

## **NMTA BOARD OF TRUSTEES MEETING**

July 16, 2025

Microsoft Teams

Present:

Mike Kirshenbaum, Chair  
Scott Anderson  
Elizabeth Bohling  
Nick Buck-Niehaus  
John Dumas  
Nick Graf  
Bryce Hansen  
Kelly Hawley  
Katie Malik  
Jeff Messmer  
Paul Zimmer

George Harris, President  
Jay Jennings, VP Government Affairs Director  
Katie Groseclose, Executive & Programs Manager  
Jen Higgins, Director of Finance  
Wyatt Asbury, Membership Coordinator  
John Gregory, NMTA Legal Council

Absent:

Tony Bulpin  
Paul Sorensen

### **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 Code of Ethics & Sexual Harassment Policy
- Board of Trustee Minutes for June 18, 2025
- Consolidated Financial Report for June 2025
- NMTA Dashboard
- Boat Show Committee Minutes for July 9, 2025
- NMTA Committee Roster 25-26
- NMTA Mega Issues – Strategic Discussion – July 2025
- NMTA Monthly Rec Boating Industry Data Summary – April 2025

### **Welcome**

Chair Mike Kirshenbaum called the meeting to order at 12:00 PM. Mike welcomed the new Board members: Nick Buck-Niehaus, Bryce Hansen, and Katie Malik. Mike led the Board in

introductions for the new Board members. Mike told all the Board members to review and sign the Board Code of Ethics and the Sexual Harassment Policy and return them to Katie Groseclose.

#### Approval of Minutes

**It was moved, seconded, and carried to approve June 18, 2025 Board of Trustees meeting minutes without changes.**

#### Additional Items

There were no additional items to add to the meeting agenda.

#### Financial Report

Jen Higgins presented the year-to-date financials for the period ending on June 30, 2025.

**The Board reviewed the May financial reports.**

#### Audit Timeline

Jen Higgins reported Clark Nuber will begin fieldwork for the 2024-25 audit on August 4.

#### Membership

Wyatt Asbury reported the final number of paid members for 24-25 was 590. The new goal for 25-26 is to get 607 members. Wyatt reported 373 members have renewed their membership and the goal is 520. Renewals were due June 30 but there is a 30-day grace period for members. After the grace period staff will begin reaching out to unrenewed members.

#### Committee Appointments

George Harris requested the approval of the Board of the following Committee Chairs for the following committees:

- Elizabeth Bohling – Boat Show Committee Chair
- Jon Josephson – Boat Show Committee (3-year term)
- Larry Graf – Anacortes Committee (1-year term)
- Mary LeFleur – Anacortes Committee (1-year term)
- Devin Zwick – Anacortes Committee (2-year term)
- Brian Krantz – Anacortes Committee (2-year term)

**It was moved, seconded and carried to approve all the committee appointments listed above.**

#### Government Affairs Update

Jay Jennings gave the following highlights Government Affairs:

- Yesterday Jay toured Westport Yachts with the Public Ports Association. They expressed their appreciation for stopping the boat tax.
- We are making progress in the near-shore legislation. Late this month Jay will be meeting with leaders of NOAA to discuss nearshore issues.

- Superyacht Northwest met last week and discussed new marketing ideas advertising for Florida boat shows. They continue to focus on marketing and membership.
- The government affairs committee met last week with special guest Representative Travis Couture.
- NMTA legislative fishing day will be August 22 at the Port of Everett. George has set up 6 boats to take legislators out fishing and Jay encouraged the Board to participate.
- The golf tournament, which is a PAC fundraising event, will be September 22 at Harbour Pointe Golf Course in Mukilteo. Jay encouraged everyone to attend or sponsor a hole for the PAC.
- The 2025 Marina & Boatyard Conference will be moving to La Conner this year. Jay said registration is open and he is looking forward to creating a full agenda and a successful conference.

### Boat Show Committee Update

George Harris reported the following updates from the July Boat Show Committee meeting:

- Katie reviewed the timeline for the 2026 Seattle Boat Show applications, with applications going to NMTA by July 1 and due August 31. Katie reported that currently we have received 15 applications.
- The committee discussed the show decorator GES and how staff have been frustrated the past few years with GES management. GES has agreed to keep the same rates as 2025. Staff plan to sign a one-year contract and look for a new decorator for the 2027 Seattle Boat Show.
- George Harris reported digital tickets for the 2026 Seattle Boat Show will be done in house with Seattle Web Group instead of using ExpoTracker again.
- Katie began discussing promotional strategy for the 2026 Seattle Boat Show. The committee discussed a timeline for deciding the promotional strategy and the purpose of promotions in general.
- Staffs top priorities for 2026 include revamping Uncorked/Sails & Ales, figuring out the future of Boat Show University, new promotions, digital guest tickets and the GES decorating contract.
- The Committee will have an August meeting that will focus on promotional strategy for the 2026 Seattle Boat Show.

**It was moved, seconded and carried to approve the July Boat Show Committee minutes.**

### NMTA Mega Issues

George Harris began a discussion on two mega issues that NMTA and NMTA members are currently facing, including:

- Declining Boat Registrations
- Declining Boat Show Attendance

George began the discussion with two key assumptions:

- Boat Show attendance increases boating registrations, sales and participation
- Boat Shows are NMTA's best opportunity to increase boating registrations, sales and participation.

George reviewed graphs for boat registrations & sales, boating participation (fishing licenses) and boat show attendance. George highlighted the history of Seattle Boat Show indoor attendance with notable changes for each year including:

- Last year of free parking
- The viaduct closure
- Last year with NYBA
- Connected
- Covid vas/mask requirement
- Snow and ice

The Board discussed parking and why free parking was removed in 2012. George discussed no longer partnering with NYBA to produce the show. George reminded the Board that the August Boat Show Committee meeting will be primarily about the Seattle Boat Show Promotional Priorities. The Board discussed the importance of bringing back free parking to help with increasing attendance.

#### President Report

George Harris reported the following items of interest:

- Staff continue to work on digital member files and a document retention policy.
- George would like to update the check signing policy to allow more Board members to be able sign checks and staff would also like to increase the second signature from \$500 to \$1,000.
- **It was moved, seconded and carried to approve to allow Paul Zimmer to be added as a second signer on all checks over \$1,000.**
- George will be out next week at the National Marine Trade Council meeting July 22-24.

**There being no further business, it was moved, seconded, and carried to adjourn the meeting at 2:15 PM. The next meeting of the NMTA Board of Trustees will be held on Wednesday, September 17 at noon on Microsoft Teams.**