

Transit Marketing Committee Workshop of the  
Downtown Development Authority  
Monday, November 3, 2008  
DDA Office, 305 S. Andrews Avenue, Suite 301 @ 9:00 a.m.

## **ROLL CALL**

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

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

The meeting started at 9:09 a.m.

Mr. Wren began the meeting by summarizing the Rail Volution conference and the next steps for the project at the federal level.

Mr. Hooper mentioned the Master Transit Plan that went before the County Commission. The group discussed the projects included.

The group reviewed the assessment outreach flow chart. After discussion about how to move forward with outreach efforts, it was suggested that a state of the union type event be done that provides an informal setting for the downtown community and political figures to come together. Discussion was held on the logistics of such an event, including timing and attendees.

Discussion was held on the marketing efforts. Ms. Lewis sought direction for the upcoming neighborhood newsletters and it was decided that a holiday themed article would be most appropriate, highlighting different events going on and lighting displays throughout downtown. The group decided to continue with the vision theme for the next Go Riverwalk article, with a focus on urban design. The group brainstormed and came up with people to interview for the topic.

Mr. Hooper asked staff to research the cost and timing of building a temporary skating rink at the park to emulate the ice skating rinks found in major cities like the Rockefeller center.

Mr. Wren directed staff to set up a follow up committee meeting for the following Monday.

As there was no other discussion, the meeting ended at 10:18 a.m.