

**NMTA BOAT SHOW COMMITTEE MEETING**  
**June 8, 2022 10:00 A.M.**  
**Zoom Meeting**

Present:                   Tori Parrott  
                              Greg Allen  
                              Giuseppe Alvarado  
                              Elizabeth Bohling  
                              Darren Lamont

NMTA Staff:               George Harris, President  
                              Katie McPhail, Boat Show Director  
                              Katie Groseclose, Membership Coordinator  
                              Karsten McIntosh, Communications Director

Absent:                    Tony Bulpin  
                              Bryce Hansen

**MINUTES**

**Tori Parrott called the meeting to order at 10:00 am.**

New Members

Katie Groseclose presented 2 new member applications which are pending Board approval.

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

- Seattle Charters – Active
- Foss Audio & Tint – Affiliate

Board Elections

Katie Groseclose reported the NMTA Board election ended June 3. The winners are: Scott Anderson (CSR Marine), Tori Parrott (Signature Yachts) and Craig Perry (NW Yachting.)

Retiring Committee Members

Katie McPhail reported the retiring committee members this year are Giuseppe Alvarado, Bryce Hansen, Kelly Hawley and Allison Helfen. Katie reports staff is going to have John Josephson from Garmin and Grant Haugen from Union Marine fill two of the spots. Giuseppe said he would like to stay on another term. Katie said she will follow up with Bryce to see if he would like to serve another term.

Bell Harbor Marina Sponsorship Discussion

George Harris reported that because Port of Seattle is a public entity all their information is public record. Jay Jennings put in a request to see how much other events are paying to hold events at Bell Harbor Marina. A similar event is paying much less than NMTA to rent the marina. George said NMTA would like to work the Port to bring the cost down through sponsorship. Katie McPhail reported Molli Moss is going to meet with Brad Olson from the Port on Friday to discuss sponsorship opportunities. Katie reported last year the tariff rate was \$4,290 per day. Giuseppe said they are working on a \$4,497 per day rate currently.

#### Advertising – Bullseye

Katie McPhail reported staff met with Peter Klauser from Bullseye Creative earlier in the week to discuss goals for the 2023 Seattle Boat Show. Katie reported the two goals are to sell 200,000 square feet and to increase attendance to the show. Katie said Peter left them with one question to think about, “Why a boat show?”

The committee discussed different ways to attract attendance and make the show more than a sale event. They also discussed inventory issues and predictions for the next few years.

#### SBS23 Boat Show Budget

George Harris started the 2023 budget discussion. He reported currently the draft budget has a shortfall of \$100,000. He said it is now time for the Board to meet and figure out a way to decrease that shortfall and get to a breakeven budget. George discussed the budget change. George shared graphs on the history of space rental and the number of businesses that attended the show in previous years.

**The Committee moved, seconded and passed a recommendation to the Board to increase the ticket price to \$20.**

After the motion the Committee discussed the possibility of raising the rate to over \$20 to possibly around \$25 but no other motion was made.

#### GES Show Decorating

Katie McPhail reported that GES is anticipating a 30% increase in cost. This will be a \$42,000 increase. Another multi-year agreement, beginning with the 2023 show, is being presented.

#### Seattle Boat Show Application Prep

Katie McPhail reported applications for the 2023 Seattle Boat Show will go out Friday June 24 with the deadline being August 31.

#### Annual Meeting Reminder

George Harris reminded the committee that the NMTA Annual Meeting is tomorrow, from 4PM to 7PM at the Seattle Yacht Club Outstation at Elliott Bay Marina. He encouraged the committee to attend.

**The meeting was adjourned at 11:52 PM. The next Boat Show Committee meeting will be July 13, 2022, at 10:00AM on Zoom.**