

Public Relations Committee Meeting

Sheraton New Orleans Hotel

500 Canal Street, New Orleans, LA

Bayside B/C (4th Fl.) • 9:30am – 11:30am

Monday, Oct. 24, 2016

Patricia Cardenas, Chair, Port Corpus Christi

Judy Adams, 1st Vice Chair, Alabama State Port Authority (presiding)

Mélanie Nadeau, 2nd Vice Chair, Montréal Port Authority

- 9:30 am **AAPA Ports United campaign update and video** Mary Beth Long, AAPA
- 9:45 am **Welcome and self introductions** Judy Adams, PR Cmte Chair
[NOTE: Committee folders include PR Committee roster; subcommittee rosters with any written reports; and June 13-14 Communications and Economic Development Seminar agenda]
- 10:00 am **Discussion on topics/speakers for Communications and Economic Development Seminar, to be held in Portland, OR, June 13-14, 2017** Aaron Ellis, AAPA
With the theme "Finding Success through Industry and Community Partnerships," this seminar will combine port public relations and economic development interests with a focus on collaborations that can help ports gain favor with customers and critical stakeholders alike. It will feature concurrent sessions on the first day (maritime economic development and port public relations professionals in different rooms), with plenary sessions on the second (everyone in the same room).
- 10:30am **Subcommittee reports** Ms. Adams
[Subcommittees include: Communications Awards; Seaports Magazine; Social Media; Key Media Messaging; PR Conference Planning; Community Outreach; Port Education Outreach]
- 11:00 am **Participant presentations (must be requested by 10/14 and include presentation topic or title)**
- **Carlos Bell, Miss. State Port Auth. at Gulfport, "The advantages of Gulfport as an AAPA seminar site."**
 - **Aaron Ellis for Mélanie Nadeau, Port of Montréal, "Port in the City" boat tour (<http://bit.ly/2dx3aHh>) and GHG Emission reduction and logistics chain fluidity project with the TRUCKING web portal (<http://bit.ly/2dAnrNH>).**
- 11:30 am **Adjourn**

Upcoming AAPA Public Relations Committee meetings:

<u>LOCATION</u>	<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>
Washington, DC	2017 AAPA Spring Conference	4/3/2017	9:30am – 11:00am
Portland, OR	2017 Communications & Econ Dvpt Seminar	6/12/2017	4:00pm – 6:00pm
Long Beach, CA	2017 AAPA Annual Convention & Expo	10/2/2017	9:30am – 11:30am