

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

Present: Tori Parrott, Chair
 Giuseppe Alvarado
 Elizabeth Bohling
 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:

MINUTES

The meeting was called to order at 10:00 am.

New Members

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

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

- Olson Yacht Group – Active
- Lumishore – Active
- Elling Yacht USA – Active

Wyatt discussed the April Membership promotion, similar to last year's with offering two-for-one advertising with the seven NMTA member magazines. He plans to send information to his top prospects this week.

2024 Seattle Boat Show Budget Review

Katie McPhail presented a preliminary budget report for the 2024 Seattle Boat Show. She said preliminary numbers report net income to be \$964,162.20. Katie said this is very close to the final number but there could still be a few more invoices to come in. George Harris gave a brief history in the net income of the Seattle Boat Show, 2010-2024.

George discussed the timeline for the 2024-25 association budget. He said the first draft will be presented to the Board at their May 22nd meeting. Then staff will work with the Board to finalize the budget and get the final budget approved at the June 19 meeting.

Katie McPhail discussed differential pricing (different prices for the same product based on location) depending on which hall a booth is located. She said it could impact the boat show guidelines and invoicing. The committee discussed differential pricing as a strategy for retaining accessories exhibitors in the show. Several committee members agreed it is not typically healthy for a business to reduce their prices.

Katie McPhail reported that settlement with First & Goal is scheduled for April 19.

SBS24 Admission by Hour

Katie McPhail presented a report with all other boat shows around the country, noting their show days and hours. She also presented a report of the history of the Seattle Boat Show hours, since 2018. The Seattle Boat Show has longer hours than other 9 and 10 days shows. Historically, the Seattle hours have been between 77 and 84 hours a year.

George Harris presented a report of Lumen Field Admission for each hour by day. The committee discussed the trends from each day. The committee discussed whether adding an extra hour at the beginning of the mid-weeks days was helpful, or if they would rather move the hours later in the day. Katie said there is no one-sized solution that will fit all exhibitor types, the committee's decision will need to be communicated well to all exhibitors.

The Committee is considering the following hours: Fridays 11AM-9PM, Saturdays 10AM-8PM, Sunday 10AM-6PM, Monday-Thursday: 11AM-7PM. 80 hours total.

Ticketing

Katie McPhail discussed moving to an electronic Will Call for 2025. Katie told the committee that there is a wide range of the way exhibitors use will call and distribute tickets. We are also considering a pay-on-redemption model for show guest ticket. The committee discussed how convenient it is to be able to send tickets via phone or mail. Another committee member said sending electronic tickets does not guarantee attendees will visit the exhibitor's booth. Katie said during the transition year we would need both digital and paper tickets.

Katie McPhail discussed ticket prices for other boat show around the country. The committee discussed the Seattle Boat Show's ticket price but no formal motion was made.

Karsten McIntosh discussed the \$5 ticket promotion. Karsten said the promotion helped get awareness about the show early but did not result in expected ticket sales.

Promotions

Katie McPhail said the promotions this year were varied, catering to all different types of attendees. She asked the committee to think about the types of promotions they would want for 2025. Such as ticket promotions like 2 for 1 Tuesday, experience enhancing promotions like ample seating, music, beverages, or media hooks like sand castles and peddle boats.

Other Business

Katie McPhail reported the following items of interest:

- BSC Terms Ending (Elizabeth Bohling, Tony Bulpin, Bob Holloway, Tori Parrott)
- Anacortes Boat & Yacht Show featuring Trawlerfest (May 16 – 18)

The meeting was adjourned at 12:05 PM. The next Boat Show Committee meeting will be Wednesday, May 22 in person at the Seattle Yacht Club Outstation at Elliott Bay Marina.