

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, August 4, 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
Linda Lewis

The meeting started at 9:08 a.m.

Mr. Hooper began the meeting with a focus on the County Commission meeting. He emphasized the need to get us towards the front of the meeting or time certain. The group also discussed details of the meeting and directed Ms. Veliky to bring the banner (if allowed) and to put The Wave video on the website for viewing before the meeting.

Discussion was held about the next article topic for the newsletters and Go Riverwalk. Mrs. Lewis brought up the energy policy theme that Neil Sterling mentioned at a previous meeting. The group agreed that this was the route to take. Mrs. Butler mentioned some of the initiatives AutoNation is undertaking relative to being Green. Mr. Hooper did the same for his company. Staff and consultant were directed to research other downtown efforts in the making relating to Green initiatives.

Mr. Hooper summarized the three focuses: County Commission meeting, the assessment meeting, and corresponding outreach/marketing efforts.

As there was no other discussion, the meeting ended at 9:50 a.m.