, 4 sent offers.
- Most affordable option is Hilton Harborough Heights at \$159/night with a \$7,500 food and beverage minimum.
- Other hotels were more expensive in nightly rate or food & beverage.
- Next step is to have someone visit the hotel.
- No response yet from Philly.
- Mitch and Eddy to arrange visiting at Hilton Harborough Heights.
- Mark makes a motion for Eddie and Mitch to see the hotel, seconded by Ivan. All agree, and the motion passes.

- SSIA will cover expenses for the visit.
- Rates from hotels are negotiable.

#### Show Decision

- The decision needs to be made as soon as possible.

#### Membership Dues

- Consider raising dues for suppliers and repair shops.
- Suggested amounts: \$500 for suppliers, \$500 for wholesalers, \$100 for repair shops.
- Membership invoices go out in November, due by January 1st, with an end-of-February deadline for payment.
- Discuss the idea of offering incentives for early renewal.
- Invoices are emailed.
- Membership can be obtained at the show's entrance and through the next year.
- Suggested prices: \$75, \$300, and \$300.
- Consider revisiting the increase next year.

#### Premium Seminars

- Discuss charging extra for premium seminars.
- Mark notes that \$25 was charged for seminars in the past.

#### Open Discussion

- Jesse asked about SSIA-authorized repair shops in the past.
- Mention of plaques, seminar attendance certificates, and PFA points.
- Consider offering branded items for members.

#### Committees

- Mark wants to encourage members to participate in future committees.

#### Press Release

- Consider a press release for members.
- Members can suggest recipients.
- Highlight the benefits of shoe repair and member demonstrations.
- No cost to SSIA.

**\*\*Next Meeting:\*\*** October 17, 2023

End of Meeting Minutes.