

SPACE FLORIDA



**MARKETING COMMITTEE MEETING
Agenda**

**Tuesday, August 10, 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 April 13, 2021</u>	✓	Howard Haug
<ul style="list-style-type: none">• <u>Review Marketing Charter</u>	✓	Howard Haug
<ul style="list-style-type: none">• Inbound/Outbound		Emma Newsham
<ul style="list-style-type: none">• <u>Market Segment Graphic</u>		Emma Newsham
Closing Remarks/Adjournment		Sonya Deen

Minutes April 13, 2021



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 April 13, 2021. The meeting was called to order at 9:04 a.m. ET.

COMMITTEE MEMBERS PRESENT:

Jesse Biter
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Denise Swanson
Howard Haug
Todd Romberger
Ron Lau
Emma Newsham
Sharon Spratt
Danielle Daniels
Elizabeth Loving

Howard Haug thanked 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 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 September 22, 2020, which was seconded by Katherine San Pedro, and approved unanimously.

Jesse Biter made a motion to approve the Marketing Committee Minutes from December 10, 2020, which was seconded by Katherine San Pedro, and approved unanimously.

Emma Newsham reviewed the following items with the committee:

- Inbound
 - Continued Improvement of Space Florida.gov Site
 - Site Improvement and Accessibility
 - Increased Engagement from Social Media
- Outbound
 - Conference Increase – rise in participation
 - International Opportunity
 - SpaceComm Event in UK with EFI
 - Digital Ad Campaign
 - 250K Impressions (Jan 01-Mar 01)
- Space Florida Branding
 - Align with Corporate Vision
 - Evolve Brand

CLOSING REMARKS & ADJOURNMENT

Howard Haug thanked the staff and committee members for their discussion and adjourned the meeting at 9:20 a.m. (ET)

Review Marketing Charter

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:

Primary staff contact for the Committee is:

Howard Haug, Treasurer, EVP, and Chief Investment Officer
Phone: 321-730-5301 Ext. 227
hhaug@spaceflorida.gov

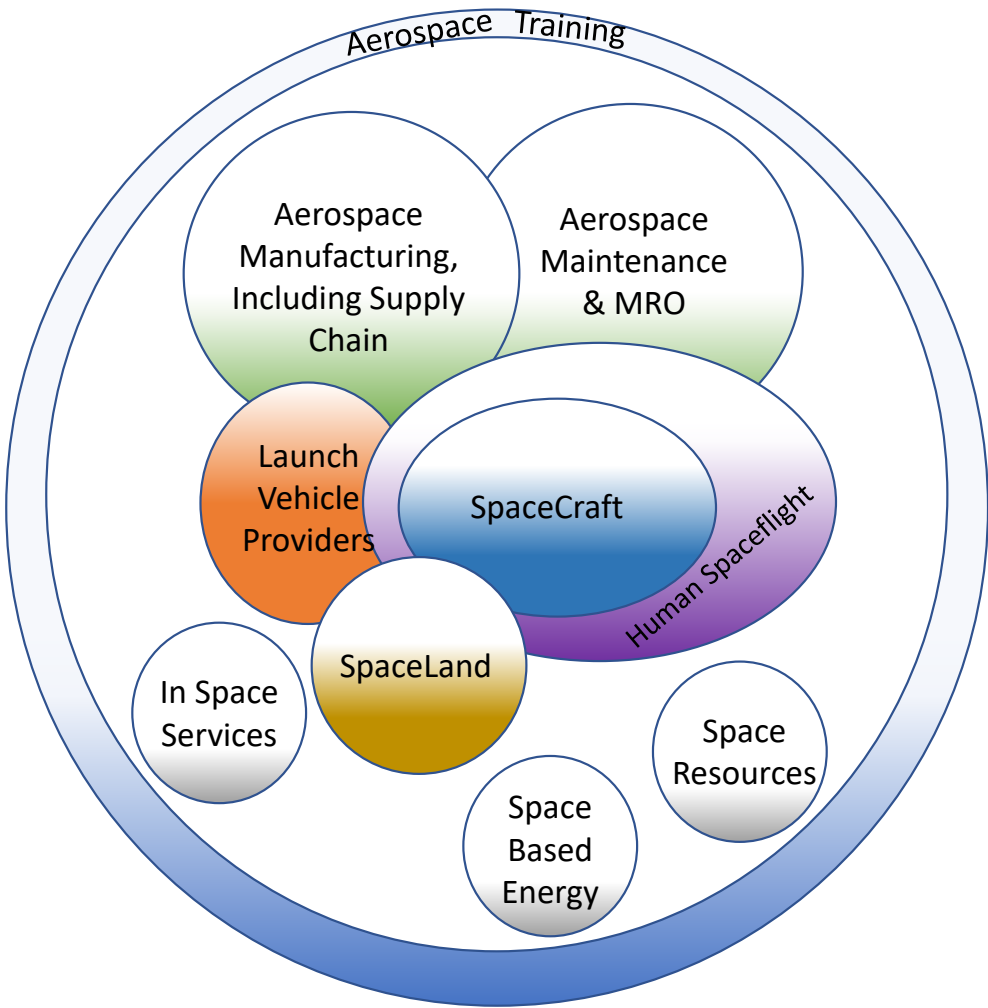
Additional support is provided by:

