**AMERICAN ASSOCIATION OF PORT AUTHORITIES**

**PUBLIC RELATIONS COMMITTEE**

**OBJECTIVES 2016-2018**

The AAPA Public Affairs Committee met on October 24, 2016, at 9:30 am, with eleven-member port representatives in attendance. The Committee took up discussion of upcoming seminars and subcommittee reports. The Committee also viewed two public / community outreach efforts being performed by two member ports.

General discussion at the meeting focused on three areas:

**1. Subcommittee Structure:** How can we encourage participation at the subcommittees? Do we need new leadership, i.e., some chairs need to pass the baton due to professional time constraints? Are the subcommittees addressing topical and relevant issues and tasks? Are the subcommittees aptly named for the respective scope of work?

**2. Participation in Seminars and PR Committee Meetings:** Leveraging joint Committee meetings whereby the respective committees share information on common issues and benefit from joint exercises; Relevant or topical subject matter to encourage or increase participation; What works, what doesn’t?

**3. Seaports Magazine Editorial Advisory Board:** Review of the 2017 Editorial Calendar; Encouraging new blood participation – work seems to fall on the chair.

**Proposed Plan of Action**

Time for PR Committee Strategic Plan – Lay out a multi-year, living plan with input from the 1st and 2nd Vice Chairs to ensure buy-in and implementation.

a. Utilize free on-line survey tools to poll members with these objectives:

- *Identify topics and training interests*;

- *Identify and prioritize targeted audiences*, i.e., The Hill; Regulators; state/local government policy makers, community/grass roots organizations; or the public at large; identify partnering opportunities;

- *Project opportunities*. Based on defined and prioritized issues, identify methods to leverage work products or generate new projects to educate and expand key messaging to a broader community;

- *Training opportunities* – Based on defined and prioritized issues, seek information on joint seminar/training activities to build upon members’ knowledge base and augment PR tool kits;

b. Tackle Redefining or Affirming Subcommittee structure, responsibilities and leadership.

c. Develop a Living 6-Year Strategic Plan: Plan Development and Plan Implementation.