

SSIA Meeting Minutes: February 6, 2024

Attendees & Time

Mark Dorothy – President, Dan Frappier – VP
Jesse Pasternak – Treasurer, Justin Bennett – Secretary
Molly Monahan, Eddie Gitlin Pat Dommange, Ivan Komashinsky, Sunny Yoo,
Mitch Lebovic

Agenda

7:00 PM CST Call with Stitchdown
Approval of previous meeting minutes
Treasurer's report
VP's report on upcoming show
Social Media
Membership renewals and new members
Continuing education plans
Next meeting date

Call with Stitchdown

We discussed ways that SSIA and Stitchdown can collaborate together at events.

Minutes

Mark call to order at 7:19PM CST

Approval of Previous Minutes

The minutes from the previous meeting were approved without any amendments.

Treasurer's Report

Jesse reported a 25% increase in our cash position, with \$58,000 currently in the bank. The upcoming expenses are considered manageable.

Sales of sponsorships are slower than expected, but significant contributions from First North American Shine-Off sponsors were noted. A total of \$12,000 has been collected, and updates have been made on the website.

The transition from Excel to QuickBooks was discussed to improve efficiency and ensure continuity in financial reporting.

VP's Report on Upcoming Show

Dan reported an increased buzz about the upcoming show, with several inquiries received. People are asking about contests to participate in.

Discussion on Social Media

Concerns were raised about posts to SSIA's Private Facebook Group and Instagram. Discussion on management of social media and the need for clearer guidelines on commercial messaging. A decision was made to form a committee to draft these guidelines.

A discussion took place on creating a policy for supplier demonstrations and product video guidelines to generate revenue for the SSIA.

Membership Renewals and New Members

Mitch provided an update on membership renewals and the status of registrations for the upcoming show. Membership approvals for American Arts and Crafts Group LLC and Canadian Beeseal as wholesalers were discussed. Mark to follow up with Arts and Crafts Group and Dan to follow up with Canadian Beeseal.

Continuing Education Plans

Convention plans for continuing education to be held in New Jersey were discussed. Mark will have more to report next meeting.

Next Meeting Date

The next meeting date has been set for March 5, 2024. The meeting was adjourned at 8:26 PM CST.