

Minutes

North Coast Marine Manufacturing Alliance Meeting
September 25, 2019
8:30 to 10:00 AM
Marquis Yachts

Type of Meeting:	Steering Committee Meeting	
Attendees:	Jerry Clusen-Navy League/WI Maritime Museum, Josh Delforge-Marquis Yachts, Carrie Dorski-D.C. Maritime Museum, Joe Draves-NWTC, Nate Milsap-Fincantieri Marinette Marine, Kevin Osgood-D.C. Maritime Museum, Sam Perlman-D.C. Maritime Museum, Dennis Rockhill-The Einstein Project, Tracy Schneider-KCS/Cruisers, Ann Franz-NCMMA, Pam Blazei-NEWMA	
	AGENDA TOPICS	PRESENTER
	RECAP 2019 TALL SHIPS FESTIVAL	Cindy Rasmussen, All

Cindy sent Ann an overview of the results from the Tall Ships Festival. Tall Ship Festival had 50,000 attendees which is 10,000 less than previous year. This is likely due to rainy weather. 81% of attendees were repeat visitors. Walk-in sales were high with 2/3 of the attendees purchasing tickets the day of the event.

Individuals learned about the event via:
32% TV
30% Social Media
30% Internet
17% Word of Mouth

Almost half of the attendees came from within 50 miles of Green Bay. There were more females than males (58% to 42%). The largest age segment was 35-64 (23%). People that came to the event enjoyed the overall experience with 92% stating the event was either very good or excellent.

All agreed that if the event is held again, the NCMMA wants to be a sponsor.

	2020 SEAPERCH	Sam Perlman, Dennis Rockhill
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The Door County Maritime Museum will be sponsoring SeaPerch competition in the fall. The winning team will be invited to compete in the regional competition. Ideally the regional competition will be held February 22nd or 28th at a local pool, pending availability. 7:00 am- 1:30 pm. Ashwaubenon Community Pool is not available until late March, which is too late to host the event. Pam will contact schools for pool availability and cost. First call to Southwest High and second call to Howard/Suamico. 20 kits will be ordered in mid-October by Dennis of Einstein Project.

There was a suggestion to call in some college students to have a camera on a ROV to video & display competitions on televisions. There will be a coaches' clinic early in the year with one of the Seymour coaches. Kids will get three pool practices prior to event. The national SeaPerch organization has identified the competitions for 2020 event. One of the obstacle course has been modified.

All previous participating schools have been contacted. Dennis is working personally with other schools one-on-one.

	UPCOMING ALLIANCE EVENTS & PROGRAMS	Ann Franz
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- October 1 – Get Real Math Premiere – Meyer Theatre – 5:00 to 7:30 PM
- October 29 – ACP Meeting & Excellence in Manufacturing/K-12 Partnerships Awards – KI Convention Center
- October 30 – Manufacturing First Expo & Conference – KI Convention Center
- November 4 & 5 – Find Your Inspiration – Student Career Exploration – KI Convention Center
- November 14 – Internship Draft Day – Lambeau Field

2020-2021 STRATEGIC PLANNING		
<p>The following will be the focus of the NCMMA in 2020-2021:</p> <ul style="list-style-type: none">• SeaPerch.• Associate Member Breakfast in April.• Center for Maritime Excellence at NWTC with discussion of curriculum and programming.• National Shipbuilding national campaign.• Joint event with NCMMA and maritime museums focused on STEAM for students utilizing Get Real Math Videos and All Star video featuring Fincantieri Marinette Marine.• Joint events with NCMMA and maritime museums.• Promote the ship/yacht building industry to Veterans.		
NEXT STEPS & MEETING DATE/TIME/LOCATION/AGENDA		
<p>The next NCMMA meeting will be on November 19, 2019, 8:30 to 10:00 a.m. at STEM Innovation Center at UW Green Bay.</p> <p>Agenda:</p> <ul style="list-style-type: none">✓ Overview of the STEM Innovation Center & Tour✓ 2020 SeaPerch✓ 2020 Strategic Planning✓ Upcoming Alliance Events & Programs✓ Next Steps & Meeting Date/Time/Location/Agenda <p>Dennis invited everyone to the Open House for the STEM Innovation Center on October 12, 2019 from 6 p.m. – 8 p.m.</p>		