

# Minutes

North Coast Marine Manufacturing Alliance Meeting

Wednesday, October 12, 2016

1:30 to 3:00 PM

NWTC – Green Bay, WI

**Type of Meeting:** Steering Committee Meeting

**Note Taker:** Debbie Thompson

**Attendees:** **Jerry Clusen-NLUS, Josh Delforge-Marquis, Grayson Gerndt-KCS Int'l, Nate Millsap-FMM, Ann Franz-NCMMA, Debbie Thompson-NCMMA**

## AGENDA TOPICS

## PRESENTER

### TALL SHIP FESTIVAL RECAP

The event had a great turnout, including many families with children. 60,000 people attended, a 20% increase since 2013. 70% of the attendees came from 25+ miles away. 64% of attendees who completed the post survey said the event exceeded their expectations. Most attendees heard about the event through mass and social media. Members viewed Nate's 2016 Tall Ship Festival images.

### Future Enhancements

- ✓ Focus more on getting the word out about employment opportunities. Have a tent dedicated for hiring.
- ✓ Need more volunteers. Partner with Skipper Buds in this regard.
- ✓ **Consider ideas to reduce waiting lines.** One suggestion was to give attendees, upon arrival, a ticket with a designated touring time. This would allow attendees to walk the grounds instead of waiting in some of the lines.
- ✓ Provide a fact sheet for each model and display item.
- ✓ Create a historical collage, before and after.
- ✓ Create an NCMMA collage of what collectively has been accomplished. Provide a timeline that shows how the NCMMA supports local industry and jobs.
- ✓ Provide more hands-on activities. Include written explanations, as needed.
- ✓ Move the NCMMA area for optimal foot traffic.
- ✓ Improve the VIP experience. Confirm the tour boats can get back on time, so dinner can be served in a timely manner. Provide more volunteer parking passes that are located in the lot by the event.
- ✓ Continue to provide a rest area as part of the NCMMA display.
- ✓ Invest in a large screen for the NCMMA rest area in an effort to facilitate learning.
- ✓ Locate the Neville and Door County Museums together in the NCMMA area. Get the museums on board early.
- ✓ **Schedule one or two 2017 Tall Ship Festival prep activities.**

Cindy Rasmussen provided great support. Overall setup went well. Tent layout and location was much improved since the 2013 Tall Ship Festival.

### SEAPERCH

The tentative date for the NCMMA competition is **Saturday, February 18, 2017**. Members reviewed the SeaPerch Challenge sell sheet. Since today's meeting, Ann updated the sell sheet and sent it to members.

The following schools have confirmed participation; Parkview Middle School, GBAPS-Elmore Elementary, Seymour, De Pere, Leonardo da Vinci, and Proto. Each school will receive at least one free kit. Ideally, 16 schools will participate.

- ✓ Members will contact the following schools.
  - Ann – Lombardi
  - Josh – Freedom, Oconto, Pulaski
  - Nate – Howard/Suamico, Marinette, Menominee, Sevastopol, The Navy League
- ✓ School signup deadline is November 8.
- ✓ Ann will invite Dennis Rockhill to the November 9 NCMMA meeting.
- ✓ Deliver the kits to the schools by December 1. Schools will run their own competitions as they see fit.

The NCMMA will continue its focus on SeaPerch and the basics, as there will always be 5<sup>th</sup> and 6<sup>th</sup> grade kids who have never done this.

### ASSOCIATE MEMBER EXPO

Ann touched base with some of the supply chain representatives regarding the revamping of the Associate Member Expo. The boat builders are open to meeting individually with associate members in lieu of the expo. Ann will send an email with contact information to associate members regarding this opportunity to connect with marine builders.

### PARTNERSHIP OPPORTUNITIES WITH THE NEW MANUFACTURING ALLIANCE

Ann discussed advantages of NCMMA partnership with the [NEW Manufacturing Alliance](#) (NEWMA). Ann will be meeting with NEWMA's Board of Director's in November to discuss the merger. NCMMA membership dues will remain separate and be used to fund its initiatives.

### HIRING NEEDS & PROMOTION OF MARINE RELATED DEGREE FIELDS

Members are interested in forming an NCMMA employment subcommittee comprised of their HR members. Members suggested determining how a skilled persons' pay (and benefits) for working in a shipyard compares to other areas of manufacturing.

An NCMMA education subcommittee is also needed. Partnering with NEWMA will allow for a wide array of opportunities in this regard. Ann will follow-up with members.

NEWMA subcommittees include the following.

- Communications Task Force
- K/12 Task Force
- Talent Task Force

Additional NEWMA Subcommittees Starting in 2017

- STEM
- Retiring Workforce Issues
- Tech Ed Teacher Crisis
- Parent Perceptions of Manufacturing

### NEXT MEETING

The next meeting of the North Coast Marine Manufacturing Alliance will be on **Wednesday, November 9, 2016 – 1:30 to 3:00 p.m. at NWTC's Business Assistance Center, BA101 classroom.** Agenda items include the following.

- ✓ SeaPerch
- ✓ Associate Member outreach
- ✓ Partnership with the NEW Manufacturing Alliance
- ✓ Hiring Needs & Promotion of Marine Related Degree Fields