

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, July 7, 2008
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 9:00 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
Ron Centamore

The meeting started at 9:07 a.m.

The group began the meeting by watching the Wave DVD. The group was pleased overall, but provided direction to heighten the message about the community coming together instead of emphasizing one entity.

Discussion was held about the protocol for distributing media that is relevant to the Wave initiative. Mr. Sterling said the information should come from Chris Wren and should be sent to John Milledge and himself to screen beforehand.

Mr. Centamore discussed comments being made in the residential community about the project and how he responds to them. The group collectively went through these points and provided additional information to respond with.

Mrs. Lewis updated the committee on the editorial efforts and was advised to continue the same avenues of distribution until after the County Commission meeting.

Ms. Veliky told the group it is anticipated that they will go before the County Commission in early August. She said she has already started preparing a list of people who have shown support of the project to contact. She said at the next marketing committee meeting, assignments will be made for contacting the people on the list.

As there was no other discussion, the meeting ended at 10:20 a.m.