

NMTA
BOAT SHOW COMMITTEE MEETING
Sept. 11, 2024 10:00 A.M.
NMTA Office & Zoom

Present: Bryce Hansen

Zoom: Greg Dick
Katie Malick
Jon Josephson
Jace Romine

Guests: Peter Klauser
Floyd Kolmer
Lisa Samuelson
Don Morgan
Carol Ann Decoster
Emily Lewis
Mike Kirshenbaum, NMTA Board

NMTA Staff George Harris, President
Katie McPhail, VP and Boat Show Director
Karsten McIntosh, Communications Director
Wyatt Asbury, Membership Coordinator
Katie Groseclose, Executive & Program Manager
Joan Collins, Boat Show Assistant

Absent: Giuseppe Alvarado
Elizabeth Bohling
Tony Bulpin

MINUTES

Katie McPhail called the meeting to order at 10:10 am.

New Members

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

The Committee moved, seconded and passed a recommendation to the Board to approve the ten of the six NMTA membership applications:

- A Spot Tail Salmon Guide– Active
- JP Marine Manufacturing Ltd – Active
- Intercoastal Financial Group – Active
- WhoDat Towers – Active

- Thundercat Marketing – Active
- Cairncross & Hempelmann – Affiliate

Wyatt reported we are 27 renewals away from our goal of 90% renewals.

2024 Seattle Boat Show Space Allocation

Katie McPhail gave a brief review of the Seattle Boat Show Guidelines and specifically discussed session 1.

Katie McPhail reviewed SBS24 Session 1 report:

- Total space requested by 225 members to date is 204,758 sq ft
- Total allocation entitled to exhibitors in Session #1 according to the Boat Show Guidelines is 163,548 sq ft (75% of space available)
- 95 exhibitors have requested their Total Space Allocation, no more, no less
- 75 Companies have requested more than their Total Space Allocation
- 30 Companies have requested less than their Total Space Allocation
- 12 Companies have requested more than their base allocation and can convert 10 of their Growth Points into additional space through a Growth Allocation. (2,550 sf of Growth Allocation)
- Notable variable: Bass Pro Group/Tracker Marine verbally request 8,000 sf, but no application yet so it is not in the totals.

The Committee moved, seconded and passed a motion to approve session #1 space allocations totaling 163,548 sq ft.

George Harris reported he will make the PDF of the space allocation report available for all committee members.

Digital Guest Ticket Update

George Harris reported staff has considered options for digitally distributed guest tickets. Staff recommends using Expo Tracker – the same program NMMA has used for the past two years. The committee discussed the pluses and minuses of the new system. Staff will ask if digital tickets can be added to iPhone wallet

Promotion Plan for SBS25

Katie McPhail reviewed the current staff recommendation promotion plan for the show:

- Ticket Promotion – Military & Senior
- Media Hook – Charity Duck Races & Large Rubber ducky
- Enhanced Experience – Food & better seating
- Grow Boating Partnership – Discover Boating branded area & #IWANTABOAT
- Partnership with Mustang – Inflatable Test drive
- Perennial Promotions – Seminars, Parking, Two for One, Women’s Day, Free Shuttle, kid zone

Lunch Break

The Committee took a lunch break from 11:40AM-Noon

Creative Presentation

Peter Klauser from Bullseye Creative discussed the plan for the creative for the 2025 Seattle Boat Show. Peter talked about Bullseye Creative's directives for the show, using the findings from the GMA Research project. He discussed the current challenges for having a successful show. Peter discussed the reasons people come to a boat show: selections, best prices and educational/entertainment.

Peter presented the following creative concepts:

- Concept #1 – More Selection, More Deals, More Fun
- Concept #2 – Big Selection, Big Deals, Big Fun
- Concept #3 – The Biggest & Best Boat Show Ever
- Concept #4 – Find Your Fun
- Concept #5 – Little boat, Big boat, long boat, short boat, etc. All the Boats
- Concepts #6 – I Want a Boat
- Big Ideas – Changing the ads for during the show and towards the end of the show and/or using the jingle singing from the 2020 Seattle Boat Show

The committee discussed creative concepts. The committee complimented Peter on the strong concepts and how he used the research to come up with the concepts. Peter discussed including more pictures of the show and not just generic boat pictures. The committee discussed using "big" instead of "more" for the advertising because it fits the jingle and is broader.

The Committee moved, seconded and passed unanimously recommended concept #2– "Big Selection, Big Deals, Big Fun" for the main 2025 Seattle Boat Show concept.

The meeting was adjourned at 1:05 PM. The next Boat Show Committee meeting will be Wednesday, October 9, 10:00 a.m. - Noon