

Transit Finance/Marketing Committee Workshop of the
Downtown Development Authority
Tuesday, January 22, 2008
DDA Office, 305 S. Andrews Avenue, Suite 301 @ 9:00 a.m.

ROLL CALL

BOARD PRESENT: Charlie Ladd, Board Member (Chair of Financial Committee)
Alan Hooper, Board Member (Chair of Marketing Committee)

ALSO PRESENT: John Milledge, DDA General Counsel
Elizabeth Veliky, DDA Planning & Design Manager
Chuck Adams
Harry Newstreet
John Lafferty
Pamela Adams
Cindi de Vosjoli
Linda Lewis

The meeting started at 9:05 a.m.

Mr. Ladd began the meeting with an update on the 1/9/08 financial meeting with the City Manager. He said Mr. Gretsas is supportive of the project and willing to consider committing an annual figure to the capital component of the project. Mr. Milledge added that Mr. Gretsas is supportive of the City issuing the bond/assessment.

Mr. Milledge went over the positive support received at the one on one's with City Commissioners.

Mr. Ladd directed staff to prepare a 1-page paper on the CRA cost to benefit analysis.

Mr. Ladd went over his recommended changes to the City/County Net Benefit Analysis that was previously prepared. He provided feedback that will make it more understandable and read clearer.

Discussion was held about the possibility of using existing County transit concurrency impact fee dollars to buy down the local capital share. Mr. Ladd also introduced the idea to charge more in the downtown district and designate that additional increase to the capital cost of this project. Mr. Ladd requested that a meeting be set up with the County regarding the transit concurrency impact fee program.

Discussion was held about the assessment details.

The group engaged in dialogue about public land donations. Mr. Lafferty said his company previously looked at publicly owned land as options for the maintenance and storage facility sites. He was directed to look further and consider the possibility of retrofitting public garages.

Mr. Hooper went through the marketing PowerPoint to get input from the financial committee. Mr. Ladd provided feedback about the message to focus on and pictures to use. More specifically, he

gave suggestions on how to set up and present the financial portion of the presentation.

Discussion continued about language to use for the messaging and what should be emphasized. Staff was directed to incorporate the suggested changes.

As there was no other discussion, the meeting ended at 11:25 a.m.