

Superyacht Northwest Meeting Minutes

September 13, 2022 - Location: SBMC/Virtual

Attending:

Andy Rogers	Amanda Kennedy	Dan Wood	Dave Bibby
Deke Jones	Gordy Ruh	Hailey Hart	Hoby Douglass
Jay Jennings	Jordan Glidden	Leonard Landon	Marty Marchant
Micah Bowers	Monique Webber	Ray Vincenzo	Scott Morris
TJ White			

Notes:

- Opening
 - Monique welcomed the committee
 - Minutes from the last meeting were reviewed
 - Hoby motioned to approve the minutes; Andy seconded - Vote all in favor, minutes approved.
- Government Affairs from Jay Jennings
 - Quiet month politically
 - Keeping a close eye on cruising permit legislation
 - Monitoring lawsuit with Puget Sound Pilots and UGC
 - Ruling expected closer to May 2023
- Advertising and Marketing update by Purdie Rogers
 - Introduction of Hailey Hart, Purdie Rogers new Content Strategy Director
 - Social Media
 - Increased end of year targets since we exceed initial goals
 - Social Media Stats for August
 - Facebook
 - Increase in impressions
 - R/C/S skyrocketed, but clicks decreased
 - Typically, an inverse relationship – looking to close the gap
 - Instagram
 - Riding the downward trend from high point of the initial employee Reel
 - New employee Reel from PYM published in September
 - LinkedIn
 - Increase in reach to all time high
 - Engagement bounced back
 - Posts that include people result in the best engagement
 - Website Referrals
 - Best referral month since FLIBS
 - Website traffic
 - Gradually increasing in total traffic and visitors
 - New tracking of specific time on different pages of website
 - Destinations is currently the highest time spent
- Membership benefits 1-Page
 - Please review and submit any thoughts
 - Helps increase membership

- VIP Night for Boats Afloat
 - We have a free booth at the Wednesday night VIP event
 - Tickets given to captain and crew
 - Lindsey created a membership booklet to handout with members and yachts for talking points
 - Print-out of info on HB-1107
 - SBMC providing beverages and refreshments
- Superyacht Services Guide
 - SYNW members can get in digital and print guide (Typically referral only)
 - Contact Monique if you are not already in the guide
- Membership Dues
 - Please turn in membership dues form and payment

Next Meeting Announced for October 14th at 10:30am