

NMTA BOARD OF TRUSTEES AND BOAT SHOW COMMITTEE MEETING

February 4, 2025
2025 Seattle Boat Show – Lumen Field Event Center

Present: Paul Sorenson, Board of Trustees, Chairman
Alex Sutter, Board of Trustees
Elizabeth Bohling, Boat Show Committee
Tony Bulpin, Board & Boat Show Committee
Bryce Hansen, Boat Show Committee
Kelly Hawley, Board of Trustees
Jace Romine, Boat Show Committee
Nick Graf, Board of Trustees
Jon Josephson, Boat Show Committee
Paul Zimmer, Board of Trustees
Mike Kirshenbaum, Board of Trustees
Katie Malik, Boat Show Committee
Jeff Messmer, Board of Trustees
Tori Parrott, Board & Boat Show Committee
Craig Perry, Board of Trustees
Patrick Harrigan, Boat Show Committee

George Harris, President
Karsten McIntosh, Communications Director
Katie McPhail, Boat Show Director
Katie Groseclose, Executive & Programs Manager
Lisa Samuelson, Samuelson Communications
Joan Collins, Boat Show Assistant
Wyatt Asbury, Membership Coordinator
Molli Moss, Sponsorship
John Gregory, NMTA Legal Counsel

Absent: Giuseppe Alvarado, Boat Show Committee
Scott Anderson, NMTA Board
Greg Dick, Boat Show Committee
John Dumas, NMTA Board
Greg Dick, Boat Show Committee

MINUTES

George Harris called the meeting to order at 9:00 a.m.

Welcome

George Harris welcomed the Board of Trustees and the Boat Show Committee.

New Member Applications

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

- Arrow Launch Service, Inc Active
- Enviro-Tech Diving Active
- Costa Affiliate

Media Coverage

Lisa Samuelson reported on the 2025 Seattle Boat Show media highlights and reported all five TV stations in Seattle have had all had segments on the show. She said the Big Duck is catching media attention and was featured on the front page of the Seattle Times. Lisa said she would have a full report of the media coverage once the show was over.

Boat Show Discussion/Feedback

George Harris opened the floor to discussion of the groups' reactions to the show after the first four days of the show including the weekend. He received the following feedback:

- Traffic seemed good and attendees seem to be happy overall at both venues, and the people who are attending were serious buyers with informed questions.
- The snow and ice have not seemed to stop the serious buyers from attending.
- The North Hall seems busier than it has in the past and people like the new layout.
- Advertising had been noticed by many people. Everyone is impressed with the amount of social meeting post they seeing this year.
- Move-in was smooth, and all staff were helpful. GES had a few issues on the Concourse, but other than that it went smoothly.
- The bathrooms are much cleaner than last year.
- The new digital guest tickets are running smoothly.

Observations & Comments

George Harris reported the follow observations from the show:

- SBS.com ticket sales were best since 2020 3-days before show
- SBS.com tickets now at 2022 Covid level due to snow and ice
- Digital Guest & Comp Tickets
 - 2025 (4 days) = 17,416 ordered, 13,862 distributed, 3,701/27% redeemed
 - 2024 (9 days) = 14,311 ordered, 7,416/52% redeemed
- Women's Day
 - 2025 = 1,551 distributed, 558 redeemed, 36% redemption
 - 2024 = 1,042 distributed, 517 redeemed, 50% redemption
- Discover Boating Tickets
 - 2025 = 1,055 distributed, 279 redeemed to date, 26% redemption
 - 2024 = 293 distributed, 193 redeemed, 66% redemption
- Have sent 6 e-blasts to 53k with 2 more scheduled (traditionally send 6)
- Career Fair
 - 2025 = 30 businesses, 94 job seekers (snow & ice kept 6 Core Plus schools away)
 - 2024 = 30 businesses, 216 job seekers

Attendance

George Harris reported on the attendance of the indoor location (Lumen Field Event Center) and afloat (Bell Harbor Marina) of the Seattle Boat Show, after the first four days of the show:

- Combined attendance for the two venues is down 21.6% compared to 2024
- Lumen Field attendance -14.9.1% compared to 2024
- Bell Harbor attendance -21.5% compared to 2024

Adjournment

There being no further business, it was moved, seconded and carried to adjourn the meeting. The meeting adjourned at 10:15 AM.

Next Meeting

The next meeting of the NMTA Board of Trustees will be held on Wednesday, March 19, 2025 at 12:00 PM on Zoom.