

AAPA Public Relations Committee Meeting

April 5, 2016 • 9:30am – 11:15am

**RENAISSANCE WASHINGTON DC DOWNTOWN HOTEL
999 Ninth Street NW
Washington, DC 20001
Meeting Room 4**

Patricia Cardenas, Chair, Port Corpus Christi (*presiding*)

Patsy Keays, 1st Vice Chair, Sept-Iles Port Authority

Judy Adams, 2nd Vice Chair, Alabama State Port Authority

- 9:30 am **Opening Remarks & Self Introductions** Patricia Cardenas, Chair
[NOTE: Committee folders include PR Committee roster; subcommittee rosters and any written reports; May 12-13 Port Education Outreach event agenda; June 7-8 Port Optimization Seminar agenda]
- 9:40 am **Review of 3/3/2016 PR Committee meeting in Corpus Christi** Mary Beth Long, AAPA
- 9:50 am **Discussion of new Port Education Outreach Subcommittee and Port of Long Beach’s free education outreach event in Long Beach, Calif., May 12-13** Ms. Long
- 10:00 am **Review of AAPA’s Cargo Optimization Seminar, June 7-8** Aaron Ellis, AAPA
Agenda includes at least seven sessions focusing on PR and communications outreach to port communities and stakeholders
- 10:15am **A look at AAPA’s new website, which will go “live” shortly after 2016 Spring Conference** Meredith Martino, AAPA
- 10:30am **Discussion on sharing your port’s environmental story with port stakeholders** Ms. Cardenas
- 10:50am **Benefits of a coordinated, structured PR/PA agency search** Robert Udowitz, RFP Associates
In advance of a more detailed discussion at our June 6 PR Committee meeting, Mr. Udowitz will briefly describe steps a port needs to take before soliciting PR agencies for work needed (including needs assessment, determining scope of work, budget planning, competing agency selection), along with the timeline required to find and hire the right firm.
- 11:00 am **Show 'n Tell Presentations**
• *Matt Gresham, Port of New Orleans, showcasing two brief port videos designed for general audiences.*
- 11:15 am **Adjourn**

Upcoming 2016 PR Committee Meetings

<u>LOCATION</u>	<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>
Jersey City, NJ	AAPA Cargo Optimization Seminar	6/6/2016	3:30-7:30pm
New Orleans	2016 AAPA Annual Convention & Expo	10/24/2016	9:30am-11:00am