

## Superyacht Northwest Meeting Minutes

August 9th, 2022 - Location: SBMC/Virtual

### Attending:

Andy Rogers	Amanda Kennedy	Brad Olsen	Dan Wood
Deke Jones	George Harris	Gordy Ruh	Hoby Douglass
Jay Jennings	John Dixon	Jordan Glidden	Leonard Landon
Lindsey LaPrath	Marty Marchant	Micah Bowers	Monique Webber
Ray Vincenzo	Stephanie Riley	TJ White	Tony Bulpin

### Notes:

- Opening
  - Monique welcomed the committee
  - Minutes from the last meeting were reviewed
    - Deke motioned to approve the minutes; Andy seconded - Vote all in favor, minutes approved
- Government Affairs from Jay Jennings
  - Primary elections
    - Mostly status-quo and consensus is that voters are happy with their incumbents
  - Use Tax Shift Update
    - Long term moorage definition is vague, but lawyers say that is good
  - Boatyard permit
    - Submitted questions for permit review meeting on 8/10
  - Lobbying
    - Cliff retiring being replaced with Roman Daniels-Brown starting roughly 10/1
  - Puget Sound Pilots
    - SYNW is seeking rate relief for all recreational vessels
- Advertising and Marketing update by Purdie Rogers
  - Social Media
    - Followers increasing steadily and on track for annual goals
  - Social Media Stats for June
    - Facebook
      - Dip in July – Plan to increase call to action posts to increase engagement
    - Instagram
      - Drastic increase in overall reach, due to success of first Reel
      - Huge increase in engagement
    - LinkedIn
      - Small decrease – little worry overall
  - Website Referrals
    - Dip due to decrease in FB traffic
  - Website traffic
    - Unique visitors trending in right direction
    - Most unique visitors are new users
    - Need to promote the site to get traffic to the site
- Dockwalk

- Received a free ad for the July issue
  - SYNW is paying for a 2-page spread in the September issue
- September Boats Afloat
  - Free table for the VIP event 9/14 from 3-7pm to push SYNW message and membership
- Membership Drive
  - Need membership forms by end of August
  - Please review membership benefits document and provide feedback
- Membership Benefits
  - Need help with providing ideas on how SYNW benefits your business uniquely
- NMTA Update from George Harris
  - New board member – Jeff Messmer
  - Boatyard permit review
  - Prep for South Sound Annual Meeting in Olympia

**Next Meeting Announced for September 13<sup>th</sup> at 10:30am**