

Transit Marketing Committee Workshop of the
Downtown Development Authority
Thursday, October 4, 2007
DDA Office, 305 South Andrews Ave., Suite 301 @ 1:30 p.m.

ROLL CALL

BOARD PRESENT: Peter Feldman, Chair (by conference call)
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
Pamela Adams, Adams Consulting

The meeting started at 1:38 p.m.

Ms. Veliky went over the agenda and started with point one, which was to determine what the message is and who our audiences are. Mr. Sterling added that we should also figure out what our objective is and everyone agreed that we are trying to build support of the downtown streetcar. Discussion was held about the audience and the message.

The following are points made about what our message is:

1. First step in County wide system
2. Creating a model for implementation at the County level and the State and Federal levels
3. "Grow economic development"
4. Emphasize the investment helping the state property taxation issue
5. Emphasize the federal and state funding contributions to show the small local share
6. Show that the streetcar is needed (create a sellable product)
7. Aids in improving our quality of life
 - a. Sustainability/smart growth
 - b. Environmentally friendly (green initiative)

The following are points made about who our audiences are:

1. Stakeholder agencies
2. Commissions/boards
3. Public
4. Environmental groups
5. Workforce industries (construction/building/unions/labor, etc.)

Discussion was held about the tools we should use to convey the message. It was agreed that we should solicit interest from design and public relations professionals and have them recommend to us what tools would be most effective.

Budget was discussed and it was suggested by Mr. Sterling that a poll be done before we go out to the public to help determine what our message needs to be. He estimated this to cost approximately \$10,000. For the creation of a powerpoint and video, it was estimated to cost the same due to the amount of information and graphics we'd be able to supply to whomever was chosen. Editorial and public relations was estimated to cost \$18,000. Mr. Hooper, although he hopes it costs a total of \$38,000, thought it would run higher due to other associated costs. No budget was decided on, but the committee agreed they would review the proposals and go before the Board for approval.

In terms of next steps, staff was directed to hold another committee meeting with interested design and public relation companies so they can understand where we want to go and come up with proposals of how to get there.

As there was no other discussion, the workshop ended at 3:33 p.m.