

**NMTA
BOAT SHOW COMMITTEE MEETING
September 9, 2026 10:00 A.M.
NMTA Office/Microsoft Teams**

Present:	Sam Bisset Tony Bulpin Greg Dick Patrick Harrigan Jon Josephson Jace Romine Jay Quam
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 Joan Collins, Boat Show Assistant
Guests:	Floyd Komer, Ad Mark Strategy Peter Klauser, Bullseye Creative Bryce Hansen, NMTA Board Member Sarah Scoltock, NMTA PR Don Morgan, GMA Research
Absent:	Elizabeth Bohling

MINUTES

Katie McPhail called the meeting to order at 10:00 am.

New Members

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

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

- Bounty Marine – Active
- Seattle Marine Canvas – Active
- BTS Marine - Active
- Fresh Air Dinghy Repair – Active
- Stabix – Active
- Island Opportunity Charters – Active
- Bretz RV & Marine – Active

- Trudeau's Marina – Active
- Herley Boats Ltd – Active
- Eagle Floats – Active
- Prime Marine Construction – Active
- Twin Anchors Houseboats Vacation – Active
- Boatsandbrokers.ai – Active
- APW Inc. – Affiliate

Wyatt Asbury reported the renewals are going smoothly, with 84% renewed, compared to this day last year where only 80% were renewed. The goal is to get 90% of the membership to renew. Staff will continue calling all the members that haven't renewed to get the final 35 needed for the 90% renewal goal.

2027 Seattle Boat Show Space Allocation

Katie McPhail gave a brief review of the Seattle Boat Show Guidelines and specifically discussed session 1 process.

Katie McPhail reviewed SBS27 Session 1 report:

- Total space requested by 223 members to date is 226,766 sq ft
- Total allocation entitled to exhibitors in Session #1 according to the Boat Show Guidelines is 168,596 sq ft (77% of space available)
- 98 exhibitors have requested their Total Space Allocation, no more, no less
- 76 Companies have requested more than their Total Space Allocation
- 32 Companies have requested less than their Total Space Allocation
- 23 Companies have requested more than their base allocation and can convert 10 of their Growth Points into additional space through a Growth Allocation. (5,150 sf of Growth Allocation)

The Committee moved, seconded and passed a motion to approve session #1 space allocations totaling 168,596 sq ft.

PR & Media Update

George Harris introduced the committee to Sarah Scoltock, NMTA's new public relations person. She will be replacing Lisa Sammuelson. George reported Sarah worked for NMTA 2000-2003 as the Director of Communications before a 23-year career doing PR and Communications for the cruise industry. Sarah introduced herself to the committee and said she started her own company in June and NMTA is her second client. She is very excited to work with NMTA.

After Dark & Media Licensing

Katie McPhail reported staff recommend continuing with the After Dark promotion for a 2nd year. Katie said staff are wondering if they should move forward including other halls. Katie said she will need the stadium involved to go and test lights in more locations. The committee

discussed the pros of expanding it to the North and East halls, but no formal motion was passed.

Katie McPhail reported music licensing continues to be an issue, and Katie is working on the NMTA staying in compliance and encouraging exhibitors to use a commercially licensed music provider. Katie said we will continue this conversation at the October meeting.

Creative Presentation

Peter Klauser from Bullseye Creative discussed 2027 Seattle Boat Show creative advertising plan. Peter reviewed Bullseye Creative's directives for the show, using the findings from last month's committee discussion and the GMA Research findings from the 2026 show. He said new this year they also had research from NMMA about boaters and people who attend boat shows. Peter discussed the reasons people come to a boat show: selections, best prices, innovation/technology, education and entertainment.

Peter presented the following creative concepts:

- Concept #1 – Escape
 - Escape.
 - Escape into Fun
 - Escape _____
- Concept #2 – FOMO
 - Be the Friend with The Boat
 - This Could be You
 - Pier Pressure
- Concept #3 – ChatGPT (joke concept)
- Concept #4 – Data-Drive Attendance Motivations
 - Selections, Deals, Latest & Greatest. It's all at the Seattle Boat Show
 - Whatever You Want! Shop at the Show
 - Fun for Sail
- Concept #5 – Latest & Greatest
 - Biggest. Latest. Greatest.
 - See What's Hot
 - Bigger. Better. Boater.

Peter discussed ideas to build brand above the traditional creative concept. These ideas included incentivizing and rewarding exhibitors, presenting a "hot sheet" with the program guide, and innovation awards. Peter said to also add a logo to celebrate the 80th anniversary of the show. He also talked about having a sticker/emblem that says, "I found it at the Seattle Boat Show".

The committee discussed creative concepts.

The committee voted:

Concept #1 – 5 – (5 for just: “Escape.” And 1 for “Escape _____”)

Concept #2 - 0

Concept #4 – 1

Concept #5 – 0

The Committee moved, seconded and recommended concept #1– “Escape” for the main 2027 Seattle Boat Show concept.

The meeting was adjourned at 12:20 PM. The next Boat Show Committee meeting will be on Wednesday, October 14 at 10AM on Microsoft Teams.