

NMTA BOARD OF TRUSTEES AND BOAT SHOW COMMITTEE MEETING

February 3, 2026

2026 Seattle Boat Show – Lumen Field Event Center BSU Stage

Present:

- Scott Anderson, NMTA Board
- Elizabeth Bohling, Board & Boat Show Committee
- Nick Buck-Niehaus, Board of Trustees
- Greg Dick, Boat Show Committee
- Nick Graf, Board of Trustees
- Bryce Hansen, Board of Trustees
- Kelly Hawley, Board of Trustees
- Jace Romine, Boat Show Committee
- Nick Graf, Board of Trustees
- Jon Josephson, Boat Show Committee
- Stephanie Riley, Boat Show Committee
- Paul Zimmer, Board of Trustees
- Jeff Messmer, 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
- Jay Jennings, Director of Government Affairs
- Molli Moss, Sponsorship
- Susan Geiger, NMTA Legal Counsel
- Rich Braun, NMTA Special Agent
- Owen Leinbach, NMTA Special Agent

Absent:

- Tony Bulpin, Board & Boat Show Committee
- Greg Dick, Boat Show Committee
- John Dumas, NMTA Board
- Mike Kirshenbaum, Board of Trustees
- Katie Malik, Board of Trustees
- Paul Sorenson, Board of Trustees

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 one member application for February. **It was moved, seconded, and carried to approve the following application assigned to the category of membership listed:**

- Wing Point Partners Active

Advertising

George Harris reported Karsten McIntosh will have his traditional advertising recap report after the show.

Media Coverage

Lisa Samuelson reported on the 2026 Seattle Boat Show media highlights and reported FOX, KING, KOMO and Evening all had segments on the show. Lisa thanked George and all the NMTA staff for being available for media. She 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:

- It seems like the building is staying full even in the later hours of the day
- The new digital guest tickets are running smoothly.
- 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 new security procedure was disruptive for move-in, and inconsistent
- East Hall seems a bit slower
- The Career fair was good, and the students seemed more engaged
- Parking has been smooth
- The bathrooms have been clean
- Advertising had been noticed by many people. Everyone is impressed with the amount of social meeting post they seeing this year attracting new customers.
- Bell Harbor has been smooth, despite the construction around the marina causing a few hiccups.
- The security staff is pleasant enough but inconsistent with searches

Website Traffic

George Harris reported the following observations from the show:

- Lumen 4-Day attendance +25.5% (19,053) compared to 2025 (15,277), Difference of 3,875
- Bell Harbor 4-Day attendance +13.9%
- SBS.com ticket sales are best since 2019 4-days into show
- Digital Guest tickets: 2026: 15,994 ordered, 4,457 redeemed (29%) compared to 17,416 ordered 3,701 redeemed (27%)
- Women's Day
 - 2026 + 1,281 distributed, 552 redeemed, 43% redemption
 - 2025 = 1,551 distributed, 558 redeemed, 36% redemption

- Discover Boating Tickets
 - 2026 = 1,594 distributed, 398 redeemed to date, 25% redemption
 - 2025 = 1,055 distributed, 279 redeemed to date, 26% redemption
- Have sent 7 e-blasts to 53k with 2 more scheduled (traditionally send 6)
- Career Fair
 - 2026 = 30 businesses, 221 job seekers
 - 2025 = 30 businesses, 94 job seekers (snow & ice kept 6 Core Plus schools away)

After Dark

George Harris reported After Dark seemed to bring more customers in the evening. The group discussed their thoughts on the event. Committee members said it was a fun atmosphere, compared to an evening on the dock. They said it was fun, but it is not a buying atmosphere and a few customers complained about it being too dark. They said it could be shortened by an hour. Parts of some of the booths need more lighting to keep attendees safe. The people attending seemed to be in a good mood. It would be great to get more exhibitors involved. There are a few up lights available to help the exhibitors that complain about the dark.

Updates

George Harris reported on the following items of interest:

- He walked through the show with our insurance carrier and the only item they were concerned about was uneven carpet in a few exhibitors' booth
- The parking lot was full on Saturday, due to attendees of Mariner's Fanfest. There were two hours when they had to turn people to the North Lot.
- The Seahawks will be using the top one and half floors of the parking lot for the last two nights of the show for Seahawk's families to park while they are at the Superbowl.
- We are going to do a promotion for the final Saturday so that if you wear Seahawk gear you will get in free.
- Anacortes Boat & Yacht Show applications were sent to all NMTA last night.

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, 18, 2026 at 12:00 PM on Teams.