

Transit Marketing Committee Workshop of the
Downtown Development Authority
Wednesday, December 19, 2007
Hot House of Design, 111 SW 6th Street, Fort Lauderdale @ 11:00 a.m.

ROLL CALL

BOARD PRESENT: Alan Hooper, Board Member (Chair of Committee)

ALSO PRESENT:

Elizabeth Veliky, DDA Planning & Design Manager
Eric Liberman
Pamela Adams
Rob Cline
Cindi de Vosjoli

The meeting started at 11:05 a.m.

The group went over the timeline for the powerpoint completion. Discussion was held about the concept to engage audience members and still accomplish the federal decisions necessary to move to the next phase of development.

The group discussed getting testimonials from different types of transit riders, such as the business worker, the college student, the business owner, and the commuter and possibly incorporating these comments into the presentation.

The group then watched the Portland marketing video to gain perspective and possibly utilize during the presentation.

Discussion was held about different services the DDA would seek from Hot House. It was agreed that Hot House will revamp the powerpoint, create up to 5 email designs, and 2 mail outs.

Mr. Hooper urged staff and the consultants to move quickly given our aggressive time table.

As there was no other discussion, the meeting ended at 12:40 p.m.