

Public Relations Committee Meeting

June 23, 2014 • 4:30 p.m. – 6:30 p.m.

**TORONTO MARRIOTT BLOOR YORKVILLE HOTEL
90 Bloor Street East, Toronto, ON M4W 1A7 Canada**

Paula Copeland, Chair, Port Saint John (presiding)

Dona Lisel Regis, 1st Vice Chair, St. Lucia Air & Sea Ports Authority

Lisa Ashley, 2nd Vice Chair, Port of Houston Authority

- 4:30 pm **Self Introductions and Chairman's remarks** Paula Copeland, Chair
[NOTE: Committee folders include PR Committee roster; subcommittee rosters; summary of 2013 PR/GR workshop attendee survey; summary of 2014 Communications Awards Program winners; and agenda for 2014 Public & Government Relations Workshop]
- 4:40 pm **Briefly discuss agenda for 2014 PR/GR Workshop in Toronto** Aaron Ellis, AAPA PR Committee Liaison
- 4:50 pm **Discussion on desired theme and topics for 2015 PR/GR Workshop** Ms. Copeland
- 5:00 pm **Subcommittee Reports/Discussion Topics** Ms. Copeland
(Aaron Ellis will fill in for any absentees)
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| Communications Awards Program Subcommittee | John Roby, Subcommittee Chair |
| Seaports Magazine Advisory Subcommittee | Duane Sandul, Subcommittee Chair |
| Social Media Subcommittee | Marilyn Sandifur, Subcommittee Chair |
| Key Media Messaging Subcommittee | Ellen Kennedy, Subcommittee Chair |
| PR Planning Subcommittee | Louise Brooks, Subcommittee Chair |
| Community Outreach Subcommittee | |
- 5:30 pm **Show 'n Tell Presentations**
(Up to four presentation slots available; please email Aaron Ellis at aellis@aapa-ports.org if you would like to share a brief public or government relations success story from your port or organization.)
- *Lorianna Kastrop, Port of Redwood City, "Rebranding the Port of Redwood City – Serving Silicon Valley"*
 - *Maisy Alpert, Port Everglades, "New Cruise Video"*
 - *Dr. Elizabeth Blanchard, Port of Stockton, "Free Boat Tours of the Port"*
- 6:30 pm **Adjourn**

Upcoming PR Committee Meetings

<u>LOCATION</u>	<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>
Houston, TX	2014 AAPA Annual Convention	11/10/2014	9:30 am – 11:00 am
Washington, DC	2015 AAPA Spring Conference	4/20/2015	8:30 am – 10:30 am
TBD (Boston?)	2015 AAPA PR/GR Workshop	TBD	4:30 pm – 6:30 pm