

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, January 14, 2008
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 8:30 a.m.

ROLL CALL

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

ALSO PRESENT: Elizabeth Veliky, DDA Planning & Design Manager
Neil Sterling
John Lafferty
Pamela Adams
Cindi de Vosjoli
Rob Cline
Linda Lewis
Genia Ellis
Ron Centamore
Richard Mancuso

The meeting started at 8:35 a.m.

Mr. Hooper began the meeting by stating that we need different messages for different audiences. He specifically brought up the Urban Core/Broward Workshop and said that whoever presents to this group needs to be parallel with the membership base. Ms. Adams was directed to set up the meeting.

Discussion was held about how to collect and maintain a database of supporters we present to. Ms. Lewis recommended having support cards made which can be a great tool to show support to the commission. The group concurred that support cards should be prepared.

Mr. Hooper suggested that we block out time to do phone calls to the database the day before the City and County Commission meetings.

The group reviewed the PowerPoint and Mr. Hooper requested that specific square footage of non-residential development and number of units be included for Portland after construction of the streetcar system to show real examples of what Fort Lauderdale could potentially see in reinvestment to the City.

Ms. de Vosjoli was directed to reduce the number of slides in the presentation and include the alignment alternatives and other relevant technical information as required by the federal process.

The group discussed how to get the point across of benefits outweighing the costs. Mr. Hooper suggested showing the assessment rates on a monthly basis since escrows are usually paid on a monthly basis.

The residential community leaders, as well as Mrs. Butler joined the meeting.

Mr. Sterling and Ms. Adams went over the objective of meeting with the residential community leaders – to garner support for the project and to begin dialogue about the residential assessment amount.

Discussion was held about the funding strategy and then focus was made on the local share. Questions came up about the collection method for the assessment and what the assessment boundary is/who will be assessed. The residential rate discussed seemed to be supportive, but all the residents strongly urged the DDA to show the benefits to the community so they understand that they outweigh the assessment costs.

Ms. Ellis suggested that we aggressively start presenting to the local community to spread the word and someone should attend the commissioner pre-agenda meetings.

All residential leaders agreed that a white paper answering all the relevant questions/concerns a resident would have pertaining to the system would be very useful.

Discussion was made about the scheduling of meetings and garnering support from the residential community.

As there was no other discussion, the meeting ended at 11:05 a.m.