

# SSIA Board Meeting Minutes

---

Date: March 5<sup>th</sup>, 2024

Time: 8:00 PM CST

Location: Zoom Meeting

## **Attendees:**

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

Absent: Pat Dommange

## **Call to Order**

The meeting was called to order by Mark 7:07 PM CST.

## **Approve Meeting Minutes from February**

The minutes from February's meeting were approved.

## **Treasurer's Report**

Jesse presented the financial report. \$61,000 with some expenses for postcards coming up. Looking good.

## **VP Report**

Dan gave an update on ongoing initiatives and future plans.

## **Justin – Social Media**

Discussion on social media strategies and updates.

Instagram Followers 587 up from 512

Jim McFarland Reel: 39,964 views 673 likes 5 shares 9 saves.

Insights Feb 4 - Mar 4: Reach 29,400, Accounts Engaged 736 Profile Activity 17

## **Suggestion to Change Convention Floor Policy From Supplier Member**

Discussion on the current policy and considerations for changes to enhance supplier participation. The suggested change goes against the purpose of the show.

No policy change needed.

## **Mark – CEUs Rick Sevier**

Discussion on continuing education units based on Rick Sevier's recommendations.

Expected \$1,200 expenses. Free for SSIA members to attend. 50 people is the goal to attend Rick's Seminar or the convention in order to break even on the expected expenses.

**Mark motioned to approve \$2,000 budget to Rick Sevier.**

**All Approved.**

## **Tan Company – Confirmed Attendance at Convention**

Noted the confirmation of Tan Company's attendance but hasn't paid yet.

### **Viewpoint Production Company**

Discussion on evaluating the opportunity to collaborate with Viewpoint Project & Dennis Quaid.

### **Convention Videos and Call with Tori McFarland**

Mark emailed Tori about a call to discuss video and costs for this year's convention. Promote show with previous video.

### **Mitch – Membership Report & Hotel Reports**

Mitch provided updates on membership numbers, trends, hotel accommodations, and arrangements for the upcoming convention.

189 Total Members: 25 Wholesalers, 31 Suppliers

Postcards to be sent to wholesalers. Possible PFA postcard next batch.

Convention Schedule and member lists are updated on SSIA website.

### **Open Discussion**

An open forum for any additional topics not on the agenda.

Convention Board Member's room should have coffee, food, refreshments.

### **Set Next Meeting Date:**

April 9<sup>th</sup>, 2024, 7:00 PM CST. Meeting adjourned at 8:12 PM CST