

General Marketing Meeting
Downtown Development Authority
Wednesday, January 28, 2009
DDA Office, 305 South Andrews Avenue, Suite 301, Fort Lauderdale, FL @ 11:00 a.m.

ROLL CALL

BOARD PRESENT: Alan Hooper, Vice-Chair (Chair of Committee)
Peter Feldman, Treasurer

ALSO PRESENT: Chris Wren, Executive Director
Elizabeth Van Zandt, Planning & Design Manager
Chadwick Blue, Urban Planner
Patsy Mennuti
Linda Lewis

The meeting started at 11:00 a.m.

Mr. Hooper started the discussion on preparing for a State of the Downtown DDA event. He discussed the possibility of charging admission or making the event free to the public.

Mr. Feldman stated the event should focus on bringing in revenue. He continued by saying that the DDA could partner with the Riverwalk Trust and even the TMA.

Mr. Wren raised concern over the level of resources required to implement such a large event and the need for funding to make it successful. On that note, Ms. Mennuti cited that an event of this magnitude could easily cost upwards of \$30,000, once you factor in food, entertainment, speakers, décor, and event coordinators. Ms. Mennuti indicated that it takes approximately 3 months of planning to put together a successful event like the one being discussed.

Mr. Blue brought up the venue possibility of the Broward Center for the Performing Arts and said that the Center requires that you use one of their two preferred vendors. Mr. Blue also indicated that if they charged admission, that it would likely cost \$30/per person to cover the cost of food. Mr. Hooper suggested talking to Kelly Shanley regarding the catering options.

Mr. Wren reiterated his concern over the resources required and said that he may need to hire an event organizer. Mr. Hooper and Mr. Feldman both agreed that this was an acceptable option. Mr. Hooper further indicated that it should be fairly easy to raise \$30,000 for the event. He also mentioned that a lunch would probably be the best setting. He said June would probably be a good time to hold the event.

Discussion began about the theme of the meeting. Mr. Hooper mentioned possible topics to cover at the event, to include:

- 1) Safety/Security

- 2) FAU/BCC
- 3) Downtown Transit
- 4) Future of the Broward Center for Performing Arts

Discussion turned toward who the keynote speakers should be. Mr. Wren discussed the possibilities of having Jack Seiler, Stacey Ritter, Debbie Wasserman-Schultz and Ron Klein as speakers.

Ms. Mennuti said in previous conversations with the DDA on possible topics for the event, creative economies was discussed. She indicated that there are several well known speakers such as Richard Florida and Daniel Pink, who would be good keynote speakers.

Mr. Feldman indicated that he liked the idea of focusing on creative economies or economies of scale given the state of the economy right now.

The group discussed different ways that the event could be financed. Mr. Hooper and Mr. Feldman discussed the possibilities of selling tables, similar to what the TMA does at their annual luncheon.

Mr. Feldman said he liked the idea of allowing other public entities to have booths at the event showcasing their “product”, so that there could be a symposium before (or after) the key note speaker presentation. Mr. Hooper agreed that this would be a good idea. Mr. Hooper furthered his earlier comments with his idea that this event should mainly focus on, “who we are, what we are doing, and where we are going” as an organization.

Mr. Feldman asked what the capacity is in the Broward Center’s New River Room. Ms. Mennuti indicated you could get around 150 people into that room, but said she’d confirm that.

Discussion turned toward whether or not to utilize the Broward Center’s balconies outside to maximize space by putting the buffet tables on the balcony.

Mr. Hooper acknowledged that hosting the event in the evening might be better than doing a lunch and mentioned a 5:00-7:00 p.m. timeframe.

Mr. Wren said he’d hold a meeting with the internal team before the next board meeting to discuss details of the event and will include this as an item on the board meeting agenda.

As there were no other comments, the meeting ended at 11:58 a.m.