

**Public Relations Committee Meeting**  
**Crown Plaza Portland Downtown Convention Center Hotel**  
**1441 NE 2nd Ave, Portland, OR 97232**  
**Meeting Room Belmont C • 2:00pm – 5:00pm**  
**Monday, June 12, 2017**

Presided by Chair **Judith Adams**,  
 Vice President, Marketing, Alabama State Port Authority (Mobile)

2:00pm

**Welcome & self introductions**

*[Committee folders include committee and subcommittee rosters, proposed revised PR Committee priorities, and the 2017 PR Committee preferences survey summary results.]*

**Review/discuss 2017 PR Committee preferences survey results**

*An expected deliverable following the 2016 AAPA Leadership Summit in early December was a survey on the top issues and networking preferences for each of AAPA's 12 technical committees. We will review the top-line results of the PR Committee survey, completed in February 2017, and discuss next steps.*

**Summary of April 4 PR Committee meeting**

*At AAPA's April 4 Spring Conference in Washington, D.C., meeting participants requested that committee leadership revise the committee's mission and priorities to make them more succinct and better capture the essence of the committee's focus. They also requested that committee leadership redefine and align the committee's various subcommittees around the revised priorities.*

**Discuss and approve revising PR Committee mission and priorities**

*In 2015, the PR Committee developed a list of key priorities that needs to be updated. Committee leadership is proposing revising the mission language and consolidating the priorities into three distinct areas.*

3:30pm

**Break**

**Discuss consolidation of PR Committee subcommittees**

*As part of the process of revising the committee's mission and key priorities, members have indicated an interest in aligning the subcommittees with the revised priorities. Leadership is recommending consolidating the seven subcommittees (Communications Awards Program, Community Outreach, Key Media Messaging, PR Seminar Planning, Seaports Advisory, Social Media and Port Education Outreach) into three:*

- 1) *Port Messaging/Communications*
- 2) *Community Outreach*
- 3) *Communications Tools & Effectiveness*

5:00pm

**Adjourn**

**Upcoming Public Relations Committee meetings:**

<u>LOCATION</u>	<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>
Long Beach, CA	2017 AAPA Annual Convention & Expo	Oct. 2, 2017	9:30am – 11:00am
Mobile, AL	2018 Public Relations Workshop	Feb 28, 2018	3:00pm – 5:00pm