

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, June 2, 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  
John Lafferty  
Linda Lewis  
Pamela Adams

The meeting started at 8:06 a.m.

Ms. Veliky began the meeting by walking the group through the marketing blueprint she prepared. Discussion was held over the level of resources needed at each milestone. As a step for both the County Commission approval and the special assessment public hearing, Mr. Hooper requested that staff prepare a list of project champions and supporters to discuss at the next committee meeting.

Ms. Adams mentioned the increase of replies from the last hard copy newsletter sent out. Mr. Hooper suggested that staff send these people a copy of the DVD once it is finished along with a letter that welcomes feedback.

Discussion continued on the objectives of County Commission and Public Hearing Meetings in terms of the actual day and people showing up. A green button for people to wear to show support of the project was discussed and staff was then directed to explore this with Hot House of Design.

Anticipated tasks were discussed to help with budget planning through the public hearing in September. It involved resources necessary from each of the marketing team members.

Mr. Hooper emphasized the importance of continuing the monthly neighborhood editorials even beyond The Wave. The group then started brainstorming potential article ideas. Staff was directed to come up with a list to discuss at the next marketing meeting.

As there was no other discussion, the meeting ended at 9:55 a.m.