

SPACE FLORIDA



**MARKETING COMMITTEE MEETING
Agenda**

**Friday July 19, 2019
9:00 a.m. EDT**

By Teleconference
Call-in Number: 866-528-2256
Guest Code: 4875556#

Agenda Items	Vote	
Call to Order		Sonya Deen
<ul style="list-style-type: none">• Public Comments• <u>Minutes January 22, 2019</u>• Discussion of Committee Recommendations• Status of Marketing Initiatives	✓	Howard Haug
Closing Remarks/Adjournment		Sonya Deen

Minutes January 22, 2019

DRAFT - Minutes of a Regular Meeting of the Space Florida Marketing Committee

A Regular meeting of the Space Florida Marketing Committee was held by Teleconference on January 22, 2019. The meeting was called to order at 10:00 a.m. EST.

COMMITTEE MEMBERS PRESENT:

Sonya Deen (Chair)
Jesse Biter
Jason Steele

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Bernie McShea
Denise Swanson
Dale Ketcham
Emma Newsham
Elizabeth Loving

Frank DiBello thanked committee members for attending. Sonya Deen stated that the meeting is being conducted in accordance with the Sunshine and Public Record laws of Florida. There were no public comments.

Frank DiBello reviewed the Marketing Committee Charter with the members. 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.

Jesse Biter made a motion to approve the Marketing Committee Charter, which was seconded by Jason Steele, and approved unanimously.

Space Florida Management reviewed the "Where We Stand - Status of Marketing Initiatives" with the committee. The committee discussed the Marketing Collateral, Trade Shows; Paris Airshow, Farnborough, Space Symposium, EDC's and the Finance Tool Kit. After much discussion the committee recommended:

- A study to define Space Florida market segments and approach to each – potentially outsource
- Initiative to target and articulate approach to 20 +/- major aerospace companies – objective is development of relationships and understanding of Space Florida's value – report on progress at next Committee meeting
- Send Committee members packet of current Space Florida marketing collateral

Space Florida Management reviewed the marketing focus for 2019; Space Florida branding and market horizon, updated the Spaceport Master Plan and created the initiative “How Shall We Grow”. The committee discussed each segment and made the following recommendations:

- Move forward with “How Shall We Grow” initiative. Need to engage the Space Coast aerospace businesses and community on environment/amenities needed to support recent growth in sector and anticipated new growth, match in as much as possible with broader community
- Survey of Opportunity Zones in the area and how we can use them – report back to the committee
- Update the Space Florida website to reflect the Marketplace in a more robust way
- The Marketing Committee would like to see the proposed budget for 2019

CLOSING REMARKS & ADJOURNMENT

Sonya Deen, Chairman of the Marketing Committee thanked the staff and committee members for their discussion and adjourned the meeting at 11:00 a.m. (EDT)