

Transit Marketing Committee Workshop of the
Downtown Development Authority
Monday, May 5, 2008
DDA Office, 305 South Andrews Ave, Suite 301, Fort Lauderdale @ 8:00 a.m.

ROLL CALL

BOARD PRESENT: Alan Hooper, Board Member (Chair of Committee)

ALSO PRESENT: Elizabeth Veliky, Planning & Design Manager
Neil Sterling
Linda Lewis
Pamela Adams
Richard Mancuso

The meeting started at 8:08 a.m.

The group began by discussing the opportunity editorial “op ed” and made final revisions to it for distribution to the Sun-Sentinel.

The DVD’s objective was discussed and different ways to achieve it were talked about.

Discussion was held on the protocol for meeting with the media. It was stressed that consistency in the DDA attendees is very important!

Mrs. Lewis brought up the different media outlets (beyond what is currently being covered) and discussion was held on how and when is best to reach out to them.

Mr. Sterling mentioned the importance of emphasizing all 4 main messages: Environment, mobility, quality of life, and economic development.

The message and format of the upcoming presentation to the Urban Core was discussed.

As there was no other discussion, the meeting ended at 9:15 a.m.