

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, June 16, 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
Linda Lewis

The meeting started at 8:07 a.m.

The group began by reviewing the most recent editorial focused on explaining that the County has a transit master plan and The Wave is one part of it.

Discussion was held on the DDA having an annual luncheon and the objective of doing so.

General discussion was held on some new initiatives Mr. Wren would like to implement in the upcoming months.

Mr. Wren brought up the marketing committee meeting format. Ms. Veliky was directed to prepare a flow chart that includes meeting dates, decisions to be made, and subsequent materials to be prepared.

The group talked about the assessment public hearing process. Mr. Hooper suggested that we send out mailers to the affected property owners that are fun and explanatory since they will be receiving a notification from the City about the possible assessment.

Discussion was held on the sequence of events for the residential outreach campaign. The group resolved that an ambassador meeting should take place before an overall residential support event. Ms. Veliky was directed to prepare a template with each of the appropriate residential buildings to assign names and contact information at the next meeting.

Mr. Hooper brought up the strategy of marketing relative to the federal rating score we receive. The group continued dialog.

Mr. Hooper spoke about continued downtown marketing efforts. He said we should be highlighting the CRA, Riverwalk, Courthouse, Transit, and SABA efforts as a way to promote goodness in the community.

As there was no other discussion, the meeting ended at 9:30 a.m.