

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, May 19, 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)
Peter Feldman, Board Member

ALSO PRESENT: Chris Wren, Executive Director
Elizabeth Veliky, Planning & Design Manager
Linda Lewis
Pamela Adams

The meeting started at 8:10 a.m.

Mr. Hooper began the meeting by discussing the upcoming Transportation Management Association (TMA) annual luncheon. He said he will do an introductory speech and will highlight The Wave. He requested that the DDA assist in getting seats filled at the event.

Ms. Adams reminded the group about the upcoming outreach meeting south of the river at the United Way Building on June 2nd.

Mr. Wren brought up milestones ahead to include the County Commission, Federal Transit Administration (FTA), and special assessment public hearing approvals. Discussion was held on the steps required for each milestone.

The question was raised whether or not letters of support are included in the FTA application submittal. Ms. Adams said she'd confirm with Parsons Brinckerhoff and report back.

The hospital district status was discussed and resulted in Mr. Feldman requesting a list of the Board Members to review.

The group discussed the proposed DVD and revised the list of those to be interviewed.

Editorials were touched upon and the specific questions that should be answered. He directed staff to quantify the environmental benefits of mass transit.

Discussion was held on getting more testimonials from the community to show how The Wave provides a variety of links.

As there was no other discussion, the meeting ended at 9:45 a.m.