

SPACE FLORIDA



**MARKETING COMMITTEE MEETING
Agenda**

**Tuesday September 22, 2020
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• Minutes July 19, 2019• Minutes December 12, 2019• Updates to Inbound/Outbound Marketing Activities• New Initiatives Under Consideration• Market Assessment For Board Strategic Planning Effort	✓ ✓	Howard Haug Emma Newsham Emma Newsham Emma Newsham
Closing Remarks/Adjournment		Sonya Deen

Minutes July 19, 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 July 19, 2019. The meeting was called to order at 9:00 a.m. ET.

COMMITTEE MEMBERS PRESENT:

Sonya Deen (Chair)
Jesse Biter

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Howard Haug
Denise Swanson
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.

Sonya Deen stated that the first item was the approval of the prior meeting minutes.

Jesse Biter made a motion to approve the Marketing Committee Minutes from January 22, 2019, which was seconded by Sonya Deen, and approved unanimously.

The Committee discussed recommendations for management:

- Define aerospace segments
- Target and articulated approach to space companies; inbound & outbound; facilities, financing and services
- Trade show process; how to market, follow up process
- C-Suite Initiatives; identify and prioritize
- Sales Funnel; layout graphically how Space Florida does sales
 - Research software to track sales – (Hub Spot)
 - Deal value
 - Stage
 - Lead to Qualified Lead
- Marketing Budget; October 1, 2019 is new budget year
- Initiative “How Shall We Grow”

Frank DiBello reviewed the following three activities with the committee:

- Growth Industry
- Positioning & Leadership
- Policy Formation (Washington D.C. and Industry level)

CLOSING REMARKS & ADJOURNMENT

Sonya Deen, Chairman of the Marketing Committee thanked the staff and committee members for their discussion and adjourned the meeting at 9:35 a.m. (ET)

Minutes December 12, 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 December 12, 2019. The meeting was called to order at 9:00 a.m. EST.

COMMITTEE MEMBERS PRESENT:

Jesse Biter
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Howard Haug
Denise Swanson
Emma Newsham
Dale Ketcham
Danielle Daniel
Sharon Spratt
Elizabeth Loving

Howard Haug thanked the committee members for attending and stated that the meeting is being conducted in accordance with the Sunshine and Public Record laws of Florida.

There were no public comments.

Howard Haug postponed the approval of the meeting minutes from July 19, 2019 since Ms. Deen was absent and Ms. Pedro was not on the committee at the time of the last meeting. The committee will vote on the minutes at the next scheduled meeting.

Emma Newsham reviewed the following:

- Marketing Segments
- Outbound & Inbound Marketing Activities
- Website Improvements
- Video Production
 - Education
 - Outreach
 - Website/Social Media
- Trade Show Integration
- Customer Lifecycle
- Marketing Budget by Category

The committee thanked Emma for her review and discussed the information shared.

CLOSING REMARKS & ADJOURNMENT

Howard Haug thanked the staff and committee members for their discussion and adjourned the meeting at 9:35 a.m. (EDT)