

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, February 18, 2008  
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 11:00 a.m.

**ROLL CALL**

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

**ALSO PRESENT:** Chris Wren, Executive Director  
John Milledge, General Counsel  
Elizabeth Veliky, Planning & Design Manager  
Neil Sterling, Governmental Liaison  
Eric Liberman  
Cindi de Vosjoli  
Linda Lewis

The meeting started at 11:10 a.m.

The group began by reviewing the residential white paper. The message was tweaked and how the content was displayed was revisited.

In terms of distribution, Mr. Hooper suggested using it primarily as an electronic document and in addition, hard copies for use at outreach meetings. The group agreed it will probably be too costly and time consuming to have thousands printed and mailed out.

Mr. Sterling suggested we focus on quality of life, environment, and economics (in order of priority) for explaining the benefits of the system.

Discussion was held about upcoming meetings, email blasts, and other marketing materials.

As there was no other discussion, the meeting ended at 12:15 p.m.