

NMTA
BOAT SHOW COMMITTEE MEETING
Oct. 12, 2022 10:00 A.M.
Zoom Meeting

Present: Greg Allen
Elizabeth Bohling
Bryce Hansen
Darren Lamont

NMTA Staff George Harris, President
Katie McPhail, VP and Boat Show Director
Joan Collins, Boat Show Assistant
Katie Groseclose, Office Coordinator
Wyatt Asbury, Membership Coordinator
Karsten McIntosh, Communication Director

Absent: Tori Parrott
Giuseppe Alvarado
Tony Bulpin
Grant Haugen
Jon Josephson

MINUTES

Greg Allen called the meeting to order at 10:00 am.

New Membership Coordinator

George Harris introduced Wyatt Asbury as the newest Membership Coordinator for NMTA.

New Members

Katie Groseclose presented four new member applications which is pending Board approval.

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

- Hinckley Company – Active
- JR Marine Manufacturing – Active
- 3D Shape Capture – Affiliate
- Paradise Dock – Active

George said staff is still investigating Paradise Dock and is working with Anna Cashman, from KHBB Law to come up with a plan to move forward.

2023 Seattle Boat Show Space Update

Katie McPhail reported she has received 7 new applications and there are now 254 exhibitors. Three existing exhibitors have requested more space. There are currently 17 exhibitors at Bell Harbor Marina displaying 38 boats.

Port of Seattle's Bell Harbor Marina

Katie McPhail reported Port of Seattle signed up for a presenting Captain's Level Sponsorship package. This includes a cash sponsorship and a discount on moorage for Bell Harbor Marina. There will be two presenting sponsors for the 2023 show, Union Marine and Port of Seattle. The Port's package includes 1,500 sq ft of display space and they are still decided on the best use.

Washington State Conventions Grant

George Harris reported he received an email that the grant review processes has been extended until the end of the month. George is optimistic and exploring various ideas should the funding come through. One idea would be a market research study.

Promotion Ideas SBS23

George Harris reminded the committee of the 8-page spread in NW Yachting Magazine last year, and is discussing with Lisa Samuelson pitches to NW Yachting for this year.

George shared the statistics of the 2020 flash sales to 2022 ticket sales, with no flash sale. The committee asked George for more data before making a decision on a 2023 flash sale.

Katie McPhail presented a promotions idea slide deck for 2023:

She reviewed the purpose of a promotion (earned media, drive attendance, enhance the show experience, educate boaters, or support sponsorship.)

- "Boating Innovation" theme and new topics for seminar line-up (all approved)
- Free lunch at Bell Harbor Marina (all approved)
- Mosaic Mural for the Friday nights, with instant win prizes (all approved)
- Group reservations, private group reservations (one vote from the committee)
- Dogs on Deck (all approved)
- Restorative Power of Water – Author Dr. Wallace Nichols (committee said use the book in addition to the Waggoner Guide)
- Rube Goldberg Machine – to build the entire show (mixed emotion from the committee)
- Boat Naming Mystic/Psychic (no support)
- Maritime tattoos display, National Museum of the American Sailor (no support)

Katie reviewed annual promotions: seminars, Women's Day, 2-1 Tuesday, Dogs on Deck, Beer/Wine nights, Bell Street Parking, Kid Zone, Boater's Lounge, Yacht Club Challenge, etc.

Event App – Katie McPhail presented a Webex event app that could replace the printed program. (Show maps, exhibitor directory, seminar schedule, FAQ, gamification, and advertising opportunities. There was committee support for replacing the printed program.)

The meeting was adjourned at 12:09 PM. The next Boat Show Committee meeting will be Wednesday, November 9, 10:00 a.m. – Noon on Zoom.