Emma Newsham, Director of Marketing and Communications
Phone: 321-730-5301 Ext. 231
Email: enewsham@spaceflorida.gov

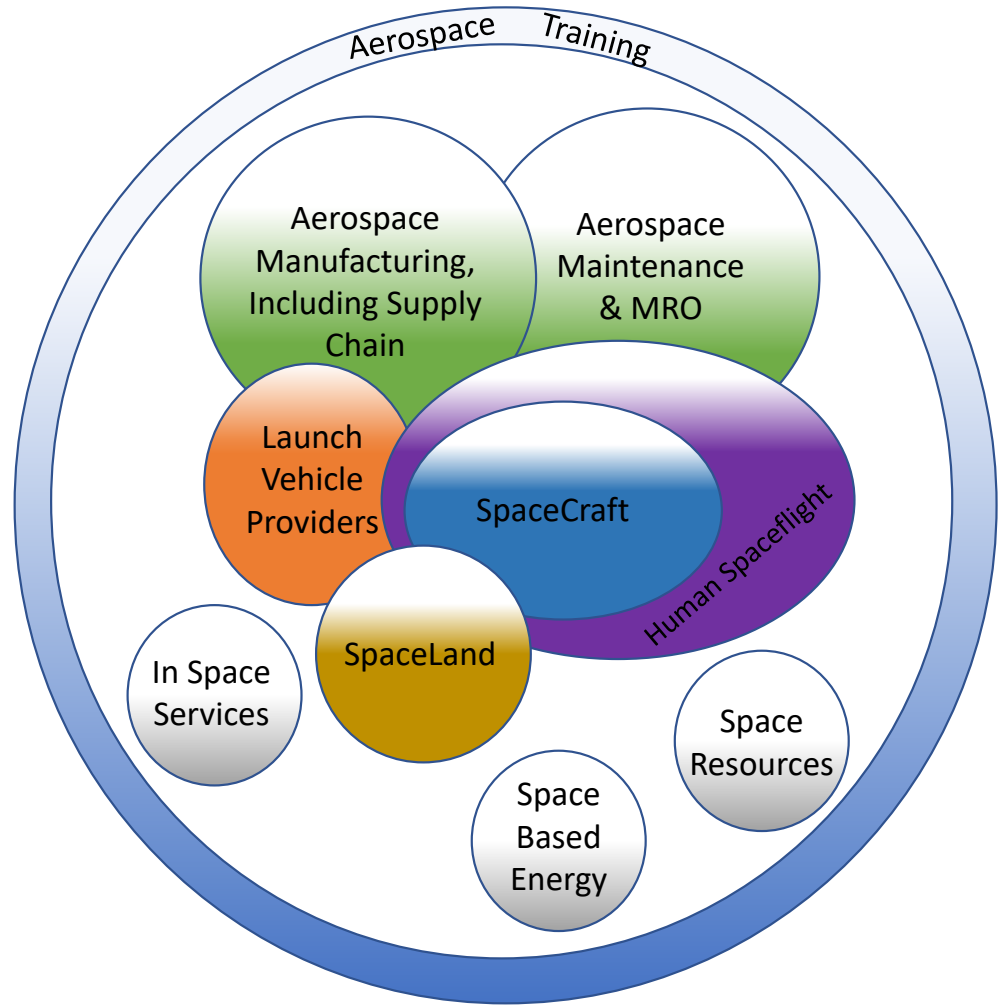
Market Segment Graphic



MARKET SEGMENTS



2020 - Florida



2030 - Florida