

Superyacht Northwest Meeting Minutes

July 12th, 2022 - Location: SBMC/Virtual

Attending:

Andy Rogers	Brad Olsen	Dan Wood	Deke Jones
Gordy Ruh	Hoby Douglass	Jay Jennings	Ray Prokorym
Jordan Glidden	Lindsey LaPrath	Mark Gleason	Micah Bowers
Monique Webber	Ray Vincenzo	Stephanie Riley	TJ White
Tony Bulpin	JMark Barrett		

Notes:

- Opening
 - Monique welcomed the committee and did introductions
 - Minutes from the last meeting were reviewed
 - Deke motioned to approve the minutes; Hoby seconded - Vote all in favor, minutes approved
- Government Affairs from Jay Jennings
 - Boat depreciation schedule up for review
 - Puget Sound Pilots (PSP) Pension
 - Unsustainable pension plan with additional funding needed
 - PSP reached out to merchant, fishing, and SYNW for funding
 - 40% reduced rate for recreational vessels under 2000GT
 - Boatyard permit numbers decreasing
 - Negotiated from 15 to 44
 - Puget Sound Keepers reach out to increase pump out and discharge locations for larger vessels
 - Goal is to have a mobile unit at marinas
 - NMTA to hire full-time workforce development pending grant award
- Transient Yacht Review
 - Currently here: Blue Moon, Awatea, Mira Two, Ostara, Aurora
 - Here already: Moonstone, Shadow, Lonian, Hodor, Knight, Qing, CID, V6, Grankito, Paseana, Helios 3, Gyrfalcon, Serengeti, Leonora, Mirabella, Dancing Hare, Gayle Force, Zenith, Altavita
 - Still Expected this summer: M5, Tamsen
 - Goal is to create a social media and email recap for all the transient yachts
 - Deadline of August 31st for submitting content
- Advertising and Marketing update by Purdie Rogers
 - Social Media
 - Followers increasing steadily and on track for annual goals
 - Social Media Stats for June
 - Facebook
 - Impressions and engagement skyrocketed to over a 100% increase
 - Instagram
 - Steady increase in engagement

- First Instagram Reel with TJ did great
 - Please get in touch with Ray Vincenzo to setup a video with one of your employees
 - LinkedIn
 - LinkedIn engagement increase
 - Video idea for explaining regulatory information in PNW
 - Short videos with step-by-step explanation
- Welcome Packet Distribution
 - Please review for feedback and comments before finalizing
- FLIBS Marketing Plan
 - General support for Monique's plan
 - SYNW will host a series of targeted events to promote the region in conjunction with USSA and Superyacht Australia
 - SYNW will sponsor an event at the Sky Lounge
 - Need badge names ASAP
- Membership Drive
 - Membership renewal packet sent to all members
 - New member packet attached to send out to interested potential members

Next Meeting Announced for August 9th at 10:30am