

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, April 7, 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: Chris Wren, Executive Director
Elizabeth Veliky, Planning & Design Manager
Linda Lewis
Pamela Adams

The meeting started at 9:10 a.m.

The group started the meeting by reviewing the article for the newsletter. Sections were eliminated and paragraphs adjusted.

Mr. Hooper stressed the importance of continuing to do these articles to get people to start thinking differently about the City's biggest assets, such as Downtown.

Discussion was held about the invitation to do an "op ad" which was extended to the team when they met with the Sun-Sentinel Board. To further that, Mr. Hooper suggested we have different authors representative of different industries in our community that can write about the positive elements of The Wave as it relates to their given perspective.

Discussion was held about engaging the educational institutions and really focusing on what benefits they will get from a transit system like this. Mr. Hooper provided an example of creating student housing opportunities in areas outside the core like Flagler Village.

Mr. Hooper emphasized the importance of having the governmental liaison at the marketing meetings. He also asked that the residential leaders be invited to the next marketing meeting.

Mr. Hooper made a comment about the look of the email blasts. He indicated the length is still too long and hopes the future blasts will be shorter.

Ms. Veliky shared the list of upcoming outreach meetings and Mr. Hooper requested that he be sent the meeting requests through outlook so he is on top of all the meetings going on.

As there was no other discussion, the meeting ended at 10:40 a.m.