

SPACE FLORIDA



**MARKETING COMMITTEE MEETING
Agenda**

**Tuesday, April 13, 2021
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		Howard Haug
<ul style="list-style-type: none">• <u>Minutes September 22, 2020</u>	✓	Howard Haug
<ul style="list-style-type: none">• <u>Minutes December 10, 2020</u>	✓	Howard Haug
<ul style="list-style-type: none">• Inbound/Outbound		Emma Newsham
<ul style="list-style-type: none">• Space Florida Branding		Emma Newsham
Closing Remarks/Adjournment		Sonya Deen

Minutes September 22, 2020



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 September 22, 2020. 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

Howard Haug 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 July 19, 2020, which was seconded by Sonya Deen, and approved unanimously.

Jesse Biter made a motion to approve the Marketing Committee Minutes from December 12, 2019, which was seconded by Sonya Deen, and approved unanimously.

Emma Newsham presented updates on the following items:

- Customer Satisfaction Survey
- Status of the Inbound/Outbound Marketing Activities
- New Initiatives Under Consideration
- Market Assessment for Board Strategic Planning Efforts

Frank DiBello commented on the status of the industry during this time of COVID-19. He stated Space Florida business activities have increased.

CLOSING REMARKS & ADJOURNMENT

Sonya Deen, Chairman of the Marketing Committee thanked the staff and committee members for their discussion and adjourned the meeting at 9:30 a.m. (ET)

Minutes December 10, 2020



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 20, 2020. The meeting was called to order at 9:00 a.m. ET.

COMMITTEE MEMBERS PRESENT:

Jesse Biter
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Denise Swanson
Emma Newsham
Sharon Spratt
Danielle Daniel
Elizabeth Loving

Denise Swanson thanked committee members for attending, she stated that the meeting is being conducted in accordance with the Sunshine and Public Record laws of Florida. There were no public comments.

Denise Swanson requested to defer the approval of the minutes from September 22, 2020 to the next meeting of the committee.

Emma Newsham reviewed the following items with the committee:

- Inbound
 - Website Traffic
 - Year over Year Comparisons
- Outbound
 - Digital Ad Campaign
 - 2020 Customer Satisfaction Survey Results
- Space Florida 2020 Annual Report

CLOSING REMARKS & ADJOURNMENT

Denise Swanson thanked the staff and committee members for their discussion and adjourned the meeting at 9:32 a.m. (ET)