

Transit Marketing Committee Workshop of the
Downtown Development Authority
Thursday, October 15, 2007
DDA Office, 305 South Andrews Ave., Suite 301 @ 2:00 p.m.

ROLL CALL

BOARD PRESENT: Peter Feldman, Chair
Gale Butler, Secretary (by conference call)
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
Eric Liberman, PB
Pamela Adams, Adams Consulting
Cindi de Vosjoli, Hot House of Design
Rob Cline, Hot House of Design
Rick Asnani, Cornerstone Strategy & Communications
Paul Fallon, Fallon Research & Communications

The meeting started at 2:10 p.m.

Mr. Hooper went over what happened at our last transit marketing committee meeting to bring us to today's meeting with outside vendors. After self introductions, Mr. Sterling summarized where this project has been and where we plan to go with it. He mentioned that the local community has to pay for 25% of the project capital costs, which necessitates a strong campaign due to the possibility of an assessment. Mr. Feldman stressed the urgency in producing a marketing plan given the schedule we must follow to get our project rated by Federal Transit Administration.

The group discussed the strategy for introducing a general message versus a specific one. Mr. Hooper said he'd like to use Portland's video in the presentation and then integrate our local landscape into it. The group agreed when he said we should come up with different messages dependent on the audience since each have their own interests.

After the group discussed the different ways this can be approached, the matter of timeframes was brought up. If the DDA chooses to conduct a polling initiative, a 6-week turnaround would be expected. Once the creative aspect of the design is completed, it should be expected that printing will take 2 weeks.

The vendors were instructed to prepare a proposal on one or all of the services necessary to build a strong campaign.

Mr. Hooper asked staff to prepare and make available, a project calendar through the end of February or when we receive a locally preferred alternative from the Broward County Commission.

As there was no other discussion, the meeting ended at 3:45 p.m.