

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, June 9, 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)
Gale Butler, Board Member

ALSO PRESENT: Elizabeth Veliky, DDA Planning & Design Manager
Neil Sterling
Linda Lewis
Pamela Adams
Ron Centamore

The meeting started at 8:10 a.m.

Discussion was held about the timing and type of media we should be releasing in advance of the Broward County Commission meeting in August. Mr. Sterling suggested focusing on energy policy in late July and sending editorials to the appropriate decision makers days prior to the meeting.

Ms. Veliky led discussion on a list of leaders categorized by residential, commercial, cultural, and institutional to serve as ambassadors for The Wave.

The group reviewed and provided comments on the upcoming neighborhood editorial piece.

The residential outreach strategy was discussed and the group concurred that a representative from the DDA should be at all residential meetings.

Mr. Centamore arrived and shared his plans for the DVD distribution. He said he wants to begin by meeting with the Continental Group, who manages many of the residential buildings in downtown.

General discussion was held on the targeted audience for distribution of materials.

Mr. Hooper suggested having supporters wear a green button at the County Commission meeting as a way to show the level of support we have without being too flashy.

Mr. Hooper departed from the meeting.

The group brainstormed topics for future editorials.

As there was no other discussion, the meeting ended at 9:20 a.m.