

## Superyacht Northwest Meeting Minutes

May 10th, 2022 - Location: SBMC/Virtual

### Attending:

Monique Webber	Fred Robinson	Andy Rogers	Gordy Ruh
Dan Wood	Ray Vincenzo	Deke Jones	Leonard Landon
TJ White	Hoby Douglass	Jordan Glidden	Lorraine Landon
Brad Olsen	Amanda Kennedy	Mark Gleason	

- Monique welcomed the committee. Minutes from the last meeting were reviewed. Deke motioned to approve the minutes; Andy Motion was seconded. Vote all in favor, minutes approved.
- The Landon's from Wagoner Cruising Guide introduced by Monique
- Government Affairs from Jay Jennings via Monique
  - ST3 Ballard Extension
    - US Coast Guard determined height requirement of at least 205 feet
    - Local decision in review at federal USCG level
  - I5 Bridge replacement over Columbia River
    - Coast Guard Currently taking comment from the public on bridge height for
  - Use tax issue is temporarily stayed
- Advertising and Marketing by Ray Vincenzo
  - Social Media
    - Focus on the people – need more posts with the workers, crew, and boats
    - Looking to reevaluate and increase follower end of year goals
    - Suggestion was made to get a referral/review video from Aurora for socials
  - Social Media Stats for April (Only 2 weeks)
    - Facebook
      - 4 Posts, 1400 Impressions
      - Click Engagement ~60
    - Instagram
      - 4 Posts, 325 Reached, 52 Engagements
    - 2 Posts on LinkedIn
      - Engagement down from February (Don/Sharry Post)
      - Possibly overproduced visuals, looking to focus more on boats and people to increase reach
- Proposed Budget for next year – Monique
  - No Objections
  - \$10k earmarked for FLIBS is for USSA Sky Lounge, Destination meeting, and coordinated dock walking effort by the group
- 2022-23 Membership Drive – Deke/Andy
  - We discussed membership dues/tiers
  - Presented membership flyer with information on benefits of SYNW
  - Goal is to simplify membership “tiers”
  - Unique benefits that differentiate SYNW
    - Preferred referral pipeline
    - Advocacy and "in the know" on legislation

- Impact organization has already made with the HB1107, use tax, ST3, and pilotage changes
- SYNW is becoming internationally recognized
- Industry is poised to take off – new boats coming to charter
- Things to think about
  - Perceived value of SYNW and how to make it one of the groups you afford to join?
  - If we do a flat rate membership, can we get enough members to meet budget?
- SYNW End of Summer Event
  - Think about event space and mindful of a potentially large turnout
  - Invite members, prospective members, and captains/crews
  - Guest Speaker to help draw attendance
    - Potentially Ted McCumber or Captain from Alaska

**Next Meeting Announced for June 14<sup>th</sup> at 10:30am**