

NMTA
BOAT SHOW COMMITTEE MEETING
November 13, 2024 10:00 A.M.
NMTA Office & Zoom

Present: Bryce Hansen, Chair
Giuseppe Alvarado
Elizabeth Bohling
Tony Bulpin
Greg Dick
Patrick Harrigan
Jon Josephson
Katie Malick
Jace Romine

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:

MINUTES

Bryce Hansen called the meeting to order at 10:00 am. Bryce welcomed Patrick Harrigan from Seattle Yachts to the committee. The committee introduced themselves to Patrick.

New Members

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

- Seawise Marine – Active
- Roswell Marine – Active
- Powerflow Marine – Active
- Ameriprise Financial – Affiliate

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

- Seawise Marine – Active
- Roswell Marine – Active
- Powerflow Marine – Active

- The committee expressed a bit of concern for Ameriprise Financial coming to the show with no connection to the boating industry and would like staff to do more research before they approve their membership.

2024 Seattle Boat Show Layout & Invoice Update

Katie McPhail gave a brief update on Seattle Boat Show 2025 layout:

- Friday, November 8 Katie posted the 2025 layout and emailed all 270 exhibitors with their space assignments.
- Currently there are 35 boats signed up for Bell Harbor Marina.
- 219,000 sq ft of space assigned at Lumen Field
- We have hit the financial goal for space rental for the show.
- Invoices were mailed to all the exhibitors yesterday and are due December 2.
- Katie will collect all location change requests and publish one revised layout on December 20.

Advertising & Ticketing Update

Karsten McIntosh reported the 2025 Seattle Boat Show posters are in the office reading to ship out next week. The posters will be sent to all exhibitors in Washington and Oregon.

Karsten reported we have sold 126 tickets in 16 different states. This is the earliest tickets have even been on sale. Advertising for the show will start next month.

George Harris reported that the Grow Boating Committee met last week and discussed using funds to promote boating by driving them to the Boat Show. The committee would like to use \$25,000 to serve Discover Boating TV spots to get new boaters to the show and into boating. George has asked NMMA to match the \$25,000 in advertising.

Dashboard & Exhibitor Forms

Joan Collins reported the Exhibitor Dashboard for Seattle Boat Show will be live shortly. The dashboard will include all order forms and a place to pay their final invoice.

Digital Exhibitor Tickets Update

Katie McPhail reported digital guest tickets are being tested now. Katie said staff is working on FAQ to help exhibitors transition to all digital guest tickets. New this year, any ticket redeemed on Friday nights can participate in Uncorked or Sails & Ales at no extra cost to the exhibitor.

Boat Show University

George Harris reported Boat Show University classes are listed on Seattleboatshow.com and include both 90-minute classes and 6-hour classes mid-week. So far six courses have been purchased without any advertising.

The Big Duck Update

Katie McPhail reported she had a walkthrough with Lumen Field staff and an engineer to discuss the 6-story high, 500-pound inflatable duck. The duck will serve as a billboard for the show and allow us to change messaging on the side of the duck. The duck will be installed at the beginning of move-in. The sponsor for the duck is Ranger Tugs and inside the show attendees can adopt a duck with charity donations.

Boating in Our Blood

Katie McPhail suggested a potential partnership with Bloodworks Northwest to hold a mobile blood drive on Wednesday, Feb. 5 at the show. Anyone who volunteered would be able to get free parking and free admission to the show. Katie said they would need standby volunteers of 35 people before Bloodworks can commit.

Food & Beverage Updates

Katie McPhail reviewed the current staff recommendation for food and beverage upgrades for the show:

- Mister Softee Ice Cream Boats – People’s Bank
- Bubbly at the Boat Show – Sundance Yachts
- T’ Juana Taco Tuesday
- Bell Harbor Free Chowder – Anthony’s Restaurant
- Tunnel Club
- Grab N Go Options
- Ivar’s

Other Business

Katie McPhail discussed temporary permit structures above four feet built at the show. Jace Romaine from Union Marine said he is currently working with the city for the permits.

The meeting was adjourned at 11:35 AM. The next Boat Show Committee meeting will be Wednesday, December 11, 10:00 a.m. - Noon