

**NMTA
BOAT SHOW COMMITTEE MEETING
October 8, 2025, 10:00 A.M.
Teams Meeting**

Present:	Elizabeth Bohling Sam Bisset Greg Dick Jon Josephson Jay Quam Stephanie Riley 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
Guest:	Floyd Kolmer, Ad Mark Emily Lewis, Ad Mark Laurie Spader, Ad Mark
Absent:	Tony Bulpin Patrick Harrigan

MINUTES

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

Welcome

Katie McPhail welcomed the new Boat Show Committee member, Stephanie Riley from the Port of Seattle.

Katie also introduced the staff of Ad Mark: Floyd Kolmer, Laurie Spader and Emily Lewis. Ad Mark is going to be doing the traditional advertising buy for the Seattle Boat Show this year, so the team is joining this meeting to learn more about the show.

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.

- True Kit USA – Active
- Tacoma Yacht Club – Active
- Innotech Marine – Active
- Arc Boat Company– Active
- Hurley Marine Inc. – Active
- Shearwater Resort – Active
- Vasa Marine - Active
- Everett Yacht Club – Active
- Navan – Active

2026 Seattle Boat Show Space Update

Katie McPhail reported the following space updates for SBS26:

- 234 Exhibitors with 224,000 feet
- 7 applications waiting to be processed
- 33 boats are signed up for Bell Harbor Marina
- Arc Boats are only interested in West Hall space. They have requested 600 square feet for an electric wake boarding boat. The committee discussed allowing an EV into the West Hall for the “good of the show” but decided against making an exception.

Ticketing

Karsten McIntosh reported tickets for the 2026 Seattle Boat Show went on sale October 3. Thirteen tickets have been sold so far, without any announcement or advertising. Advertising will begin on November 1 when all the seminars are posted on the website.

GES Agreement Extension

Katie McPhail reported staff will create a RFP for exhibitor services next year, but until then has signed a one-year contract with GES for the 2026 show. They have agreed to hold the same prices as last year and are working to address drayage costs and floor marking challenges.

New Lumen Field Security Protocols

George Harris reported he received an email from Zach Hensley from First Goal letting him know that Lumen Field is going to be increasing security at all entrances to building. As of October 3, 2025 to enter the building everyone will need to go through a metal detector and have their bags scanned. This is a new NFL policy for all venues that host NFL events.

Promotion Discussion Continued

Katie McPhail reported staff met with the promoter of the Paddle Board Rave. This Lake Union event started with just a few people and has increased to approx. 1,000 people and has a social media following of 12,000. The audience is young, new the area, people who like music and water. Staff is working on a cross-promotion and/or offering the group space for a meet-up.

Katie reported the first quote for Boat Show After Dark was over \$200,000. The revised quote has come down to \$25,000 but does not include total expenses. Karsten is researching a couple alternatives, but this might be a better promotion to plan for 2027.

Katie said to move forward with something to add to the Friday night events, she met with artist Dozfy. Dozfy a local Ballard muralist who specializes in live art.

Katie said staff and Molli Moss met and discussed the Friday night events: Sip & Sketch

- Bring back the online special event tickets
- Exhibitor tickets, \$10 paid when redeemed
- Sip & Sketch Tickets will include beverage
- Adding a pour station in the North Hall.
- Enters to win and opportunities to participate in the art

The committee discussed the challenges of After Dark and what to do to enhance the Friday night events.

Katie presented a grid listing all the promotions and what purpose they have at the show.

2026 Promotions List

- Drink events – Friday
- ?? Bubbly at the Boat Show – Sunday AM
- Career Fair – Monday
- Women's Day – Monday
- 2 for 1 Ticket – Tuesday
- T' Jauna Tacos - Tuesday
- Military Day – Wednesday
- Boating's in our Blood – Wednesday
- Dogs on Deck – Thursday
- Value hot dog – Thursday
- Free Chowder – Weekdays
- Toy Boat Building – Weekends
- Ice Cream Boats – All Days
- \$5 parking – All Days
- Senior discount – All Days
- Be Whale Wise – All Days
- Boat Show U – All Days
- Boating & Fishing Seminars – All Days
- Tunnel Club Lounge – All Days
- Digital Guest Tickets – All Days
- Antique & Classic Boat Display

Bullseye Advertising Campaign Presentation

Katie McPhail reported Peter Klauser from Bullseye Creative will present advertising campaign ideas on October 22 at the NMTA office.

The meeting was adjourned at 11:50 AM. The next Boat Show Committee meeting will be Wednesday, November 12 on Microsoft Teams.