

NMTA
BOAT SHOW COMMITTEE MEETING
October 11, 2023 10:00 A.M.
Zoom Meeting

Present: Bryce Hansen, Temp-Chair
Elizabeth Bohling
Greg Dick
Bob Holloway
Katie Malik

NMTA Staff George Harris, President
Katie McPhail, VP and Boat Show Director
Karsten McIntosh, Communications Director
Wyatt Asbury, Membership Coordinator
Joan Collins, Boat Show Assistant
Katie Groseclose, Board & Events Director

Absent: Giuseppe Alvarado
Tony Bulpin
Jon Josephson
Tori Parrott

MINUTES

Bryce Hanson called the meeting to order at 10:05 am.

New Members

Wyatt Asbury presented two new member applications which are pending Board approval.

The Committee moved, seconded and passed a recommendation to the Board to approve the two NMTA membership applications.

- Ferguson Terminal – Active
- Ocean Traps – Active

Wyatt reported we are 10 renewals away from our goal of 90% renewals.

2024 Seattle Boat Show Space Update

Katie McPhail gave a brief update of space requests for the 2024 Seattle Boat Show. She reported last month during session one space allocation there were application requests from 237 exhibitors requesting 210,000 square feet. Since then, for session two space allocation there have been 10 more applications with 11,000 square feet requested. Currently there are 35 boats registered for Bell Harbor, with a goal of 50 in water boats by the show.

The Committee discussed the Concourse layout and the types of exhibitors in each hall. They discussed the importance of allowing Katie McPhail to have flexibility when designing the floorplan.

Horizontal Blocking

Katie McPhail briefed the committee on the Boat Show Guidelines, specifically the rules on horizontal and vertical blocking. Horizontal Blocking is two dealers joining together, while vertical blocking is when a dealer joins with their manufacturers. George gave a brief history on how the committee decided on the rules of horizontal blocking and vertical blocking. Katie McPhail reported that this year the two Beneteau Dealers, Signature Yachts and Denison Yachts would like to join their displays together. Signature Yachts sells Beneteau sailboats and Denison Yachts sells Beneteau power boats. Denison applied after the August 31 deadline and has 10 priority points. West Hall exhibitors typically have higher priority points. Blocking with Denison Yachts would not guarantee Signature Yachts space in the West Hall.

The committee moved, seconded and motioned to not approve the request for horizontal blocking from Signature Yachts and Denison Yachts.

Port of Seattle's Bell Harbor Marina Update

Katie McPhail reported Molli Moss is going to work the Port of Seattle for sponsorship similar to the 2023 show, that will reduce the cost of renting Bell Harbor Marina.

Advertising Update

Karsten McIntosh reported on the following advertising updates:

- The photoshoot with the family from the 2023 show is scheduled for this Sunday, if the weather holds.
- There is an extra \$25,000 in the budget this year for additional advertising and staff is working with our advertising department on the best way to spend those dollars.
- Floyd Komer's team at AdMark does not recommend using an Influencer Campaign – the cost is too high and the geographical range is too broad.

Boat Show University Update

Katie McPhail gave a brief history of the BSU program since COVID restrictions. She reported a few changes to Boat Show University for 2024, including:

- Recording all BSU classes but they will not be broadcast live
- In person BSU classes will require a ticket, admission to the show included
- BSU package includes 9-days admission, access to all recordings, all BSU class in-person, and drink token for each day
- Every evening 4pm-6pm, BSU reception in Tunnel Club with feature guests

2024 Features

Katie McPhail described the current new features and promotions staff is currently working on:

- A self-guided Boat Show Tours, with QR codes
- Groundhog's Day – Opening day giveaway
- Anthony's Oyster Slurp Competition (Saturdays)
- Mimosa Sunday
- Paddle-a-thon around Vancouver Island (all show days)
- Eba the Whale Dog – Celebrity Dog for Dog Day
- Experts Happy Hour at Tunner Club
- Free Lemonade "Lemons for Good"
- Dry Waterski Lessons

Katie Malik expressed interest in a boat building promotion and said she has lots of contacts in this segment of the industry.

The meeting was adjourned at 1205 PM. The next Boat Show Committee meeting will be Wednesday, November 8, 10:00 a.m.