

**NMTA**  
**BOAT SHOW COMMITTEE MEETING**  
**September 10, 2025, 10:00 A.M.**  
**Teams Meeting**

Present: Elizabeth Bohling  
Sam Bisset  
Tony Bulpin  
Greg Dick  
Patrick Harrigan  
Jon Josephson  
Jay Quam  
Jace Romine

NMTA Staff George Harris, President  
Katie McPhail, VP and Boat Show Director  
Wyatt Asbury, Membership Coordinator  
Katie Groseclose, Board & Events Manager  
Karsten McIntosh, Director of Communications

Absent:

**MINUTES**

**Elizabeth Bohling called the meeting to order at 10:00 am.**

**New Members**

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

**The Committee moved, seconded and passed a recommendation to the Board to approve the nine NMTA membership applications, except Navan.**

- Marina Dock Parts, LLC – Active
- Nautical NW Magazine – Active
- North River Boats – Active
- Onbuoy – Active
- Tide Craft Boats – Active
- Island Packet Yachts – Active
- Riviera Yachts - Active
- Sunseeker – Active
- Navan – Active

The Committee discussed Navan and whether it is just a DBA of Brunswick or a separate company.

### 2026 Seattle Boat Show Space Allocation

Katie McPhail gave a brief review of the Seattle Boat Show Guidelines and specifically discussed session 1.

Katie McPhail reviewed SBS26 Session 1 report:

- Total space requested by 225 members to date is 221,568 sq ft
- Total allocation entitled to exhibitors in Session #1 according to the Boat Show Guidelines is 168,645 sq ft (76% of space available)
- 99 exhibitors have requested their Total Space Allocation, no more, no less
- 79 Companies have requested more than their Total Space Allocation
- 30 Companies have requested less than their Total Space Allocation
- 28 Companies have requested more than their base allocation and can convert 10 of their Growth Points into additional space through a Growth Allocation. (2,550 sf of Growth Allocation)
- Notable variable: Bass Pro Group/Tracker Marine request 8,000 sf, included in the report (deposit payment check arrived 9/12)

**The Committee moved, seconded and passed a motion to approve session #1 space allocations totaling 168,645 sq ft.**

George Harris reported he will make the PDF of the space allocation report available for all committee members.

### August Promotion Meeting Recap

Katie McPhail reported the committee decided in June to follow an expedited timeline for promotions decisions, with the goal of a final decision in September. At the August meeting the committee discussed rebranding the Friday Night events, explored free parking ideas, and decided not to bring back Mama Duck for a 2<sup>nd</sup> year.

### Boat Show After Dark

Katie McPhail reported that she and George met with First & Goal last week to discuss Boat Show After Dark. FGI was receptive and does not anticipate additional permits needed. Katie said the next step going forward will be hiring a lighting engineer.

### Free Parking w/E-ticket Promotion

Katie presented calculations on the cost of offering Free Parking with an E-ticket. The initial costs are significant and start around \$50k. Katie noted we would be paying for free parking for guests already attending the show, and we would move existing sales from the box office to online. After significant discussion the committee generally concluded that a free parking promotion does not make sense for the 2026 show.

Staff is working on an alternate promotions hook – possibly a 9-day giveaway with several grand prize options. George suggested a \$5,000 package given away each day at the show. George talked about building a large ring and hook game as a mechanism for the enter to win.

#### Ticketing Promotions

Karsten McIntosh reviewed the current ticketing promotions:

- Online tickets available October 1
- Women’s Day - Monday
- 2 for 1 Tickets - Tuesday
- Military Day - Wednesday
- Dogs on Deck - Thursday
- Senior Discount \$2
- Digital Guest Tickets

#### Boat Show University

George Harris reported we will continue our partnership with Waggoner Cruising Guides. Mike Beemer will continue to schedule the speakers. He is currently sailing around the Americas but says scheduling will not be a problem. George said we will be discontinuing using the Tunnel Club for BSU meet ups.

**The meeting was adjourned at 11:45 AM. The next Boat Show Committee meeting will be Wednesday, October 8 on Microsoft Teams.**