

SPACE FLORIDA



MARKETING COMMITTEE MEETING AGENDA

Monday, September 26, 2022

11:00 a.m. EDT

TELECONFERENCE

Call-in Number: 855-758-1310

Guest Code: 628 861 9445#

Agenda Items	Vote	
Call to Order		Sonya Deen-Hartley
<ul style="list-style-type: none">• Public Comments• April 26, 2022 Minutes• June 7, 2022 Workshop Minutes• Workshop Briefing to Board• Marketing Activities Update	✓ ✓	Sonya Deen-Hartley
Closing Remarks/Adjournment		Sonya Deen-Hartley



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 26, 2022. The meeting was called to order at 1:00 p.m. (EDT)

COMMITTEE MEMBERS PRESENT:

Sonya Deen-Hartley (Chair)
Rodney Cruise
Katherine San Pedro

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 January 14, 2022, which was seconded by Katherine San Pedro, and approved unanimously.

Emma Newsham reported the Marketing activity for the committee:

- Continued increase on the website in repeat session per users of 3.8%.
- Session duration increase of 32% over last year.
- Site Selector newsletter impression over the past 90 days was 186,600.
- In-person conferences have increased over the past quarter.

Emma Newsham and Howard Haug reviewed the future workshop topics and timing. Topics: “Where we are today” and “Where we need to go”. The Committee suggested scheduling during the first 2 weeks of June 2022. Space Florida will poll the committee to secure a date and location.

CLOSING REMARKS & ADJOURNMENT

Sonya Deen-Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 1:11 a.m. (EDT)



Draft Minutes of the Space Florida Marketing Committee Workshop

A Space Florida Marketing Committee Workshop was held at JM Family Enterprises located in Deerfield Beach, FL June 7, 2022. The meeting was called to order at 11:00 a.m. (EDT)

COMMITTEE MEMBERS PRESENT:

Sonya Deen-Hartley (Chair)
Rodney Cruise
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Frank DiBello
Denise Swanson
Howard Haug
Ron Lau
Emma Newsham
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 objective of the Workshop was to discuss:

- Where Space Florida is today to promote the State and Space Florida
- Where Space Florida needs to go (i.e., What is Space Florida becoming)
- The Competitive Landscape

The committee had discussion and debate regarding several topics relative to image, goals, staffing, issues and challenges, messaging and communications, marketing tools and resources. Committee suggestions were discussed and provided. The committee provided suggestions to management to address immediate needs.

The committee agreed that there is great upside to the discussion items and long-term planning regarding communication actions and goals.

CLOSING REMARKS & ADJOURNMENT

Sonya Deen-Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 1:47 (EDT).