

SSIA Meeting Minutes December 13th, 2023

Attendees and Time

Present: Mark Dorothy, Sunny Yoo, Jesse Pasternak, Eddie Gitlin, Ivan Komashin, Molly Monahan, Justin Bennett, Mitch Lebovic
Absent: Pat Dommange, Dan Frappier
Meeting Time: 5:04PM PST

Approval of November Minutes

Mark motion to approve previous minutes.
Eddie seconded.
All approved

Treasury Report (Jesse):

\$2500 deposit made for hotel
\$1500 in expenses
Income from convention tables starting to come in.

Convention:

Sunny to reach out to Thursday Boots about attending show.
Thursday only sells online DTC.
How do we see Thursday Boots as part of our show?
Educating about construction/materials.
Part of shine off?

Justin Bennett to speak with Stitchdown about attending convention and covering the events.

Educational booth at convention?

Mitch suggests recognizing companies that represent repairable footwear.

Content generation for SSIA's mission.

Tori McFarland will be at the next convention.
Linking SSIA with brands to grow shoe repair awareness

Banquet night

Invite manufacturer for recognition as repairable brand. Help further getting message out about SSIA mission. Brands can set up with booth to educate people. SSIA to give recognition. Consumers often ask cobblers for recommended brands. Thursday has a recommended cobbler list, cobblers can contact to be added on the list. Sunny's shop is on the list. Stitchdown also has a list like this.
Alden / AE repair centers might not be interested, more focused on selling new shoes. They qualify as repair members even though they

are manufacturers. Jesse and John McLoughlin may have contacts.

Shoeshine contest:

Mirror shine and send pictures. 10 semi-finalists on floor, narrowed down to 3 for finale. How many finalists to invite? Shine off between finalists. 5 people on the floor, 3 finalists, one champion.

Sponsors:

More than one sponsor is ideal.

Ivan suggests having as many sponsors as possible.

Mitch on sponsors:

More is better. General sponsors and specific sponsors from polish brands. No sponsor for 'Pimp my shoe'. Platinum, gold, silver, bronze categories. Shine sponsors, brushes.

Who judges?

Ben from Stitchdown?

Repair Members?

Pimp that shoe contest:

Shoe repair board members to read contest

International Entrants:

Charge for shipping back to international participants if they want shoes back. Pick up at show or pay additional fee for international, estimate \$150 or more to Canada or overseas.

Seminars:

Machinery maintenance, bonding techniques, Lisa on materials, cup sole rock climbing.

Hotel:

Hotel room block is ready, link is up.

After 1st of year, weekly status updates.

Next meeting:

Tuesday January 16th