

NMTA
BOAT SHOW COMMITTEE MEETING
March 13, 2024 10:00 A.M.
Zoom Meeting

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

MINUTES

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

New Members

Wyatt Asbury presented five 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.

- Ceram-Kote – Active
- Anacortes Marine Insurance – Active
- Cape Fisheries Management Company – Active
- Sarahs Shipshape Services – Active
- Hillier Industries – Active

2024 Seattle Boat Show Recap

Katie McPhail reported that staff will have a final P&L at the April Board meeting. She said there are still a few invoices she is waiting to receive and staff still needs to schedule settlement with First & Goal. Katie and George presented the following preliminary numbers:

- Daily Net Attendance: 33,458 total. This is down from 2023 (35,151)
- 9-Day cumulative attendance down 8.5% compared to 2023 (Lumen -8.9% and Bell Harbor +2.6%)
- Space Sales:
 - 301 Exhibitors
 - Lumen: 216,915 square feet
 - Bell Harbor: 36,981 square feet
- Planned Net Income for 2024 is \$921,450
- Online tickets sold 10,188 compared to 10,362 from 2023
- Uncorked/Sails & Ales tickets: Distributed 25,465 – redeemed 2,644 – 53 exhibitors participated.
- Boat Show University Classes 399 vs. 664 in 2023 (177 9-Day All Aboard Package, 222 single admission)
- Boats on Display: 614 (559 Lumen & 55 Bell Harbor)
- GES final invoice is \$190,871 vs. \$179,104 from 2023

SBS24 Ticket Redemption by Hour

George Harris presented a report of Lumen Field Admission by the hour during the show. He said this information will hopefully help lead the discussion on show hours for the Board and for the committee at the April meeting.

Exit Survey

George Harris reported the net promoter score from the exit survey show increased to 4.28 (81%) compared to 4.14 (72%) last year. George said yesterday staff sent an email to everyone who purchased tickets but did not attend the show. It invited them to take the survey to see why they didn't attend and invited them to the Anacortes Boat & Yacht Show in May.

Committee Feedback

Katie McPhail presented the traditional Onions & Roses report from the exhibitors and shared examples of exhibitor feedback regarding show days and hours.

Katie opened the floor for feedback from the committee. A few of things the committee brought up:

- Need to figure out consistency on hours
- Liked the new North Hall layout
- Need more seating by Ivars and other locations around the show
- Need a digital will call so attendees can enter at all entrances
- Discussion on the change economy and the impact on boating
- Discussion on missing affordable boat options, and rising price of entry level boats

2025 Seattle Boat Show

Katie McPhail said next year the dates are slated for January 31 to February 8. Katie reported the committee needs to discuss in the next couple months for the 2025 show: ticket pricing, new show hours, variable space rates, promotions, and attendees.

Other Business

George Harris reported on the following items of interest:

- The NMTA travel lift will be tested by Labor & Industries before the next show.
- Boat Show Committee members with terms ending this year include Elizabeth Bohling, Tony Bulpin, Bob Holloway, and Tori Parrott. If any of these committee members would like to serve another term, please let Katie know.
- The 2024 Anacortes Boat & Yacht show will be May 16-18 at Cap Sante Marina in Anacortes. Deadline for the applications is March 31. Tickets are on sale.
- Today self-nomination forms will be sent to all active NMTA members. If anyone on the committee would like to run, please contact Katie Groseclose.

The meeting was adjourned at 12:05 PM. The next Boat Show Committee meeting will be Wednesday, April 10 on Zoom.