

**NMTA**  
**BOAT SHOW COMMITTEE MEETING**  
**November 12, 2025, 10:00 A.M.**  
**Teams Meeting**

Present: Elizabeth Bohling  
Sam Bisset  
Greg Dick  
Patrick Harrigan  
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  
Joan Collins, Boat Show Assistant  
Karsten McIntosh, Director of Communications  
Molli Moss, Event Producers

Absent: Tony Bulpin

**MINUTES**

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

**New Members**

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

**The Committee moved, seconded and passed a recommendation to the Board to approve four of the five NMTA membership applications. The group did not approve Sta-Built Construction.**

- Port of Brownsville – Active
- Lewis Marine Supply – Active
- CMC Marine – Active
- Moorbuoys – Active
- Sta-Built Construction – Affiliate **(Not approved)**

### Sponsorship Update

Molli Moss reported that we have two Presenting Sponsors for the show: Sundance Yacht Sales and Port of Seattle. There is \$154,000 in confirmed sponsorships for the show and a few more possible late sponsorships. Molli reported most of the major features of the show have a sponsor.

### 2026 Seattle Boat Show Space Update

Katie McPhail reported the following space updates for SBS26:

- Layouts were published last Friday, and all the exhibitors received an email with their space assignments
- Final payments are due December 1
- 263 Exhibitors and 224,277 feet assigned
- 39 boats are signed up for Bell Harbor Marina
- Katie will do one round of revisions to the floorplan in December

### Ticketing

George Harris and Karsten McIntosh discussed the following topics regarding tickets and advertising:

- George reported as of this morning we have sold 79 tickets. George said web traffic has been up since last year.
- Karsten McIntosh reported the poster will be printed next week and sent to every Washington and Oregon exhibitor by the end of next week.
- Karsten will be meeting with the organizers of the Paddle Board Rave to see how they can be a part of the show and help promote the show.
- George reported his working with Outdoor Emporium and Fisheries Supply to sell paper tickets on consignment at their stores for \$18.

### Dashboard, Digital Tickets, Order Forms

Joan Collins reported that the Exhibitor Dashboard is currently live and she is going to send credentials to all exhibitors today. She said all the exhibitors order forms are available on the dashboard. Guest tickets will be able to be accessed through the dashboard, or from a separate link this year.

### New Lumen Field Security Protocols

Katie McPhail reported there are still a lot of unknowns about the new security protocols. Katie reported the Auto Show is going to be Lumen's first test of the new security protocol. Katie said there will be metal detectors for move-in/out and all show entrances will have a pass-through metal detector. Katie is going to talk to First & Goal after the Auto Show to see how it goes.

### Promotion Update

- George Harris reported he and Katie McPhail will go to the Auto Show on Friday night to meet with Joe from R90 to see what the lights look like in the West Hall. George reported he hired Owen Leinbach to be project manager for After Dark.
- Katie McPhail reported she talked with Levy Catering and new food improvements are tracking nicely.
- George said all the 180 seminars are listed on the website and there are 39 Boat Show University courses.

#### 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

#### Increased Spam & Hacking

Katie McPhail reported that exhibitors say they are receiving calls from people claiming to be with the Seattle Boat Show. Katie is encouraging exhibitors to call the NMTA or start a new email directly to Katie if communication is suspicious.

**The meeting was adjourned at 11:10 AM. The next Boat Show Committee meeting will be Wednesday, December 10 on Microsoft Teams.**