

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, May 12, 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:** Elizabeth Veliky, Planning & Design Manager  
Neil Sterling  
John Lafferty  
Linda Lewis  
Pamela Adams

The meeting started at 8:06 a.m.

Discussion was held on how the meeting went with Michael Mayo and whether or not a meeting should be scheduled with other reporters.

Mr. Sterling brought up messages we should be focusing hard on, like the high gas prices, the environment, and the start of a County-wide rail program.

He then suggested making an energy policy for Broward County, which ties together all the ways we're trying to think globally and act locally.

In terms of the argument of where do you start (with the local circulator or the regional system), discussion was held about how the concentration of people and activity started in Downtown Fort Lauderdale and how it's expanded into the County. The same should hold true for placement of transit infrastructure. Mr. Sterling advised not focusing on the history, but the functionality of starting Downtown where concentration and infrastructure exists to support a transit system.

Mrs. Lewis brought up a positive article that appeared over the weekend in the NY Times on the increase in transit ridership nationally.

Ms. Veliky went through the Portland DVD script with her proposed strikeouts for use with The Wave DVD. The group agreed with her proposal.

As there was no other discussion, the meeting ended at 9:27 a.m.