

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, April 28, 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  
Neil Sterling  
Linda Lewis  
Richard Mancuso

The meeting started at 8:10 a.m.

Discussion was held about the most recent article in the Sun-Sentinel and areas that should be expanded on through the opportunity editorial “op ed”. Messaging, flow, and content were discussed for the “op ed”. Mr. Sterling emphasized the need to make the editorial balanced since it will be the first article from the DDA to the general public on the project.

Looking ahead, the group brainstormed different articles that could be done by different members in the community that somehow ties in the importance of the streetcar system.

Mr. Mancuso arrived and explained people’s reaction to certain buzz words and cautioned using those terms in marketing efforts.

Discussion was held about the neighborhood editorials, to include the messaging and the targeted audience.

Mr. Sterling left at 8:56 a.m.

Mr. Mancuso stressed the importance of highlighting specific benefits residents will see from the system, especially if they are paying into the special assessment. He specifically mentioned noting the new amenities that residents will enjoy due to the system.

Discussion was held about the proposed DVD. A conceptual outline was created as well as the identification of key leaders to be interviewed.

As there was no other discussion, the meeting ended at 9:34 a.m.