

NMTA
BOAT SHOW COMMITTEE MEETING
December 13, 2023 10:00 A.M.
Zoom Meeting

Present: Tori Parrott, Chair
 Giuseppe Alvarado
 Elizabeth Bohling
 Greg Dick
 Bryce Hansen
 Jon Josephson
 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: Tony Bulpin
 Bob Holloway

MINUTES

Tori Parrott called the meeting to order at 10:00 am.

New Members

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

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

- Argo Navigation – Active
- Candela – Active
- Hatton Power & Propulsion – Active
- Seaspension – Active
- Silverback Marine – Active
- Vent Tender – Active
- Jaktar Boats – Active
- Pirate Metal Works - Affiliate

2024 Seattle Boat Show Exhibitor & Layout Update

Katie McPhail reported there are currently 267 exhibitors for the 2024 Seattle Boat Show. Katie expects that list to grow by at least 10 on Friday when the floorplan revision is published. Katie reported the floor plan revision will be published on Friday, Dec. 15. There are 20 exhibitors with 40 boats for Bell Harbor Marina. The goal is to have around 50 boats at Bell Harbor Marina.

Final Invoices

Katie McPhail reported final invoices were due December 1. As of today, there are still 52 outstanding balances. Katie reported the NMTA office mailbox was vandalized on the first weekend of December, so staff are going to follow up with those with outstanding balances to see if they mailed a check that day.

Exhibitor Dashboard

Joan Collins reported over half of the exhibitors have logged into the exhibitor dashboard. She reports the orders are starting to come in, with over 700 guest tickets purchased.

Advertising & Ticketing Update

George Harris and Karsten McIntosh reported on the following ticket and advertising updates:

- There have been 265 of the \$5 tickets sold so far. Regular tickets go on sale on Friday.
- We are returning to selling individual tickets for Boat Show University classes.
- Posters were mailed to all exhibitors and NMTA Washington members last week.
- Later today the refreshed Seattle Boat Show website will go live so it will be ready for the tickets to go on sale of Friday.

First & Goal Addendum

George Harris reported he is working with First & Goal for this year's addendum. This year it will include a request for Sunday Move-in, extra staging in East & North Halls, and help from catering. Katie reported catering at the stadium has been a struggle and because of that a few promotions will be cut this year.

Boys in the Boat Promotion

Katie McPhail reported there is a new promotion with Boys in the Boat, the story of the 1936 UW men's rowing team. The book was published 10 years ago and this Christmas there is a movie coming out. One of the members of the Antique & Classic Boat Society has refurbished the coaches' boat from the team and is planning on bringing it to the boat show. For the show we are planning a Boys in the Boat panel, hosted by a local UW historian. This panel will be on Sunday, at 2pm on the Club Level. Tickets will be available for purchase.

2024 Promotions

Katie McPhail updated the committee on the current new features and promotions staff is working on:

- Opening Day Groundhogs Day promotion

- Uncorked/Wine – Fri, 2/2
- Sail & Ales/Beer – Fri, 2/9
- **Bubble at the Boat Show/Prosecco – Sun, 2/4 (Will likely get canceled due to food & beverage expenses)**
- Free Chowder at Anthony's – Monday through Friday
- Free Boating & Fishing Seminars Daily
- BSU Courses Daily
- Expert Reception in the Tunnel Club Daily, 4p-6p
- Career Fair – Monday 2/5
- Women's Day – Monday 2/5
- Sister in Action, Wakeboard/Surf/SUP workshop – Monday 2/5
- 2 for 1 Tuesday – Tuesday, 2/6
- Dogs on Deck – Thursday, 2/8
 - Eba the Whale Dog
 - Dog Tag Machine
 - Photobooth
- Self-Guided Video Tours
 - Folding Bike Enter to Win Passport
- Boat Races w/ Zach
- Be Whale Wise Seahawks Ticket Giveaway
- Antique and Classic Boat Display
- Boys in the Boat – Conny the coach's boat
- UW Crew Historian Panel – Sunday, 2/4
 - Youth Boating Center
 - Aqua paddlers
 - Free Lemonade, Saturday(s) & Sunday
 - Youth Sailing Foundation
 - Kids Boat Building
- Kit Boat Building w/ Duckworks Boat Builders Supplies
- Free Shuttle
- \$5 Parking at Bell Harbor

Anacortes Boat & Yacht Show

Katie McPhail reported the 2024 Anacortes Boat & Yacht show will be May 16-18 at Cap Sante Marina in Anacortes. Applications will be available January 31. Tickets are schedule to go on sale February 12.

The meeting was adjourned at 11:20 AM. The next Boat Show Committee meeting will be Tuesday February 6 at Lumen Field, time TBD.