

NMTA
BOAT SHOW COMMITTEE MEETING
June 12, 2024 10:00 A.M.
Zoom Meeting

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

MINUTES

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

New Members

Wyatt Asbury presented two 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.

- Dayboard Yacht Solutions – Active
- Takeena Adventures – Active

Wyatt reported 45% of the membership has renewed this year. Renewals are due June 30, 2024

NMTA Board Elections

George Harris reported three new Board members were elected: Elizabeth Bohling, Paul Zimmer and John Dumas. They will begin serving on the Board July 1, 2024.

Boat Show Committee Appointments

George Harris reported that with Board elections over, staff the board chair can appoint new Boat Show Committee members. Committee members with expiring terms: Elizabeth Bohling,

Tony Bulpin, Tori Parrott, and Bob Holloway. Elizabeth Bohling and Tony Bulpin volunteered to serve another term on BSC.

Recap of May Show Hours Discussion

Katie McPhail reminded the committee of the show hours that were approved last month: Fridays 11AM-9PM, Saturdays 10AM-8PM, Sunday 10AM-6PM, Monday-Thursday: 11AM-7PM. 80 hours total. Katie said after the Boat Show committee meeting the Board approved the motion and ratified the hours for the 2025 show.

2025 Seattle Boat Show Budget Planning

George Harris reported the Board held their first Budget lunch to discuss the 2024-25 budget in detail. The group focused on show rates, differential pricing, Grow Boating funding and how much is needed in reserves. Katie McPhail discussed differential pricing as a way of easing space demand in the West Hall and improving seating, food, and elevation the show experience. Katie discussed the idea of a mega aisle in the West hall with seating and a place for people to eat. She talked about either having run North-South or East-West to connect the East hall to West hall and improve East hall traffic. The committee discussed the idea of changes in the West hall.

George asked the committee what they thought about the mega aisle concept. The committee agreed a refresh could be good for the show and encouraged staff to look more into. George asked the committee if they would support differential pricing to pay for the mega aisle. The committee said they would not support differential pricing to just pay for the mega aisle.

Committee Survey Results Discussion

George and Katie discussed some of the GMA Research results. George talked about the increase in the net promoter score for the show. Katie said staff would like to use the results to help begin planning the 2025 show.

Show Pricing

Katie McPhail reported the survey results show that attendees believe the Seattle Boat is a pricey event to attend, with ticket pricing, parking, food & beverage, and everything else increasing in price. The committee discussed the idea of "Boat Show on a Budget" to show the attendees a cheaper way to experience the show.

The committee discussed ticket pricing for the 2025 Seattle Boat Show. They talked about offering a walk-up military discount and other week day promotions. The committee discussed keeping the ticket price around the same as 2024.

Annual Meeting Reminder

George Harris reported the NMTA Annual Meeting is next week on June 19 at the Tunnel Club at Lumen Field. He encouraged everyone to attend the event.

The meeting was adjourned at 12:00 PM. The next Boat Show Committee meeting will be Wednesday, June 12 on Zoom.