

S P A C E F L O R I D A



**MARKETING COMMITTEE MEETING
Agenda**

**Monday, January 9, 2023
2:00 p.m. EST**

**By Teleconference
Call-in Number: 855-758-1310
Guest Code: 627 763 6389#
Passcode: 567768**

Agenda Items	
Call to Order	Sonya Deen-Hartley
Agenda	
• Public Comment	Sonya Deen-Hartley
• Minutes September 26, 2022	Sonya Deen-Hartley
• June 7, 2022 Workshop Briefing to Board	Howard Haug
• Committee Charter	Howard Haug
Closing Remarks	Sonya Deen-Hartley

September 26, 2022 Minutes



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 September 26, 2022. The meeting was called to order at 11:05 a.m. (EDT)

COMMITTEE MEMBERS PRESENT:

Sonya Deen-Hartley (Chair)
Katherine San Pedro

SPACE FLORIDA STAFF PRESENT:

Frank DiBello Anna Farrar
Howard Haug Desiree Mayfield
Denise Swanson Rhonda Rosa
Dale Ketcham

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.

Howard Haug stated that the first item was the approval of the April 26, 2022 meeting minutes.

Katherine San Pedro made a motion to approve the Marketing Committee Minutes from April 26, 2022, which was seconded by Sonya Deen-Hartley, and approved unanimously.

Howard Haug stated that the second item was the approval of the June 7, 2022, workshop meeting minutes.

Katherine San Pedro made a motion to approve the Marketing Committee Workshop Minutes from June 7, 2022, which was seconded by Sonya Deen-Hartley, and approved unanimously.

Howard Haug reviewed with the committee the proposed briefing to the Board of Directors of the June 7, 2022 Marketing Committee Workshop for the upcoming meeting scheduled for October 27, 2022. The committee provided feedback that was incorporated and asked management to present to the Board of Directors a summary of the outcomes of the workshop.

Howard Haug reported the Marketing activity for the committee:

- Association newsletter impression since April 2022 was 662,766.
- In-person conferences have increased over the past quarter with two large in-person conferences in the UK in cooperation with Enterprise Florida Farnborough Air Show in July and Space Comm-UK in September 2022.

The Committee Chair requested that a meeting be set up prior to the October 27, 2022 Board of Directors meeting so the committee members have an opportunity to meeting the new hires that recently joined Space Florida, if feasible with everyone’s schedules.



CLOSING REMARKS & ADJOURNMENT

Sonya Deen-Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 11:35 a.m. (EDT)

DRAFT

Proposed Public Affairs & Brand Identity Committee
Charter



Public Affairs & Brand Identity Committee Charter

Role: The Public Affairs & Brand Identity Committee's Role is to assist the Board of Directors in its oversight of policies related to overseeing the management of the Space Florida brand, reputation, communications, including public policy issues and stakeholder engagement that may have a material impact on Space Florida..

Membership: The Public Affairs & Brand Identity 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 committee shall include people who have the following attributes: (i) Knowledge of Space Florida's purpose, powers, statute and governance structure, (ii) Critical Thinking, (iii) Analytical and Technical Skills, (iv) holistic focus; understand how all parts of brand, reputation, communications public policy and stakeholder engagement work together.. 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 Public Affairs & Brand Identity 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 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 Public Affairs & Brand Identity 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 Public Affairs & Brand Identity Committee members will be furnished with copies of the minutes of each meeting.

Authority: The Public Affairs & Brand Identity Committee will have the resources and authority necessary to discharge its duties and responsibilities, including the authority to retain outside experts or consultants, within Space Florida's procurement policy, as it deems appropriate.

Responsibilities: Subject to applicable governance laws, the principal responsibilities and functions of the Public Affairs & Brand Identity Committee are as follows:

Brand Engagement:

- Enhance Space Florida's Business and Technology Brand.
- Position Florida to benefit via its' Space and Aerospace Activities /Accomplishments.
- Raise marketplace visibility and awareness of Space Florida's business model, as well as its duties, powers and responsibilities.

- Recommend stakeholder and government relations activities including interactions with local, state and federal government on matters of impact.
- Enhance state pride in Florida Citizens.

Corporate Reputation Engagement:

- Monitor the collective perception of Space Florida's past actions and expectations regarding its future actions, in view of its efficiency in relation to its main competitors.
- Monitor public opinion on Space Florida's services and how it treats its customers and employees.

Communications Engagement:

- Build brand identity.
- Increase awareness of Space Florida mission and capabilities.
- Attract innovation and client growth initiatives to the State.
- Foster favorable space/aerospace business environment.
- Provide leadership imprint to aerospace conversation and engagements.

Public Policy Engagement:

- Assist Space Florida to achieve its objective to foster the growth and development of a sustainable and world-leading aerospace industry in Florida.
- Assist Space Florida's efforts around the brand, logo, website, collateral and communications strategies.
- Assist Space Florida's development of relationships with key influencers in media for increased coverage of outreach to target audiences.
- Participate in public policy dialogues related to our mission and business priorities, our employees, our stakeholders, and the communities we serve.
- Engage with organizations and individuals to make our views clear and uphold our mission for the State to help support the communities in which we operate.
- Provide input to candidates to take reasonable positions on policies that promote Aerospace/Space Industry growth as well as affect Space Florida's mission objectives.

Stakeholder Engagement:

- Cycle Year-Round Engagement with Stakeholders.
- Solicit feedback on governance best practices and trends, Board composition and refreshment, executive compensation, human capital management, and other topics of interest to stakeholders.
- Respond to stakeholder inquiries and requests for information or engagement at Board and Committee Meetings.
- Publish Annual Report.

- Use Stakeholder feedback to enhance disclosures, governance practices, policies and compensation programs.
- Evaluate board and committee meeting results for the Board’s ongoing process of continually enhancing governance and other practices.

The Public Affairs & Brand Identity 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:

Michael Miller, Vice President of External Affairs and Workforce Integration
Phone: 321-730-5301, Ext.243
mmiller@spaceflorida.gov

Additional support is provided by:

Anna Alexopoulos Farrar, Vice President of Corporate Communications
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