

NMTA
BOAT SHOW COMMITTEE MEETING
June 10, 2026 10:00 A.M.
Teams Meeting

Present:	Elizabeth Bohling, Chair Tony Bulpin Jon Josephson Jay Quam
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
Absent	Sam Bisset Greg Dick Patrick Harrigan Stephanie Riley Jace Romine

MINUTES

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

New Members

Wyatt Asbury presented one new member application which is pending Board approval.

The Committee moved, seconded and passed a recommendation to the Board to approve the following NMTA membership application:

- Tiara Yachts – Active

Wyatt reported renewals were sent to all NMTA members at the end of May and so far, 30% of the members have renewed. The first deadline is June 30 but there is a 30-day grace period.

Board Election Results

Katie Groseclose reported the Board elections ended last week and the winners were Nick Graf, Sam Bissett and Jason Hanleybrown. They will all serve 3-years terms starting on July 1.

NMTA Budget Lunch Recap

George Harris reported that staff are working on finalizing the 26/27 budget. George said after two budget lunch meetings with the a few Board members the budget is ready for the Board to

approve it at their June meeting next week. George said it is important to note that new budget includes the following:

- Rate per square foot, Lumen (\$11.05) /Bell Harbor (\$5.95)
- No Attendance increase
- No Admission increase \$20 ticket
- Estimated 217,500 sq ft indoors
- Grow Boating Surcharged reduced to \$0.15 per/sf

SBS27 Show Decorating RFP Decision

Katie McPhail provided an update on the RFP for show decorating. Three first send a proposal. Katie talked with Craig Doggett, who used to be the head foreman for GES and has worked for all 3 companies. Katie said GES is the lowest bid, they are providing a \$10,000 signing bonus and reducing exhibitor rates by 20% on everything for 2027 and 2028. Staff plans to sign a two-year agreement with GES.

2027 Creative

George Harris reported NMTA has used the same creative firm, Bullseye Creative, for 16 years and George considered creating an RFP for creative this year. George said Peter Klauser from Bullseye Creative was surprised by the request. Peter is currently working on a new proposal for a multi-year agreement. Katie reported Bullseye currently owns all creative assets for the show (logo, website, etc.) Staff is waiting on more information (Bullseye's proposal and budgetary cost estimates from another company) before negotiating an agreement for 2027.

80th Seattle Boat Show Promotions

Katie McPhail suggested June is the time to start thinking about promotions for the 2027 show. Staff recommend continuing and enhancing After Dark. Katie noted the 2027 show will be the 80th anniversary of the Seattle Boat Show and asked the committee if they have any ideas on how to celebrate the 80th. Katie said we will continue this discussion at the next meeting.

SBS27 Merchandise Sales

George Harris reported Kaden Horn will be NMTA's intern in July. Kaden is a high school student at Friday Harbor and his mom worked for NMTA 20 years. George wants Kaden to investigate merchandise for the show and verify UBI numbers for all current NMTA members.

SBS27 Applications

Katie McPhails report Seattle Boat Show applications will be available July 1. The on-time deadline with a 50% deposit will be due August 31.

Retiring Committee Members & Board Elections

There are 3 BSC members with terms expiring this month: Greg Dick, Jace Romine and Stephanie Riley. The Board will select the new committee members at their June meeting.

The meeting was adjourned at 11:15 AM. The next Boat Show Committee meeting will be Wednesday, July 8 at 10AM on Microsoft Teams.