

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, April 21, 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, Planning & Design Manager  
Pamela Adams  
Linda Lewis  
Cindi de Vosjoli  
Rob Cline  
Richard Mancuso  
Rhonda Ritchie

The meeting started at 9:04 a.m.

Mr. Hooper indicated he had to leave at 9:30 a.m. As requested, Ms. Ritchie was in attendance to discuss taking the Portland DVD (previously discussed in past meetings) and editing it for applicability to Fort Lauderdale. She began her presentation about the DVD proposals and the intricacies involved with using someone else's material when you do not have an editable version. She mentioned that whatever scenario is chosen, she will need to sit down with the appropriate person(s) to identify what sections of the Portland DVD should be utilized.

Discussion was held about near downtown branding and marketing to these surrounding neighborhoods.

Mr. Hooper brought up hosting a fun event again and suggested playing the DVD on a big screen like the one used during Maroone Moonlight movies. Ms. Adams brought up having a booth at the Sunday Jazz Brunch every month. Discussion continued on the different options for events and doing things that help people gain an understanding of how the streetcar benefits them.

Discussion was held on the messaging that should be included in the DVD. Mr. Cline brought up some fun giveaways that can leave a lasting impression on people.

As a housekeeping item, Ms. Adams suggested to Ms. Veliky that the agendas have an identified purpose to keep people on track with the goal of each item.

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