

SPACE FLORIDA



**MARKETING COMMITTEE MEETING
Agenda**

**Friday, April 14, 2023
11:00 a.m. EDT**

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

Agenda Items	
Call to Order	Sonya Deen Hartley
Agenda <ul style="list-style-type: none">• Public Comment• Minutes - January 9, 2023• Committee Charter• February 24, 2023 Special Meeting Discussion	Sonya Deen Hartley Sonya Dean Hartley Howard Haug Howard Haug
Closing Remarks	Sonya Deen Hartley

January 9, 2023 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 January 09, 2023. The meeting was called to order at 2:00 p.m. EST

COMMITTEE MEMBERS PRESENT:

Sonya Deen Hartley (Chair)
Katherine San Pedro Delburn
Jonathan Satter

SPACE FLORIDA STAFF PRESENT:

Howard Haug
Denise Swanson
Ron Lau
Todd Romberger
Mike Miller
Anna Farrar
Terrie Ireland
Dale Ketcham
Desiree Mayfield
Rhonda Rosa

Sonya Deen Hartley thanked committee members for attending and stated that the meeting is being conducted in accordance with Sunshine and Public Record laws of Florida. There were no public comments.

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

Katherine San Pedro Delburn made a motion to approve the Marketing Committee Minutes from September 26, 2022, which was seconded by Jonathan Satter, and approved unanimously.

Howard Haug reviewed, and the committee discussed the postponed briefing approach to the full board of the June 7, 2022, Marketing Committee Workshop for the January 26, 2023, Board Meeting.

Howard Haug reviewed with the committee the proposed draft revising the committee’s charter. Management requested that the committee review and evaluate the proposed charter in preparation for future committee discussions.

Howard Haug reported that the business units continue to work with an outside marketing consultant group skilled and experienced in complex business messaging. This effort is in an early stage and is anticipated to be reported to the full board at the April 2023 meeting.

CLOSING REMARKS & ADJOURNMENT

Sonya Deen Hartley thanked the staff and committee members for their discussion and adjourned the meeting at 2:23 p.m. EST

Committee Charter

SPACE FLORIDA



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
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Additional support is provided by:

Anna Alexopoulos Farrar, Vice President of Corporate Communications
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