

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Thursday, August 23, 2007  
DDA Office, 305 South Andrews Ave., Suite 301 @ 2:00 p.m.

## **ROLL CALL**

**BOARD PRESENT:** Peter Feldman, Chair  
Gale Butler, Secretary  
Alan Hooper, Board Member (Chair of Committee)

**ALSO PRESENT:**  
Chris Wren, DDA Executive Director  
Elizabeth Veliky, DDA Planning & Design Manager  
Neil Sterling, DDA Governmental Liaison  
John Lafferty, Parsons Brinkerhoff  
Pamela Adams, Adams Consulting

The meeting started at 2:15 p.m.

Mr. Hooper talked about items included in the memo that was given at the August Board meeting. With reference to #2, he said to highlight the local increase percent instead of the national average. He said the fast facts brochure shows a beautiful picture, but seems to be lacking a compelling phrase to draw people in. There were different viewpoints about a message through a picture alone vs. a message with words. Mr. Hooper talked about getting the Commissioners on board as well as the media outlets.

Mr. Sterling said they need to get people on board before they can ask for financial support. Mr. Hooper asked about a public opinion survey. Ms. Adams said a direct mailing does not give you a direct response. Mrs. Butler said a direct mailing with a call to action like what the airport did would be more beneficial. Mr. Wren said he has had about 100 people that have offered their help and support. Mr. Sterling stressed the importance of bringing them into the process especially if a tax assessment may be involved. Mr. Feldman said they need to just go through the process and educate people and explain costs to everyone, but it is a County decision ultimately. Mr. Sterling said the number one question people will have is “how much will it cost me”.

Mr. Hooper said they need to show pictures, not acronyms. They need a quick presentation and then have time for questions. Mr. Hooper stressed the importance of creating an atmosphere that is positive, fun, and welcoming instead of a platform for people to complain. Discussion was held about a possible party with project supporters as well as riding along the trolley route with supporters. Further discussion was held on the approach of these two missions. Mr. Hooper talked about doing an event at Huizenga Plaza to which Mrs. Butler suggested using a Maroon Movie screen for the animation of the streetcar system. It was also suggested to do an informal gathering at the Riverhouse Restaurant.

In terms of implementation, Mr. Feldman said we have all the ingredients, we just need someone to put it all together and be able to devote resource since internal staff does not have the time and

resource necessary given all the other initiatives being worked on. Discussion was held regarding the different implementation mechanisms available.

As there was no other discussion, the workshop ended at 4:00 p.m.

*The following are follow-ups resulting from this workshop:*

- 1) Brainstorm branding assignment
- 2) Editorial Board for Project
- 3) Go Riverwalk articles (all transit until the end of the year)
- 4) Check on new job numbers (is it 40 or 400)
- 5) Brainstorm on the different user benefits
- 6) Send 500+ comments to Board members
- 7) Collect materials to potentially send to the advertising company
- 8) Get schedule to Board members (transit agenda/approvals)
- 9) Schedule a couple of informal (non-technical) meetings before the agency approvals
- 10) Have another marketing meeting with the list of benefits/images and bring in the appropriate implementation consultants to craft a gameplan
- 11) Hold at a minimum, biweekly meetings on transit marketing with core committee
- 12) Get graphics from Scott Seeburger on the Andrews Avenue Coordination
- 13) Add downtown skyline pictures to thumbnails