

NMTA BOARD OF TRUSTEES MEETING

April 17, 2024

Hybrid: Zoom & NMTA Office

Present:

Mike Kirshenbaum, Chair
Scott Anderson
Tony Bulpin
Nick Graf
Deke Jones
Tori Parrott
Craig Perry
TJ Quandt
Alex Sutter

Karsten McIntosh, Communications Director
Jay Jennings, VP Government Affairs Director
Katie Groseclose, Membership Coordinator
Jen Higgins, Director of Finance
Katie McPhail, VP Boat Show Director
Jay Herford, Legal Counsel
Wyatt Asbury, Membership Coordinator

Absent:

Clint Kirry
Jeff Messmer
Paul Sorensen

MINUTES

The Board members received access to copies of the following documents electronically on the Board's website in advance of the meeting, and these documents were referred to during the teleconference meeting:

- Board of Trustee Minutes for March 20, 2024
- Consolidated Financial Report for March 2024
- New Members for April
- NMTA Dashboard
- NMTA Membership Dues & SBS Rate History
- Boat Show Committee Minutes for April 10, 2024
- Seattle Boat Show Dashboard with Show Hours Comparison & Admissions
- ASAE Training – Duty of Care Obedience Loyalty
- NMTA Award Winner List

Chair Mike Kirshenbaum called the meeting to order at 12:00 PM.

Approval of Minutes

It was moved, seconded, and carried to approve the March 20, 2024 Minutes Board of Trustees meeting minutes without changes.

Additional Items

There were no additional items to add to the meeting agenda.

Financial Report

Jennifer Higgins presented the year-to-date financials for the period ending on March 31, 2024.

The Board reviewed the March financial reports.

Jen reported at the May meeting there will be a draft budget for 2024-25, with the goal of approving the budget at the June meeting. Jen reported the first draft with start the discussion with a few assumptions and then will follow with two schedule budget lunches (June 5 and June 12) before the June meeting.

ASAE Training

George Harris reviewed slides from ASAE CEO Symposium he attended last month with Paul Sorenson. He discussed Board responsibilities, including Duty of Care, Duty of Obedience and Duty of Loyalty. He asked the Board to think about these responsibilities, especially during the next few months during big boat show decisions.

New Member Applications

Wyatt Asbury presented three new member applications for April. **It was moved, seconded, and carried to approve the following three application assigned to the category of membership listed:**

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

Wyatt reported we are now 15 members away from the membership goal for the year.

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.

Katie Groseclose reported the Annual Meeting will be held at Tunnel Club at Lumen Field on June 19, from 5:30PM-8PM. The Board meeting will be held before in a room adjacent to the Tunnel Club, from 3PM-5PM.

Membership Rates 2024-25

George Harris reported staff recommendation to increase NMTA membership dues to \$585 for 2024-2025 to keep with CPI Inflation rates. George Harris said staff will send invoices to our membership with renewal notices next week, due June 30, 2024.

The Board discussed membership rates and perspective.

It was moved, seconded, and carried to approve \$585 membership dues for 2024-2025.

2024 Board Elections & 2024 Trustee Nominating Committee

George Harris reported that the Trustee Nominating Committee met on April 10 and selected the following names to appear on the ballot:

- Elizabeth Bohling Seattle Boat Company
- John Dumas Port of Anacortes
- Arnie Hammerman Brand Builder Media
- Clint Kirry Hewes Craft Marine
- Michael Villarma The Bay Company
- Paul Zimmer S3 Maritime

It was moved, seconded, and carried to approve the nominations made by the Trustee Nominating Committee.

The ballots will be sent to all active members on May 6 and will be due June 7 at 5PM.

Government Affairs Update

Jay Jennings gave the following highlights from the Government Affairs Committee:

- Super Yacht Northwest is looking for video shots of Northwest locations and boating in the area. They are working on a new promotional video to promote the area. The Super Yacht Committee is also looking for a new committee chair. They are hoping to have a new Chair by June.
- Jay reported former Member of Congress, Jaime Herrera Beutler (R-3) and Senator Kevin Van De Wege (D-24) attended the meeting to give a legislative update.
- Jay reported the committee is keeping close track of the Governor race.
- American Boating Congress in Washington DC is coming up May 8-10.

- Jay continues to work with L&I on the new load testing requirements for Travel lifts. All lift owners need to get on the schedule with a credited testing company before L&I raises concerns.

Boat Show Committee

Katie McPhail updated the Board on the March Boat Show Committee meeting:

- 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.
- 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.
- Settlement with First & Goal is scheduled for April 19.
- 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, Seattle hours have been between 77 and 84 hours a year.
- The Committee is considering the following hours: Fridays 11AM-9PM, Saturdays 10AM-8PM, Sunday 10AM-6PM, Monday-Thursday: 11AM-7PM. 80 hours total. No formal motion was made.

It was moved, seconded and carried to approve the Boat Show Committee minutes from April 10, 2024.

George Harris presented the Seattle Boat Show Dashboard and discussed a few of the slides with the Board. He highlighted the Boat Show Days & Hours Comparison, showing where the Seattle Boat Show compares to other shows with ticket price, days of show and total show hours. George Harris presented a report of Lumen Field Admission for each hour by day. The committee discussed the trends from each day. George said the goal is to have the Boat Show Committee and Board vote on 2025 Seattle Boat Show hours at the May meetings.

Presidents Report

George Harris reported the following about the Association:

- The May Meeting will be held one week later on May 22 at the Seattle Yacht Club Outstation at Elliott Bay Marina from 1PM-3PM.
- The June Meeting will be held at Lumen Field Event Center on June 19 from 3PM-5PM before the Annual Meeting from 5:30PM-8PM.
- At the Annual Meeting George would like to recognize Cliff Webster, Carl Burke and Doug Levy. He said if the Board would like to present the traditional NMTA Awards he is open to suggestions but worries about how much time it will take to present all the awards.

- He will be working from Michigan next week but working selective hours.

There being no further business, it was moved, seconded, and carried to adjourn the meeting at 2:06 PM. The next meeting of the NMTA Board of Trustees will be held on Wednesday, May 22 in person at the Seattle Yacht Club Outstation at Elliott Bay Marina.