

## Maritime Economic Development Committee **Planning Work Group Meeting**

Tampa Marriott Waterside Hotel & Marina  
700 South Florida Avenue Tampa, FL

**Room 9 • 2:00pm – 5:00pm**  
**Wednesday, Feb. 1, 2017**

Presided by Chair **Natacha J. Yacinte**, Ph.D., PPM, AICP,  
Seaport Planning Manager, Port Everglades (FL)

**2:00pm Welcome & self introductions**

*[Committee folders include committee and work group rosters, also available online at <http://www.aapa-ports.org/unifying/content.aspx?ItemNumber=21035>, and 2017 Communications and Economic Development Seminar agenda for considerations of speaker recruitment.]*

**Review history of Planning Work Group formation**

*The new Planning Work Group was formed late last year as part of the Maritime Economic Development Committee to replace the former Planning and Research Committee, which had become relatively inactive, with low member engagement. The new work group's first official function was to help develop AAPA's 2017 Planning for Shifting Trade program, which includes three sessions focused on strategic port planning.*

**Discussion on including research as part of the new Planning Work Group agenda and name**

*The committee which this work group replaced had research as part of its title and mission. Members need to determine to what extent research should play a part of this work group's activities, whether research should be incorporated into the work group name, and how research can/should be shared committee-wide.*

**Discussion on new Planning Work Group mission, goals and objectives**

*In order to continue moving ahead, the work group needs to adopt a mission statement, complemented by a strategic goal and measurable objectives, and timelines/duties/responsibilities descriptions for each project or activity to be undertaken. Also, this discussion will include development of a list of priorities and recommended activities (i.e., strategies and tactics) to help carry out its mission statement.*

**Discussion on prospective speakers for Communications and Economic Development Seminar, to be held in Portland, OR, June 13-14, 2017**

*AAPA's Communications and Economic Development 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).*

**5:00pm Adjourn**



**American Association  
of Port Authorities**

Alliance of the Ports of Canada, the Caribbean, Latin America and the United States

Seaports  
Deliver  
**Prosperity**

***Upcoming Maritime Economic Development Committee meetings:***

<b><u>LOCATION</u></b>	<b><u>MEETING</u></b>	<b><u>DATE</u></b>	<b><u>TIME</u></b>
Washington, DC	2017 AAPA Spring Conference	4/4/2017	8:00am – 9:30am
Portland, OR	2017 Communications & Econ Dvpt Seminar	6/12/2017	2:00pm – 5:00pm
Long Beach, CA	2017 AAPA Annual Convention & Expo	10/2/2017	8:00am – 9:30am