

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, February 11, 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)
Gale Butler, Board Member

ALSO PRESENT: Chris Wren, Executive Director
Elizabeth Veliky, Planning & Design Manager
John Lafferty
Pam Adams
Cindi De Vosjoli
Linda Lewis

The meeting started at 9:42 a.m.

The group began by reviewing questions that could be brought up during stakeholder meetings.

Mr. Hooper raised concern over not having the appropriate people attending the marketing committee meetings when information needs to be distributed in a timely manner.

The group discussed possible editorial opportunities.

General discussion was made about the marketing plan moving forward. Other distribution methods were discussed beyond electronic and hand outs at meetings.

.
As there was no other discussion, the meeting ended at 11:02 a.m.

Transit Real Estate Committee Workshop of the
Downtown Development Authority
Monday, February 11, 2008
1815 Cordova Road, Suite 210 @ 11:00 a.m.

ROLL CALL

BOARD PRESENT: Jack T. Loos, Vice-Chair (Chair of Committee)

ALSO PRESENT: Chris Wren, Executive Director
Elizabeth Veliky, Planning & Design Manager
Eric Liberman
John Lafferty
Howard Steinholz

The meeting started at 11:08 a.m.

Mr. Liberman went over publicly owned garages as options for a maintenance and storage facility site and the feasibility of each. There was concern raised over the impact of using prime downtown property.

Mr. Loos discussed the lagging real estate market and the opportunity to buy land for less than what was initially contemplated.

The group went through the evaluation of each of the sites.

Mr. Steinholz brought up how the voluntary process is actually viewed as passive and therefore, takes longer. He suggested a process be put into place that will get people moving more quickly on their decision to sell.

Discussion was held about joint development opportunities with major property owners.

Two new sites were discussed, one north and one south of the new river. The consultants were directed to do an evaluation on their feasibility.

Discussion was held about reducing the real estate budget. Mr. Loos felt comfortable that given the market we are currently in, it should be reasonable to be able to reduce the real estate budget.

As there was no further discussion, the meeting ended at 12:20 p.m.