

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, August 25, 2008  
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 11:00 a.m.

## **ROLL CALL**

**BOARD PRESENT:** Alan Hooper, Board Member (Chair of Committee)  
Gale Butler, Board Member

**ALSO PRESENT:** Chris Wren, DDA Executive Director  
Elizabeth Veliky, DDA Planning & Design Manager  
Neil Sterling  
Linda Lewis

The meeting started at 11:05 a.m.

Mr. Hooper requested an update on the County Commission meeting scheduling. Mr. Sterling explained the reasoning for not going before the commission on August 26<sup>th</sup> and said the DDA is in good shape to be on the County's agenda on September 9<sup>th</sup>. Mr. Sterling said that the DDA is supposed to be on the consent agenda, which is very positive. He noted that the item could be pulled off for discussion though.

Mr. Hooper brought up his concern about the Federal process. Mr. Sterling emphasized the good position the DDA is in given the state of the economy, the energy concerns, and the strong support at every level of government.

Mr. Sterling mentioned the Accelerate Florida plan that Governor Christ has in place will expedite project completion and the State will use money that has been sitting dormant for years. He said this is a positive move and could benefit The Wave.

Ms. Veliky led the discussion on The Wave DVD distribution list.

Ms. Lewis went through the concern of Riverwalk Trust about the duplicity of DDA articles in neighborhood newsletters and Go Riverwalk. The group then brainstormed ideas for upcoming editorials. Staff and consultant were directed to work on a multiple part economics article.

Ms. Veliky ironed out the details of distributing a recent NY Times article to commissioners.

As there was no other discussion, the meeting ended at 12:09 p.m.