

## Superyacht Northwest Meeting Minutes

October 11, 2022 - Location: SBMC/Virtual

### Attending:

Alex Sutter	Amanda Kennedy	Brad Olsen	Brent Bitterman
Christina DiRocco	Dan Wood	Dave Atwater	Deke Jones
Doug Dixon	Hailey Hart	Hoby Douglass	Jay Jennings
Jordan Glidden	Lindsey LaPrath	Marty Marchant	Micah Bowers
Monique Webber	Paul Zimmer	Ray Vincenzo	Scott Morris
Sheila Otter	Stephen Streufert	Tory Gering	TJ White

### Notes:

- Opening
  - Monique welcomed the committee
  - Minutes from the last meeting were reviewed
    - Deke motioned to approve; Hoby seconded – All in favor, minutes approved
- Government Affairs from Jay Jennings
  - Marine and Boat Yard Conference
    - Confirmed high demand for large slips
  - No update on Use Tax for boats – Call with DoR today
  - Westlake street and Apartment project
    - Reducing to two lane traffic with 2 bus lanes
    - 40-unit apartment project
- Maritime High Mentorship Program with Stephen Streufert
  - Part of the Highline Public School District
  - 35-50 students per graduating class – gradually increasing to 100 students
  - Opportunities for businesses to partner/mentor students while they are in program
    - Internship programs for Junior and Senior year students
  - Reach out to Stephen to setup a 1-on-1 meeting
- Core Plus Maritime with Tory Gering
  - Career technical program that is partnered with 14 schools
  - Focus on Sophomore through Senior high school students
  - Try-A-Trade Day on November 2<sup>nd</sup> 8am – 2pm at Kitsap County Fairgrounds
- Advertising and Marketing update by Purdie Rogers
  - Social Media Stats for October
    - Facebook
      - Highest impressions number for the year
      - Rebound for the clicks and stayed steady with engagement
    - Instagram
      - Rebound for September
      - Hoping for increase with new employee videos
    - LinkedIn
      - Increase in engagement and reach
      - Maintaining shareable and engaging content
  - Website
    - Destination and Member page is the most popular

- Expecting traffic to slightly decline due to season
- Referrals at the highest from the year
  - This means social channels are getting people to the site
  - FB is the primary contributor
- Boats Afloat VIP Night
  - Success night that created good content
  - Great location right at front entrance
  - 1000 vendor, business, and VIPs in attendance
- FLIBS
  - Sponsoring 3 events for \$6k
  - Worth Ave Crew Party for \$1k
  - Reach out if you need a badge provided by SYNW
  - Plan for dock walking and outreach for SYNW
- Financials
  - Currently have pledges of \$56k with a proposed budget of \$87k
    - Items to Remove or Change
      - All shows except FLIBS and Spring Boats Afloat
    - Short roughly 10-15 membership from prior years
  - Final draft of “What you get” for SYNW membership

**Next Meeting Announced for November 8<sup>th</sup> at 10:30am**