NMTA
BOAT SHOW COMMITTEE MEETING
October 14, 2026 10:00 A.M.
Microsoft Teams

Present:	Elizabeth Bohling, Chair Sam Bisset Lauren Biven 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 Sarah Scoltock, NMTA PR
Absent:	

MINUTES

Elizabeth Bohling called the meeting to order at 10:00 am. George Harris introduced and welcomed Lauren Biven from Harbor Marine to the committee.

New Members
Wyatt Asbury presented six 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:

- McCuddy's Marine Insurance – Active
- Paddle North – Active
- Yachtsee Broker - Active
- Helly Hansen – Affiliate
- Dometic – Affiliate
- Floating Flame – Affiliate

2027 Seattle Boat Show Space Update
Katie McPhail gave the following updates on SBS27 space:

- 253 exhibitors
- 230,000 square feet requested
- 37 boats signed up for Bell Harbor (the goal is around 50 boats)

SBS27 Sponsorship Update

Katie McPhail reported Molli Moss from Event Producers said we are tracking where we should for sponsorship. Sundance and Port of Seattle will be the Presenting Sponsors. Katie reported S3 has decided to stop sponsoring After Dark, but Basta Boat Lifts and Ranger Tugs are going to co-sponsor After Dark instead.

Ticketing & Advertising Update

Karsten McIntosh reported the ad buy is very similar to last year and he will have a whole report at the next meeting.

Karsten reported we will be moving Seattle Boat Show ticketing from Interactive Ticketing to TixOnlineNow. Karsten says this will be a simpler system and easier to use for both the customer and on admin side. Tickets will go on sale November 6.

Karsten reported that the Grow Boating Committee voted to use $30,000 for Discover Boating advertising to reach new boaters. The committee also came up with the 12-month social media plan with Bullseye Creative.

Media Licensing

Katie McPhail gave a brief history of music licensing at the Seattle Boat Show. Katie said SBS has a policy of not playing copyright music but we are legally exposed if exhibitors break this rule.

George Harris reported that Darren O'Brien and Daeron Katz, from Boat Geeks, came to NMTA to preview their northwest inspired nautical music radio. All the music is written by Daeron but performed with AI musicians. Daeron owns all song copyrights. Boat Geeks offered NMTA use of their music without licensing fees.

Katie said Susan Geiger, NMTA legal counsel from Cairncross Hempelmann, agree that using Boat Geeks Radio would not address our legal risk. Katie suggests buying BMI music license and requiring exhibitors to vet their playlists. Katie reported that PRO's do not list their prices online, so the cost to NMTA is unknown. The committee discussed the importance of educating exhibitors on the music copyright rules.

After Dark

Katie McPhail reported staff is going to do a trial run for the lights in the East & North halls on the evening on October 21. Katie asked if any committee members were interested in joining. Sam Bisset said he would like to attend. Owen Leinbach will be project managing After Dark, shuttle buses and insurance compliance.

In-Water Boat Show Guidelines

Katie McPhail reported that the NMTA Board would like to have boat show guidelines for our in-water locations at boat shows. The current boat show guidelines only cover indoors at the Seattle Boat Show. Katie reviewed draft 1 of the Seattle Boat Show Guidelines for In-water Displays at Bell Harbor Marina. The committee discussed first impressions of the new guidelines. One committee member felt that history of participation should factor into space assignment for Bell Harbor, suggesting a “look back” criteria. Katie reported Susan Geiger is currently reviewing the guidelines.

The meeting was adjourned at 11:35 AM. The next Boat Show Committee meeting will be on Wednesday, November 11 at 10AM on Microsoft Teams.