

SPACE FLORIDA



MARKETING COMMITTEE MEETING Agenda

Tuesday, October 12, 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-Hartley
<ul style="list-style-type: none">• Public Comments• Minutes August 10, 2021• Marketing Activity Update• Discussion of Proposed Workshop Topics	✓	Howard Haug Howard Haug Emma Newsham Emma Newsham
Closing Remarks/Adjournment		Sonya Deen-Hartley

Minutes August 10, 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 August 10, 2021. The meeting was called to order at 9:00 a.m. ET.

COMMITTEE MEMBERS PRESENT:

Sonya Deen-Hartley (Chair)
Jesse Biter
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Denise Swanson
Howard Haug
Ron Lau
Emma Newsham
Sharon Spratt
Danielle Daniel
Elizabeth Loving

Sonya Deen-Hartley 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.

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

Katherine San Pedro made a motion to approve the Marketing Committee Minutes from April 13, 2021, which was seconded by Jesse Biter, and approved unanimously.

Sonya Deen-Hartley said the next item for review is the Marketing Committee Charter to determine if any updates or changes should be proposed.

The principal responsibilities and functions of the Committee are

- 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 to 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 services.

The Committee is a standing committee and reports directly to the Board through the Committee Chair.

The Committee discussed the Marketing Committee Charter and agreed that no changes or updates were needed for the Marketing Committee Charter.

Emma Newsham reviewed the following items with the committee:

- Inbound
 - Continued Improvement of Space Florida.gov Site over 186% increase in performance over last yr.
 - Site Improvement and Accessibility is in compliance and performing as expected.
- Outbound
 - Digital Ad Campaign
 - 286,560 Impressions since April / 122,928 since January 2021
- Review of the Market Segments
 - The Market Segments Includes:
 1. Aerospace Manufacturing, Including supply chain
 2. Aerospace Maintenance, Repair, and Overhaul
 3. Aerospace Training (Workforce)
 4. Spacecraft
 5. Launch Vehicle Providers
 6. Human Spaceflight
 7. Spaceland (e.g., Ground for Launch Facilities)
 8. In-Space Services
 9. Space Resources
 10. Space Based Energy

CLOSING REMARKS & ADJOURNMENT

Sonya Deen-Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 9:20 a.m. (ET)

Discussion of Proposed Workshop Topics

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Proposed Discussion Topics Marketing Committee Workshop

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.

Space Florida Brand:

- What should be the Space Florida Brand?
- Space Florida Brand Elements include name, defining terms, design, symbol, public & private look and feel, trademarks, taglines, microbrands, etc.
- Brand Value.... Is the brand consistent, well recognized by the audiences? Does it Inspire loyalty, repeat business, word of month recommendations. Is there a promise (A brand promise)?
- Is the brand Global? VMOST Vision of *"Florida is the leading global and interplanetary center for sustainable aerospace commerce"*
- How to drive the Space Florida brand?
- Objectives, strategy, and tactics of Promoting Space Florida via Social Media.
- Objectives, strategy, and tactics of promoting/positioning Space Florida via Digital Marketing.

Space Florida Market/Stakeholder Segments:

- What market/stakeholder segments should be addressed respect to Brand messages?
- What are the audiences Space Florida needs to address to meet its mission?
- How does Space Florida through its brand provide thought leadership?
- There appears to be a broad void of awareness, understanding, and appreciation for the value of Florida's role in the Space/Aerospace Industry or its role for the state. How should this be addressed?
- Expand Space Florida's brand awareness to the citizens of the State? What are the goals?
- Grow Talent base in Florida through Universities & STEAM Awareness (K-12). How through marketing activities by Space Florida.

Space Florida Powers

- How we brand Florida's Space/Aerospace position through Space Florida
- State of Florida Spaceport System Authority with financial structuring powers to access and employ capital that serves those in the state that can affect or be affected by Space Florida. How is this branded?