

NMTA
BOAT SHOW COMMITTEE MEETING
July 13, 2022 10:00 A.M.
Zoom Meeting

Present: Grant Haugen
Greg Allen
Darren Lamont
Elizabeth Bohling
Tony Bulpin
Jon Josephson
Tori Parrott
Bryce Hansen
Giuseppe Alvarado
Peter Klauser
Lisa Samuelson

NMTA Staff George Harris, President
Katie McPhail, VP and Boat Show Director
Joan Collins, Boat Show Assistant
Karsten McIntosh, Communications Director

MINUTES

Katie McPhail called the meeting to order at 10:03 am.

Welcome New Committee Members

George Harris introduced new committee members Jon Josephson, Regional Sales Manager for Garmin International and Grant Haugen, Sales Manager for Union Marine; and all current members to them.

New Members

Katie McPhail presented one new member application which is pending Board approval.

The Committee moved, seconded and passed a recommendation to the Board to approve the following NMTA membership application:

- Gonnason Boats – Active

2023 Seattle Boat Show Application Update

George Harris shared that NMTA Fiscal Year ended with 635 final members, beating goal of 610. We're working on goal of 90% renewal, currently at 433 or 69%. Staff are reaching out to those unrenewed. Noted that PAC donations are up.

Katie McPhail shared we have received 21 applications requesting 12,300 sf. She's been pleased with inquiries and positive feedback overall and is feeling optimistic. There is a 14% increase in square foot rate and she's heard no complaints or pushback. The show hours have been decreased two hours each night Mon – Thurs.

Session one and two of space allocation will be at the next boat show committee meeting on September 14. Katie explained the process and answered questions.

Sponsorship Update

Katie McPhail reported that the Port of Seattle is interested in the Office Level sponsorship package, \$30K. This will help offset the cost of rent for Bell Harbor.

Katie will ask Molli Moss to be at Boat Show Committee meeting on Sept 14 meeting to give full update on sponsorship.

Beer and Wine Night

Katie McPhail led discussion on Refreshing the Friday evening events. 2022 changed from a tasting to a single full serving of either beer or wine. Committee members gave feedback on that and shared ideas for SBS2023.

Seminars

George Harris explained the budget was approved this year for the same plan as SBS22; one stage on concourse, all seminars online and BSU only online. Discussion ensued on role of seminars and ideas for 2023.

Creative Advertising

Peter Klauser is working on advertising campaign. Asked the committee a few questions to get input and ideas, a fact-finding mission.

There was support for a promotion centered around new boating technologies, the latest in boating gear and modern solutions.

The meeting was adjourned at 12:04PM. The next Boat Show Committee meeting will be Wednesday, September 14, 10:00 a.m. - Noon