

Transit Financial Committee Workshop of the
Downtown Development Authority
Monday, October 22, 2007
DDA Office, 305 South Andrews Ave., Suite 301 @ 2:00 p.m.

ROLL CALL

BOARD PRESENT: Peter Feldman, Chair
Charlie Ladd, Board Member (Chair of Committee)
Alan Hooper, Board Member

ALSO PRESENT:
Chris Wren, DDA Executive Director
John Milledge, DDA General Counsel
Elizabeth Veliky, DDA Planning & Design Manager
Chuck Adams, DDA Budget/Finance Consultant
Neil Sterling, DDA Governmental Liaison
John Lafferty, PB
Pamela Adams, Adams Consulting

The meeting started at 2:08 p.m.

Mr. Adams went over the different options of assessments. Mr. Milledge spoke about having interlocal agreements between the DDA and the other financial partners, such as the City, County, and Hospital district. There was discussion by Mr. Adams and Mr. Milledge over what statutes will and will not allow different types of assessments with or without voter approval.

Mr. Ladd went over his concept of spreading the financial burden equally among those who will benefit from the system, to include: existing residential and commercial, future residential and commercial, and the hospital/CRA districts. He believes we should start with Mr. Gretsas and show him the strategy and let the City decide if the DDA or the City will do the assessment.

The group discussed having a fee that is based on assessed value versus a flat rate assessed to everyone. They also discussed the proportional cost/benefit scenario, the closer the property is to the line, the higher the benefit, thus the higher the assessment and vice versa.

The following are follow ups that came out of this meeting:

1. PB to evaluate hospital sites before and after the streetcar system
2. DDA staff to meet with Elliot Auerhahn to go over Broward County's transit concurrency program
3. Staff and chair to develop a white paper
4. PB to provide ridership numbers for hospital district
5. Staff and PB to generate what the increased benefit will be for: residents, commercial owners, governments, and the hospital district.

As there was no other discussion, the meeting ended at 3:05 p.m.

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, October 22, 2007
DDA Office, 305 South Andrews Ave., Suite 301 @ 3:00 p.m.

ROLL CALL

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

ALSO PRESENT:

Chris Wren, DDA Executive Director
Elizabeth Veliky, DDA Planning & Design Manager
Chuck Adams, Budget/Finance Consultant
Neil Sterling, DDA Governmental Liaison
Pamela Adams, Adams Consulting

The meeting started at 3:05 p.m.

The group discussed the various audiences and how we should approach them. Mr. Sterling noted that there are those who will help fund the project, the riders, and the environmental groups. Mr. Feldman raised concern over the key commercial property owners not believing they will realize a direct benefit from the proposed system. The residential owners were also discussed and staff was directed to catalog the residential point people to arrange outreach events to their membership. The group concurred that if an assessment is the path that will be taken, it is imperative that these financial partners understand the benefits and support the efforts.

Mr. Hooper requested that DDA staff sit with him and Mr. Sterling to review the existing powerpoint presentation towards the end of the week.

As there was no other discussion, the workshop ended at 3:40 p.m.