

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, September 22, 2008
DDA Office, 305 S. Andrews Avenue, Suite 301 @ 10:30 a.m.

ROLL CALL

BOARD PRESENT: Alan Hooper, Treasurer (Chair of Committee)

ALSO PRESENT: Elizabeth Veliky, DDA Planning & Design Manager
Neil Sterling
Linda Lewis

The meeting started at 10:38 a.m.

The group discussed a general schedule for the assessment outreach. Mr. Sterling said that October should be focused on meeting with community leaders then the remainder of the year should be focused on meeting with building/neighborhood association presidents. He continued saying January and February should include meetings with as many residents as possible that will be impacted by the assessment.

Mr. Hooper suggested sitting down with not only the residential community, but the commercial property owners that will be impacted. He indicated that an informal meeting at Tarpon and/or YOLO may prove beneficial and should be done with the community leaders and building/neighborhood association presidents towards the end of the year.

Discussion was held about disseminating marketing information through email to people who do not know much about The Wave project. Mr. Sterling raised concern about doing so and cautioned against it.

Ms. Lewis brought up the latest Go Riverwalk article – an interview with Downtown. Ms. Veliky commended Ms. Lewis for the creative angle. Ms. Lewis then sought direction on upcoming newsletter and Go Riverwalk article topics. Mr. Hooper suggested going in depth about how the Broward Center for the Performing Arts evolved, its successes, and the DDA's involvement as a way to establish credibility. Mr. Sterling echoed that sentiment.

As there was no other discussion, the meeting ended at 11:35 a.m.