

Space Florida Marketing Committee Charter

Role: The Marketing Committee is to steward the Space Florida brand and image, assure that Space Florida has internal and external marketing and communications programs targeted at specific market segments, and that Space Florida's programs are consistent with clearly defined objectives to foster the growth and development of a sustainable and world-leading aerospace industry in Florida.

Membership: The Marketing Committee shall consist of three or more Directors, each of whom is to be free of any relationship that, in the opinion of the Board, would interfere with his or her exercise of independent judgement. The Marketing Committee shall include people who have the following attributes: (i) Critical Thinking, (ii) Project Management, (iii) Analytical Skills, (iv) Holistic focus; understand how all parts of the Marketing Plan work together, and (v) Technical Skills. The members of the committee shall be appointed by the Board Chair and will serve for two years. The Board Chair will also recommend the chairperson of this committee for board approval.

Operations: The Marketing Committee will meet at least two times during each year. Additional meetings may occur as the Committee Chair or the Board Chair deem advisable. The Marketing Committee will keep adequate minutes of all its proceedings, and will report its actions at the next meeting of the Board via consent agenda whenever possible. The Marketing Committee will be governed by the same rules regarding meetings (including meetings by conference telephone or similar communications equipment) as are applicable to the Board. The Marketing Committee members will be furnished with copies of the minutes of each meeting.

Authority: The Marketing Committee will have the resources and authority necessary to discharge its duties and responsibilities, including the authority to retain outside experts or consultant within Space Florida's procurement policies, as it deems appropriate.

Responsibilities: Subject to applicable governance laws, the principal responsibilities and functions of the Marketing Committee are as follows:

- Assist Space Florida achieve its objective to foster the growth and development of a sustainable and world-leading aerospace industry in Florida;
- Review the strategy of communicating the benefits of Space Florida to target audiences at large, with special emphasis on target industry decision makers;
- Review efforts around the brand, logo and other collateral;
- Assist Space Florida develop and maintain an externally focused, public-facing web site designed to meet the goals of the committee;

- Assist Space Florida Develop relationships with key influencers in media for increased coverage of outreach to target audiences;
- Assist Space Florida with initiatives for securing and deploying funding for branding and marketing activities.

The Marketing Committee is a Space Florida Standing Committee and reports directly to the Board of Directors through the Committee Chair or its designee.

Staff Support: Primary staff contact for the Committee is:

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Frank DiBello, President
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Additional support is provided by:

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