



### Boat Show Discussion/Feedback

George Harris opened the floor to discussion of the groups' reactions to the show after the first four days of the show including the weekend. He received the following feedback:

- Traffic seemed good and attendees seem to be happy overall at both venues, and the people who are attending were serious buyers with informed questions.
- The North Hall seems busier than it has in the past and people like the new layout.
- The shuttles were working efficiently.
- Advertising had been noticed by many people.
- Move-in was smooth, and all staff had been helpful.
- Many committee members feel strongly that the show needs to be open later on weekdays and that the after work crowd is not making to the show
- The bathrooms are not as clean as they should be during the show

### Bell Harbor Update

Joan Collins reported Bell Harbor Marina has been running smoothly. She said there are 27 exhibitors with 55 boats at the marina. Joan said there were a few windy days at the marina, but all the exhibitors have worked together to keep all the boats safe. Joan reported the marina is full, and she has already begun discussions with the Port of Seattle on how to add more boats next year.

### Lumen Field Event Center Update

Katie McPhail reported move-in at Lumen Field went smoothly but that was partially due to the fact that there were no events and Lumen Field was available for pre-staging. Katie reported the move-out meeting is scheduled for Wednesday and she plans to hand out move-out instructions to exhibitors on Thursday. Everything must be out of the building by Monday night at midnight, before the RV Show begins the move-in at 6AM on Tuesday morning.

### Media Coverage

Lisa Samuelson reported on the 2024 Seattle Boat Show media highlights and reported all five TV stations in Seattle have had all had segments on the show. Lisa said she would have a full report of the media coverage once the show was over.

### Attendance

George Harris reported on the attendance of the indoor location (Lumen Field Event Center) and afloat (Bell Harbor Marina) of the Seattle Boat Show, after the first four days of the show:

- Combined attendance for the two venues is down 6.1% compared to 2023
- Lumen Field attendance -8.1% compared to 2023 but +20.5% compared to 2022
- Bell Harbor attendance +19.8% compared to 2023 and +33.7% compared to 2022

### Adjournment

There being no further business, it was moved, seconded and carried to adjourn the meeting. The meeting adjourned at 9:45 AM.

### Next Meeting

The next meeting of the NMTA Board of Trustees will be held on Wednesday, March 20, 2024 at 12:00 PM on Zoom.