

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, June 20, 2011
DDA Office, 305 S. Andrews Avenue #301, Fort Lauderdale, FL @ 10:00 a.m.

BOARD PRESENT: Tim Petrillo
John Ropes
Michael Weymouth

ALSO PRESENT: Chris Wren, DDA Executive Director
Elizabeth Van Zandt, DDA Planning & Design Manager
Kate Sheffield, DDA Planning Assistant
John Milledge
Neil Sterling

The meeting started at 10:05 a.m.

Discussion began about the purpose of the meeting. Mr. Wren tried to get direction on goals and what geographic area makes up downtown, but the discussion went elsewhere.

Mr. Ropes said he'd like to break the meeting into 2 components: 1) bringing all the stakeholders together and coming up with a message for the Greater Fort Lauderdale area, and 2) the DDA's agency marketing.

Mr. Petrillo added that he'd like us to focus on the "Live, Work, Play" message when it comes to marketing the downtown. He said we should have experts sitting at the table representing each of the Live, Work and Play areas. Mr. Weymouth highly supported this direction. Discussion was held about whether or not to have separate committee meetings for each of these sectors or to have a combined meeting.

The group discussed the national impact a major event like the Winterfest Boat Parade and the upcoming Air & Sea Show event can have on putting Fort Lauderdale on the map. The Board felt this could be a very effective way to utilize resources and see a return.

Discussion was held on the greater Fort Lauderdale initiative and how to start the process. After very detailed dialog on the subject, the group decided to bring a recommendation to the DDA Board at their upcoming July 14th meeting, outlining the need to bring together the primary downtown stakeholders with an outside moderator to facilitate the meeting. After a unified message can be agreed upon from these downtown stakeholders, the group will cast the net further to incorporate the Greater Fort Lauderdale stakeholders.

The meeting ended at 11:30 a.m.