NMTA BOARD OF TRUSTEES MEETING
September 16, 2026
NMTA & Teams

Present:	Mike Kirshenbaum, Chair Scott Anderson Sam Bisset Elizabeth Bohling Nick Buck-Niehaus Tony Bulpin Nick Graf Jason Hanleybrown Bryce Hansen Kelly Hawley Paul Zimmer George Harris, President Katie Groseclose, Executive & Programs Manager Katie McPhail, VP Boat Show Director Jay Jennings, VP Director of Government Affairs Wyatt Asbury, Membership Coordinator Karsten McIntosh, Communications Director Joan Collins, Boat Show Assistant
Absent:	John Dumas Paul Sorensen

MINUTES

The Board members received access to copies of the following documents electronically on the Board's website in advance of the meeting, and these documents were referred to during the teleconference meeting:

- Board of Trustee Minutes for July 15, 2026
- Consolidated Financial Report for August 2026
- NMTA Dashboard
- New Members for September
- Boat Show Committee Minutes for September 9, 2026
- SBS27 Session 1 Space Allocation Report
- Government Affairs Minutes for September 10, 2026

Welcome
Chair Mike Kirshenbaum called the meeting to order at 12:00 PM.

Approval of Minutes

It was moved, seconded, and carried to approve the July 15, 2026 Board of Trustees meeting minutes without changes.

Additional Items

There were no additional items to add to the meeting agenda.

Financial Report

Jen Higgins presented the year-to-date financials for the period ending on August 2026.

The Board reviewed the August financial reports.

NMTA 25-26 Audit Update

Jen Higgins reported Clark Nuber will be at the October Board Meeting to present their results from the 2025-2026 audit. Jen said there will be a Finance Committee meeting before the October Board Meeting, where Clark Nuber will cover the audit in detail before they present an abridged version at the Board Meeting. All Board members are welcome to the attend.

Membership

Wyatt Asbury presented fifteen new member applications for September. **It was moved, seconded, and carried to approve the following applications assigned to the category of membership listed:**

- 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
- West Coast Marine Diesel Repair - Active
- APW Inc. – Affiliate

Membership Renewal Update

Wyatt Asbury reported the renewals are going smoothly, with 85% being renewed, compared to this day last year where only 81% 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 29 needed for the 90% renewal goal. Wyatt presented the unrenewed member list.

NMTA Health Trust

George Harris reported that the NMTA Health Trust Board will meet on September 22. George reported Capital Benefits has the rates early and will ask for the Health Trust Board to approve them at the meeting. George said the market rate increase is about 22% but Capital Benefits believes our renewal rates will be lower than the average at 15-19%.

Public Relations 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 Board and said she started her own PR agency in June, The Lookout Group, and NMTA is her second client. She is very excited to work with NMTA.

Committee Appointments

Mike Kirshenbaum recommended Lauren Bivins, from Harbor Marine, to serve another 3-year term on the Boat Show Committee.

It was moved, seconded and carried to appoint Lauren Bivins for a 3-year term on the Boat Show Committee.

Boat Show Committee

Katie McPhail described these highlights from the September Boat Show Committee meeting:

- Katie McPhail reviewed SBS27 Session 1 report:
    1. Total space requested by 223 members to date is 226,766 sq ft
    2. Total allocation entitled to exhibitors in Session #1 according to the Boat Show Guidelines is 168,596 sq ft (77% of space available)
    3. 98 exhibitors have requested their Total Space Allocation, no more, no less
    4. 76 Companies have requested more than their Total Space Allocation
    5. 32 Companies have requested less than their Total Space Allocation
    6. 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.

    - Katie discussed music licensing at the show, and she said after more research the idea she presented at the boat show committee is no longer feasible. She is still

trying to figure out a plan for the show. The Board discussed different options for music licensing.

- Katie reported Peter Klauser from Bullseye Creative presented five concept ideas for 2027 Seattle Boat Show creative. Katie showed a few of the slides from Peter's presentation with a sample of the different concepts. After discussing all the concepts, the Boat Show committee voted for the advertising campaign idea of "Escape". Karsten McIntosh discussed the idea of a "hot sheet" handed out at the entrance with

It was moved, seconded and carried to the September 9, 2026, Boat Show Committee minutes, including the Seattle Boat Show session 1 space allocation.

Grow Boating Committee

Karsten McIntosh reported that the Grow Boating Committee has decided to work with Bullseye Creative for a social media campaign. He said they signed a 13-month contract for $2,500 a month. Karsten said they created a survey to figure out the direction we want Bullseye to take with social media. The next Grow Boating Committee is October 13 at 10AM.

Legislative Update

Jay Jennings gave the following Government Affairs highlights:

- The committee met last week and discussed the Watercraft Excise Tax Diversion proposal, derelict vessel program funding, wake-surfing regulations and legislative and budget outlook. Jay said the notes from meeting are in the Board packets.
- The sold out NMTA Golf Tournament is September 21 and Harbor Pointe and it is the biggest PAC fundraiser of the year. Jay thanked all the Board members who have sponsored holes.
- The Northwest Marina & Boatyard Conference is October 6-8 in La Conner. Jay thanked Jason Hanleybrown for Marine Floats sponsoring the event.

Superyacht Northwest Update

George Harris reported Superyacht Northwest is revamping their structure. Steve Jackman is going to become the new chair of the committee. The committee will now ask members to pay a $1,500 flat fee to be featured at the different events Steve is going to spread the word about Superyacht Northwest. Invoices will go out to all previous members next week. This year Superyacht Northwest will have a booth at the Seattle Boat Show.

Core Plus Maritime Sponsorship

George Harris recommended NMTA sponsor Core Plus Maritime's Try-a-Trade event for $5,000.

It was moved, seconded and carried for NMTA to sponsor Core Plus Maritime's Try-a-Trade event for $5,000.

There being no further business, it was moved, seconded, and carried to adjourn the meeting at 1:50 PM. The next meeting of the NMTA Board of Trustees will be held on Wednesday, October 21 at 12PM on Teams & at the NMTA Office.