

NMTA
BOAT SHOW COMMITTEE MEETING
March 12, 2025 10:00 A.M.
Zoom Meeting

Present: Elizabeth Bohling
Giuseppe Alvarado
Tony Bulpin
Greg Dick
Patrick Harrigan
Jon Josephson
Jace Romine

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: Bryce Hansen
Katie Malik

MINUTES

Elizabeth Bohling called the meeting to order at 10:00 am. Elizabeth read the Boat Show Committee mission statement for the committee.

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 six NMTA membership applications.

- Echandia Marine US – Active
- EMP Industries – Active
- Latitude Marine Fuels – Active
- PSC Marine – Active
- Yacht Tech Sales – Active
- Portage Bank Marine Loans – Affiliate

2025 Seattle Boat Show Recap

Katie McPhail reported that staff will have a final P&L at the April Board meeting. She said there are still a few invoices she is waiting to receive and staff still needs to schedule settlement with First & Goal. Katie and George presented the following preliminary numbers:

- Daily Net Attendance: 29,724 total. This is down 11% from 2024
- Space Sales: \$90,000 better than budget
- Grow Boating Funds Raised: \$53,960. This is from \$0.25/sq ft indoors
- Boat Counts (596)
- Sponsorship revenue: \$222,878 (\$12,000 better than budget)
- Web Traffic (users + 11%)
- Digital Guest Tickets (486 more tickets, 20% of attendance)
- Uncorked/Sails & Ales (35% of Friday Attendance)
- BSU 475 classes sold (399 in 2024)

Exit Survey

George Harris reported Don Morgan from GMA Research has sent an exit to 4100 people who purchased a ticket online. Don said he has received enough responses to begin compiling the final survey results. George said staff plan to send an email to everyone who purchased tickets but did not attend the show. It will invite them to take the survey to see why they didn't attend and invite them to the Anacortes Boat & Yacht Show in May.

Committee Feedback

Katie McPhail presented the traditional Onions & Roses report from the exhibitors and shared examples of exhibitor feedback regarding show days and hours.

Katie opened the floor for feedback from the committee. A few things the committee brought up:

- The weather makes it hard to decide if the change in hours changed anything
- Is there any way to change the date to get two full weekends?
- Possibly bringing back a VIP night
- The Duck was awesome, but is there something we can do inside
- E-tickets were great, hoping to have real-time data instead of just daily reports
- Uncorked/Sails & Ales doesn't have the same excitement that it used to
- Boating has become much more expensive in the past few years
- Grouping the sailboats together would be good

Digital Guest Tickets

Katie McPhail began a discussion on digital guest tickets at the show. The committee agreed that it was much easier than years past with the physical tickets. The tickets were easy to send and get directly to the customers. George Harris thanks Joan Collins for all her hard work to get the guest tickets up and running.

George discussed with Don Morgan using the emails from the digital guest tickets. George said we need to make a policy to see who the emails belong to. George said it will be a Board decision on if NMTA can use the emails collected from the guest tickets.

2026 Seattle Boat Show

Katie McPhail said next year the dates are slated for January 30 to February 7, but need to be approved by the board. In the coming months, the committee will discuss ticket pricing, show hours, space rates, promotions, and attendees.

Anacortes Boat & Yacht Show Featuring Trawlerfest

Katie McPhail reported that the 2025 Anacortes Boat & Yacht show will be May 15-17 at Cap Sante Marina in Anacortes. The deadline for the applications is March 31. Tickets went on sale last week.

Other Business

George Harris reported on the following items of interest:

- NMTA members who would like to run for the NMTA Board of Directors need to be self-nominate by April 4. Ballots will be sent to all voting members on May 5. If anyone on the committee would like to run, please contact Katie Groseclose.
- The April Boat Show Committee meeting will be held on April 16 in person at Queen City Yacht Club. The meeting will start at 11AM and following the meeting the committee will be joined by the NMTA Board at lunch, where staff will review the 2025 Seattle Boat Show P&L. DNR Commissioner of Public Lands, Dave Upthegrove will come and speak to the group.

The meeting was adjourned at 11:45 AM. The next Boat Show Committee meeting will be Wednesday, April 16 at Queen City Yacht Club.