

## **Meeting Minutes – November 14th, 2023**

### **Attendees and Time**

- Present: Mark Dorothy, Dan Frappier, Ivan Komashinsky, Pat Dommange, Jesse Pasternak, Eddie Gitlin, Sunny Yoo, Justin Bennett, Mitch Lebovic
- Absent: Molly Monahan
- Meeting Time: 5:00PM PST

### **Approval of Previous Minutes**

- October 2023 Minutes
  - Motion to approve by Mark
  - Seconded by Dan
  - Unanimously approved

### **Treasurer's Report (Jesse)**

- Current Financial Status
  - November Expenses: Management fees, web hosting
  - Upcoming Expenses: Convention downpayment
  - Cash reserve lower than 2022
  - Expected income around \$55,000, similar to last year
  - Mitch: Membership dues incoming
  - Mark: Discussion on \$700 convention tables
  - Eddie: Suggested newsletter for additional income
- Convention Table Pricing
  - Current rate: \$650 (with \$50 discount if paid before May)
  - Last year: 44 tables sold

### **Vice President's Report (Dan)**

- Report Summary: No new updates

### **Social Media (Justin)**

- Instagram grew to 438 followers
  - Interacting more with pages, comments/likes
  - Posting more stories
- Meta (Facebook) SSIA Group
  - Very active with regular posters
  - Plenty of interactions
- Planning to announce and promote convention with similar countdown style after contract is signed for the show.

### **Convention Details**

- Costs and Logistics
  - Estimated cost: \$13,000-\$14,000
  - Food & Beverage Minimum: \$10,000
  - Table Cloth Fee: \$20 per table
  - AV Costs
  - Features: Free parking, internet, close airport, hotel bar, breakfast
- Location and Support
  - 1,000 shops within 6-hour drive

- 6 wholesalers within 4-hour drive
- Strong regional wholesaler support
- Ivan and Mark to contact some former members and new wholesalers

### **Repair Mailing List Update**

- Current Status
  - Removing duplicates
  - There were a lot of foot orthotic labs, shoe stores
  - Requested Vibram's mailing list

### **Convention & Seminars**

- Seminar Details
  - Lisa Sorrell: Seminar host
  - Acor: Material identification seminar
  - Dan: Cupped sole/rock climbing resole seminar
  - Jim McFarland: Bonding seminar (previously eligible for points)
  - PFA/ABC continuing education points, separate rooms, 5-10 points
  - Seminar rooms: Open all day, 1-2 hour blocks for seminars
  - New Supplier Members: Tan Company, Acor
  - Website updated with pricing
  - No new wholesalers joined
  - Sunny to contact Conor from Thursday
  - Mark contacted OHI
- Event Ideas
  - Boot Vendors as associate members?
  - World Cup/Western: International contest with new "artistic" category, budget concerns by Mark
    - Shoe Shine Contest: Rules discussion, 20-minute event, media promotion
      - Display shoes that were entered in the lobby and around convention
    - People's Choice Awards: Inclusive voting, participation encouragement

### **Actions**

- Mark's Responsibilities
  - Sign Hilton Contract and make the downpayment

### **Next Meeting**

- Date and Time: December 13th, 5:00PM PST