

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, January 7, 2008
DDA Office, 305 S. Andrews Avenue, Suite 301 @ 2:30 p.m.

ROLL CALL

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

ALSO PRESENT: Chris Wren, DDA Executive Director
Elizabeth Veliky, DDA Planning & Design Manager
Eric Liberman
Pamela Adams
Neil Sterling
Cindi de Vosjoli

The meeting started at 2:30 p.m.

Discussion was held about the February 5th City Commission/DDA Board joint workshop and the likelihood of decisions being made at the workshop versus having to go before the commission as a conference item or on the regular agenda.

The group reviewed the powerpoint and provided suggestions to staff and Hot House of Design in terms of language and picture usage.

Mr. Liberman went over the technical information that needs to be included in the presentation to include the process/evolution of the project, financial information/partnerships, and the alignment alternatives.

Discussion was held on the Portland video and using it as part of the presentation.

Due to time constraints, Mr. Hooper requested that DDA staff meet with him in the next few days to go over the presentation strategy (what meetings need to be set up, who will attend, what is the message, and what is the delivery method).

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