

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, March 3, 2008
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 9:00 a.m.

ROLL CALL

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

ALSO PRESENT: Elizabeth Veliky, Planning & Design Manager
Neil Sterling, Governmental Liaison
Pamela Adams
Linda Lewis
Cindi de Vosjoli

The meeting started at 9:04 a.m.

The group began by discussing the article in the paper on The Wave's funding. Since the article raised questions, effort was made to focus on specific points to help people understand the facts instead of the picture that was painted as the marketing and outreach efforts move forward. The concept of Florida being a donor State to Federal transit dollars was brought up, as well as the competitive process we're in, and the source of funds spent to date. Discussion was held on the steps that should be taken to prepare decision makers and community leaders with the facts.

Discussion was held on the financial needs of the marketing committee moving forward and Ms. Veliky was directed to prepare an accounting of marketing dollars spent to date and a recommendation for additional authorization at the next Board meeting.

Dissemination of material was discussed and Ms. Veliky was directed to order more residential white papers in preparation of the City Workshop.

Preparation for the City workshop in general was discussed.

As there was no other discussion, the meeting ended at 10:20 a.m.