

Superyacht Northwest Meeting Minutes

June 14th, 2022 - Location: SBMC/Virtual

Attending:

| | | | |
|----------------|-----------------|---------------|---------------|
| Amanda Kennedy | Andy Gilbert | Andy Rogers | David Atwater |
| David Gudgel | Deke Jones | Devon Prince | Doug Dixon |
| Fred Robinson | Gordy Ruh | Hoby Douglass | Jay Jennings |
| Jordan Glidden | Lindsey LaPrath | Mark Gleason | Micah Bowers |
| Monique Webber | Ray Vincenzo | TJ White | Tony Bulpin |

Notes:

- Opening
 - Monique welcomed the committee and did introductions
 - Minutes from the last meeting were reviewed
 - Deke motioned to approve the minutes; Hobo seconded. Vote all in favor, minutes approved.
- Government Affairs from Jay Jennings
 - Boat Yard Permit by Dept of Ecology
 - Reach out to Jay questions, comments, and concerns
 - Use tax issue is temporarily stayed – will continue to monitor
 - Puget Sound Pilots
 - Pension fund is handled on a month-to-month basis
 - Looking for assistance transferring to a pre-paid pension fund
 - Mark Gleason raised the point of adding in safeguards to ensure that if funding is provided our interests are met
 - Monique will be working to reduce fees make permits and exemptions easier
 - UTC is not interested or involved in the process
 - Sound Transit 3 (ST3)
 - Meeting with sound transit makes it clear they are moving forward with a tunnel
 - June 23rd sound transit board meeting to approve tunnel
- Advertising and Marketing update by Purdie Rogers
 - Social Media
 - Followers increasing steadily and on track for annual goals
 - Social Media Stats for May
 - Facebook
 - 10 posts with increased clicks – engagement decreased slightly
 - More people interacting with the profile
 - Instagram
 - Increased engagement
 - LinkedIn
 - Engagement is bouncing back from February high
 - Example of member video with TJ at SBMC
 - Email content to Devon and Ray for posting
 - Purdie Rogers can handle editing and creation of videos

- Marketing Events and Boat Shows
 - Antigua Yacht and Charter Show
 - Currently budgeting \$7k for Antigua Show
 - Thoughts on attendance and presentation of vendor form
 - Show is open to negotiating
 - FLIBS
 - SYNW not interested in a \$22k booth – focus will be on dock walking and networking
- Marketing Budget - July 2022-23
 - Deke motioned to approve budget; Scott seconded. Vote all in favor, 2022-23 budget approved
- Membership Growth
 - Goal is to raise \$100k to add \$13k to reserves
 - Capitalize on the recent interest in PNW
 - Well-position to be well-received
- USCG - 33 Code of Federal Regulations 158
 - Criteria for determining the adequacy of marinas for ocean going vessels over 400GT
 - Adequate
- Kenmore Air
 - 4 round trip daily service from Paine Field to the San Juans
 - Negative covid test requirement when returning from Canada is no longer in effect

Next Meeting Announced for July 12th at 10:30am