

**SPACE FLORIDA**



**MARKETING COMMITTEE MEETING  
Agenda**

**Tuesday, April 26, 2022  
1:00 p.m. EDT**

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

<b>Agenda Items</b>	<b>Vote</b>	
<b>Call to Order</b>		<b>Sonya Deen-Hartley</b>
<ul style="list-style-type: none"><li>• <b>Public Comments</b></li><li>• <a href="#"><u>Minutes January 14, 2022</u></a></li><li>• <b>Quarterly Activity &amp; Metrics</b></li><li>• <b>Marketing Workshop Update</b></li></ul>	<b>✓</b>	<b>Sonya Deen-Hartley</b> <b>Sonya Deen-Hartley</b> <b>Emma Newsham</b> <b>Emma Newsham</b>
<b>Closing Remarks/Adjournment</b>		<b>Sonya Deen-Hartley</b>

# Minutes January 14, 2022



**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 14, 2022. The meeting was called to order at 9:00 a.m. (EST)*

**COMMITTEE MEMBERS PRESENT:**

Sonya Deen-Hartley (Chair)  
Rodney Cruise

**SPACE FLORIDA STAFF PRESENT:**

Frank DiBello	Emma Newsham
Denise Swanson	Sharon Spratt
Howard Haug	Danielle Daniel
Ron Lau	Desiree Mayfield
Todd Romberger	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.

***Rodney Cruise made a motion to approve the Marketing Committee Minutes from October 12, 2021, which was seconded by Sonya Deen-Hartley, and approved unanimously.***

The committee reviewed the Charter for the Marketing Committee whose role is to steward the Space Florida brand and image, assure internal and external marketing and communications programs are targeted, and programs are consistent with clearly defined objectives to foster the growth and development of a sustainable and work-leading aerospace industry in Florida. The committee responsibilities are:

- Assist Space Florida achieve its objectives
- 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 committee did not have additions or corrections for the Charter.



Emma Newsham reviewed the following Marketing activities:

- Website 2,400 users, an 8.61% increase over last year
- Digital ad campaign with Site Selector newsletter (52 weeks long). Impressions in 2021 were 442,187. New campaign cycle begins Mid-January 2022.
- Monthly newsletter is receiving good results with 31% open rate and a click through rate of 2.29%. (Industry benchmark is 22% open rate).

The next item reviewed was the 2021 Customer Satisfaction Survey Executive Summary.

- The survey was conducted via e-mail beginning on October 28, 2021 and ended on November 18, 2021, for the performance period July 1, 2020 through June 30, 2021.
- In addition to inquiring customers regarding Space Florida’s communication methods and effectiveness, questions included: Growing Florida’s Aerospace Economy, Enabling Commercial Spaceports in Florida, Supporting Next Generation Space Research and Technology, and Furthering a Legislative Climate that is responsive to aerospace and related industries.
- Overall, 304 customers and stakeholders received survey / response rate was 17.1% or 52 responses.
- 33% of the participants indicate Space Florida is both responsive to customers’ needs and provides overall performance at a high-quality rating.
- Management plans to present the Executive Summary to the full board during the January 26, 2022 meeting.

The committee discussed the survey results and suggested adding an “Exit” survey at the close of deals. They also would like to survey customers that selected another location to track on “why” Florida wasn’t selected.

Emma Newsham and Howard Haug reviewed the future workshop topics and timing. Topics: “Where we are today” and “Where we need to go”. The location will be in Tallahassee with the date to be determined.

#### **CLOSING REMARKS & ADJOURNMENT**

Sonya Deen-Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 9:21 a.m. (EST)