

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, March 10, 2008  
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 9:00 a.m.

## **ROLL CALL**

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

**ALSO PRESENT:** Elizabeth Veliky, DDA Planning & Design Manager  
John Lafferty  
Cindi de Vosjoli  
Pamela Adams  
Linda Lewis

The meeting started at 9:12 a.m.

The upcoming Sun-Sentinel editorial board meeting was discussed. The attendees and presenters were identified, as well as the appropriate date. The presentation format was touched upon and Mrs. Lewis was directed to provide a script of the meeting. Mr. Hooper urged the importance of including the “donor” concept in the presentation.

The group spoke about the messaging for the upcoming newsletters. Mr. Hooper suggested the newsletters be a series of awareness building about the importance of fueling the biggest City assets and bringing in The Wave to supplement that message.

Discussion was held about how the City Workshop went and how to prepare for the upcoming City Commission meeting on April 1<sup>st</sup>.

Ms. Veliky brought up the opportunity to participate in Get Downtown on April 4<sup>th</sup> and at what level to participate. The group agreed that having a booth to showcase the project would be beneficial. Ms. Veliky was directed to commit to a booth. Discussion was held about materials to use at the event.

As there was no other discussion, the meeting ended at 10:18 a.m.