

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, April 14, 2008
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 8:00 a.m.

ROLL CALL

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

ALSO PRESENT: Chris Wren, Executive Director
Elizabeth Veliky, Planning & Design Manager
Pam Adams
Linda Lewis
Cindi de Vosjoli
Richard Mancuso
Ron Centamore
Genia Ellis

The meeting started at 8:10 a.m.

Mr. Hooper and Mr. Sterling led the discussion on what challenges are forthcoming, specifically focused on the path to the public hearing in September. Discussion was held regarding the position taken from one of the residential building associations east of Federal Hwy, which resulted in the request to run the assessment based on reduced boundaries. Mr. Hooper requested that this be put on the upcoming financial committee agenda.

Mr. Hooper brought up creating a map that shows the potential feeder routes the TMA could employ once the streetcar is in place. Mr. Wren responded that he had Parsons Brinckhoff (PB) do an initial draft of these feeder routes months earlier and he did not agree with the routes and did not bring it before the Board. He said PB is working with Les Hollingsworth at the TMA to come up with the possibilities. Mr. Hooper said he'd give Mr. Hollingsworth direction about this item. Ms. de Vosjoli mentioned the Flagler map Hot House did previously and suggested doing something similar for the TMA feeder purpose.

Mr. Sterling asked what the residential leaders need in order to be able to act as ambassadors in the community. Mrs. Ellis suggested that we reach out to people not being assessed to buy into the concept of mass transit. Discussion was then made about using the Sun Trolley vehicles to do tours on the proposed route and highlight destinations along the way. Mr. Hooper then requested that staff look into upcoming events to be held at the Museum of Art to coordinate something fun and educational at the Huizenga Plaza.

Discussion was held about incentive programs for riding the streetcar for those being assessed.

The group revisited Mr. Sterling's former question about the necessary resources that the residential leaders need. Mr. Centamore said a DVD would be very helpful in trying to help people understand what the project is and its utility. The group discussed what should be included in the DVD and its length. Mr. Hooper requested that options be presented at the next committee meeting.

Mrs. Lewis asked for direction on what neighborhoods to reach beyond the 3 already being targeted through the series of newsletters. Mrs. Ellis said she'd be willing to work with us to identify the groups and possibly use the council's ad space for the newsletters since funding was brought up as a limitation to being able to reach out using all the newsletters.

As there was no other discussion, the meeting ended at 9:50 a.m.