

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, January 28, 2008
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 9:30 a.m.

ROLL CALL

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

ALSO PRESENT: Chris Wren, DDA Executive Director
Elizabeth Veliky, DDA Planning & Design Manager
Neil Sterling
Pamela Adams
Cindi de Vosjoli
Rob Cline
Linda Lewis

The meeting started at 9:40 a.m.

The group discussed feedback (which all seemed to be positive) received at the commissioner one on ones and other recent project meetings.

Mr. Hooper mentioned a maintenance and storage facility site possibility in the Flagler Village area. Staff was directed to add this item to the real estate committee agenda for discussion.

The upcoming meeting details were discussed. In terms of future meetings, the group agreed that a meeting needs to be set up with the County Administrator for the LPA commission preparation just as we have done and continue to do with the City Manager.

Public relation efforts were discussed. Ms. Lewis went over the deliverables she is working on.

Ms. Veliky explained that after meeting with the City staff on the Hot House PowerPoint and the technical PowerPoint they prescribed what their commission and manager is looking for and therefore, a new PowerPoint was drafted by the team. The group reviewed and made comments.

The Hot House PowerPoint was then reviewed again and changes were suggested about displaying examples from other cities on ridership. Comments were given about showing information on surrounding neighborhoods and how to best display the local assessment breakdown.

As there was no other discussion, the meeting ended at 11:10 a.m.