

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, March 17, 2008  
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 9:00 a.m.

## **ROLL CALL**

**BOARD PRESENT:** Gale Butler, Vice-Chair (Stood in for Alan Hooper, Chair of Committee)

**ALSO PRESENT:** Elizabeth Veliky, Planning & Design Manager  
Eric Liberman  
Pam Adams  
Linda Lewis  
Cindi de Vosjoli

The meeting started at 9:12 a.m.

The group started the meeting by discussing upcoming email blast messaging leading up to the City Commission meeting on April 1<sup>st</sup>. Ms. de Vosjoli suggested doing one based on all the accomplishments we've made thus far. Discussion was held on the list of successes and what should be included.

Ms. de Vosjoli then brought up an idea for another email blast focused on the premise of "use the money, or lose it". Further discussion was held.

Discussion was held about scheduling meetings with the Midtown Business Association and the Negro Chamber Association.

Mrs. Butler mentioned that her boss Mike Jackson will be the main speaker at the Transportation Management Association's annual meeting and requested a list of The Wave's environmental benefits for use in his presentation.

The group went through a list of organizations for outreach and assigned responsible parties for setting up.

Mrs. Lewis went through her ideas for an article for use in newsletters and the group provided suggestions for additions, changes, and deletions.

The group spent a few moments finalizing the strategy for the upcoming editorial board meeting.

Discussion was held about giveaways and fun items to have at the Get Downtown event. Mrs. Butler suggested having business cards made about The Wave since people will likely take one due to its size.

As there was no other discussion, the meeting ended at 10:28 a.m.