

## **NMTA BOARD OF TRUSTEES MEETING**

September 18, 2024

Hybrid: NMTA Office & Zoom

Present:

Paul Sorensen, Chair  
Scott Anderson  
Elizabeth Bohling  
Tony Bulpin  
John Dumas  
Nick Graf  
Mike Kirshenbaum  
Jeff Messmer  
Tori Parrott  
Craig Perry  
Alex Sutter  
Paul Zimmer

John Gregory, NMTA Legal Counsel  
Karsten McIntosh, Communications Director  
Jay Jennings, VP Government Affairs Director  
Katie Groseclose, Executive & Programs Manager  
Jen Higgins, Director of Finance  
Katie McPhail, VP Boat Show Director  
Wyatt Asbury, Membership Coordinator

### **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 July 17, 2024
- Consolidated Financial Report for August 2024
- New Members for September
- NMTA Dashboard
- Boat Show Committee Minutes for September 11, 2024
- SBS25 Session 1 Space Allocation Report
- Government Affairs Committee Meeting Notes for Sept. 12, 2024

#### **Welcome**

Chair Paul Sorensen called the meeting to order at 12:00 PM.

### Approval of Minutes

**It was moved, seconded, and carried to approve the July 17, 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 August 31, 2024.

**The Board reviewed the August financial reports.**

George Harris reported Aymna Karmali rebalanced the portfolio to comply with the IPS. Jen reported Clark Nuber will present the results of the 2023-2024 audit at the October meeting. They will present a more in-depth report at the Finance Committee meeting directly before the October Board meeting.

### New Member Application

Wyatt Asbury presented six new members application for September. **It was moved, seconded, and carried to approve the following application assigned to the category of membership listed:**

- A Spot Tail Salmon Guide– Active
- Intercoastal Financial Group – Active
- JR Marine Manufacturing Lt – Active
- Thundercat Marketing – Active
- WhoDat Towers – Active
- Cairncross & Hemplemann – Affiliate

### Unrenewed Members

The staff is currently working on renewals for the year and still needs 38 renewals to reach the goal of 90%. Currently 84% of members have renewed. Wyatt presented the list of members that have not renewed yet.

### NMTA Health Trust

George Harris reported the NMTA Health Trust Board will meet on October 3. The Board members include John Livingston (Ranger Tugs), Alan Bohling (Seattle Boat Company), Alex Sutter (Fisheries Supply) and Kelly Hawley (Tom-n-Jerrys/Master Marine). Currently the Health Trust has 106 companies, covering 1,935 lives.

### NMTA Document Retention Policy

George Harris reported staff is currently working on transferring all of the physical member folders from the NMTA Office into digital folders. George said before staff can do this, they

need to know what needs to be kept and what should be destroyed. George said NMTA needs to establish a Document Retention Policy on what to keep and for how long. George hopes to have a policy for the Board to review at the next meeting.

### Boat Show Committee

Katie McPhail described these highlights from the September Boat Show Committee meeting:

- 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.
- Notable variables: Bass Pro Group/Tracker Marine verbally request 10,000 sf in East Hall, but no application yet so it is not in the totals.
- Staff updated the Committee on the plan for digital guest tickets for the show. Staff would like to use ExpoTracker, the same company that NMMA has been using successfully for the past two years.
- The Committee reviewed the current promotional ideas for the 2025 Seattle Boat Show.
- Peter Klauser from Bullseye Creative presented the creative concepts for the 2025 show and the committee approved: “Big Selection, Big Deals, Big Fun” as the 2025 campaign.

**It was moved, seconded, and carried to approve the September 11, 2024, Boat Show Committee minutes, including the session #1 space allocation and the 2025 creative concept.**

### Government Affairs Update

Jay Jennings gave the following highlights Government Affairs:

- Superyacht Northwest met last week with their new leadership. He said they are working on marketing opportunities for the next few years with big events coming up, such as the World Cup.
- The Government Affairs Committee met last week. They discussed Stimson Marina being featured as a Clean Marina on Q13, Jay’s candidate meetings with Bob Ferguson and Dave Upthegrove, CorePlus has new legislation, and the Marina & Boatyard Conference Oct 10-11.
- Jay invited the Board members to attend the Marina & Boatyard Conference and the golf tournament.

### Marina Permitting & Nearshore Conservation Calculator

George Harris reported a year ago at the September Board the Board discussed the marina permitting and nearshore conservation calculator. George reported former NMTA Chair Bill Youngsman reminded him that NMTA needs to be proactive to protect Washington marinas. Paul Sorenson discussed the aging marinas in the area that have postponed maintenance and

expansion because of cost and permitting. Marinas must use the mitigation calculator to see if they can get projects permitted and paid for. Jay reported the calculator is just for Puget Sound. Jay said the calculator does not give enough credit to environmental improvement and habitat restoration. Jay encouraged more public awareness, starting with direct advocacy and grassroots campaigns in the marine industry.

**There being no further business, it was moved, seconded, and carried to adjourn the meeting at 2:05PM. The next meeting of the NMTA Board of Trustees will be held on Wednesday, October 16, 2024 at the NMTA Office and on Zoom.**