NMTA BOARD OF TRUSTEES MEETING

December 18, 2024

Zoom

Present:	Paul Sorensen, Chair Scott Anderson Elizabeth Bohling Tony Bulpin John Dumas Nick Graf Kelly Hawley Mike Kirshenbaum Jeff Messmer Craig Perry Alex Sutter 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 John Gregory, NMTA Legal Counsel
Absent:	Tori Parrott Paul Zimmer

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 November 20, 2024
- Consolidated Financial Report for November 2024
- New Members for December
- NMTA Dashboard
- Boat Show Committee Minutes for December 11, 2024
- Grow Boating Committee Minutes for December 3, 2024
- Government Affairs Committee Summary for December 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 November 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 November 30, 2024.

The Board reviewed the November financial reports.

New Member Application

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

- 26 North Yachts– Active
- Auxiliary Engine – Active
- Jim Clark Marina – Active
- Viking Marine Construction – Active
- Engel & Volkers Seattle Eastside – Affiliate
- Fathom Insurance Agency – Affiliate
- Ferguson Enterprises LLC – Affiliate
- Streaming Box Store - Affiliate

Membership Update

Wyatt Asbury reported we currently have 568 members for the fiscal year. The goal for the year is 607.

Officer Nominating Committee

George Harris reported that the bylaws require Alex Sutter as Past Chair to select two non-retiring Board members to join him on the Officer Nominating Committee in December. Alex would like to recommend Paul Zimmer and Craig Perry.

It was moved, seconded and carried to approve Paul Zimmer and Craig Perry on the Officer Nominating Committee with Alex Sutter.

Government Affairs Update

Jay Jennings gave the following highlights Government Affairs:

- Jay reported Legislative Boating Day in Olympia is February 4, 2025. Jay said he is aware that this is during the 2025 Seattle Boat Show but hopes it will help keep boating issues top of mind for legislators.
- Jay reported with election results there is a lot of change in Olympia, and it will take a while for things to shake out with committees. He reported the 2025 legislative session is going to feature a lot of bills putting NMTA on the defense.
- Jay reported there is optimism with DNR and Dave Upthegrove moving forward.
- The 105-day legislative session for 2025 will begin on January 13, 2025.

Superyacht Northwest

Ryan Rabatin chair of Superyacht Northwest joined the meeting. Ryan reported Superyacht Northwest has recently seen a drop in member participation and membership dues. Ryan said he believes that it is because of lack of return on investment and lack of involvement. He said the group also needs to add new members because the membership has stayed the same for the past few years. Ryan discussed Superyacht Northwest's business plan with examples of how they plan to increase membership and member participation.

Grow Boating Committee

Karsten McIntosh described these highlights from the December Grow Boating Committee meeting:

- The committee used a decision matrix to evaluate the grant applications and ended up approving 14 grant applications for the year for a total $15,500.
- The discover boating digital advertising campaign is currently in production. The SBS tags are being add and videos will begin running next month.
- George Harris reported NMTA has been supporting Superyacht Northwest with a $2,500 contribution in the past few years. George believes Superyacht Northwest is doing okay financially and NMTA will not be contributing the $2,500 this year.

It was moved, seconded, and carried to approve the December 3, 2024, Grow Boating Committee minutes and to move forward with 15 grants totaling $15,500.

Boat Show Committee

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

- Katie reported there are currently 270 exhibitors bringing the total to 218,651 square feet assigned for the show. There are currently 45 boats signed up for Bell Harbor Marina.
- Invoices were due December 2 and staff is following up with the 8% of exhibitors that still have an outstanding invoice.
- Floorplan revisions will be published Friday, December 20. Katie is optimistic she will be able to get all 8 members off the waiting list onto the floorplan.
- Traditional advertising will begin on January 15.

- The committee recommendation allowing new 2023 model boats into the show, not to exceed 25% of the display areas.
- Exhibitors were sent login information for the Exhibitor Dashboard. On the dashboard exhibitors can pay their remaining balance, order parking passes, find all order forms and new this year they can purchase digital guest tickets.
- Katie discussed the Big Duck promotion and the permitting process to get the duck on the parking lot. The permit with City of Seattle is in process and is being fast tracked for review and staff is working with an engineering firm.
- Katie gave an update on all promotions for the show:
    - The Big Duck
    - Boating's in our Blood Drive
    - Uncorked
    - Sails & Ales
    - Bubbly at the Boat Show
    - T' Juana Taco Tuesday
    - Mister Softee Ice Cream Boats
    - Free Shuttle
    - $5 Parking, Bell Harbor
    - Anthony's Chowder, weekdays
    - Free Seminars
    - Boat Show University
    - Women's Day
    - 2 for 1 Tuesday
    - Military Appreciation Day
    - Dogs on Deck
    - Senior Discount $2
    - Be Whale Wise – Seahawks Tickets
    - Antique Class Boat Display
    - Toy Boat Building, weekends
    - Aqua Paddlers
    - Career Fair
    - Tunnel Club Lounge
    - The Boat Geeks podcast

The Anacortes Boat & Yacht Show will be May 15-17.

It was moved, seconded, and carried to allow 2023 and newer model boats for the 2025 Seattle Boat Show.

It was moved, seconded, and carried to approve the December 11, 2024, Boat Show Committee minutes.

President's Report

George Harris addressed the following items of interest:

- Board members will receive a parking permit for the Lumen Field for the 2025 Seattle Boat Show.
- The document retention policy is on hold until after the 2025 Seattle Boat Show.
- The NMTA office will be closed December 24-25 and January 1 for the holiday season.

There being no further business, it was moved, seconded, and carried to adjourn the meeting at 1:50PM. The next meeting of the NMTA Board of Trustees will be held on Wednesday, January 15, 2025 on Zoom.