
**INTERNATIONAL DRIVE
MASTER TRANSIT AND IMPROVEMENT DISTRICT**

**District Advisory Board Meeting
March 1, 2006
MINUTES**

The International Drive District Advisory Board Meeting was held on March 1, 2006 at the Downtown Orange County Offices, 9888 Universal Blvd. Orlando, FL. District Advisory Board members in attendance were Sibille Pritchard, Alan Villaverde and Richard Van Slyke. Also in attendance: Luann Brooks, Zina Talsma, Norah Azoulai, Lynn Havanec & Catharin Rath, IDMTID; Sandy Litvany & Pam Gates-Waters, Ad Inns; Mark Brisson, Fun Spot; Kraige Jean, Charlie Carns & Chip Springer, Mears Transportation Group; Jean Wilson, Greenberg Traurig P.A.; Ruth Hamberg, North I-Drive Project; John Morris, Downtown Orange County; Kelly Smith, I-Drive Property Owner; Patrick Pyle & Rashma Chandrani, Transystems Corp.; Lex Veech, OCCC; Beth Kassab, Orlando Sentinel and Lorelei Anderson- Francis, Skyshades USA. *(This may be an incomplete list of attendees due to late arrivals or audience members that did not sign in.)*

These are edited minutes, as a verbatim transcript would be too voluminous. For future reference all meetings are taped. If anyone wishes to review the tapes, please call or write to:

Luann Brooks, Executive Director
International Drive Master Transit and Improvement District
7081 Grand National Drive, Suite 105
Orlando, FL 32819

Chairman Sibille Pritchard called the meeting to order at 9:38 a.m.

Tab 1 – Approval of Minutes

Alan Villaverde made a motion to approve the advisory board minutes for December 7, 2005. Richard Van Slyke seconded the motion. Motion carried, minutes were approved.

Tab 2 – District Financial Report

Luann Brooks reviewed all items under this tab.

Mr. Villaverde made a motion to amend the budget to show the decrease in the Holiday Decorations expense line item from its original budget amount of \$100,000.00 down to the final expenses of \$19,500.00. Mr. Van Slyke seconded the motion. Motion carried.

Mr. Villaverde made a motion to accept the financial reports as presented under this tab. Mr. Van Slyke seconded the motion. Motion carried.

Tab 3 – District Marketing

Ms. Brooks reviewed all items under this tab. General discussion followed.

Mr. Villaverde made a motion to accept the draft recommendations for the advertising guidelines as presented under this tab. Mr. Van Slyke seconded the motion. Motion carried.

Ms. Brooks provided an update of a conversation with Mr. Brian Parker of Clear Channel. His ideas were more advertising based versus sponsorship. Ms. Brooks requested a proposal, which the District has not received to date.

Tab 4 – I – Ride Trolley Service

Ms. Brooks reviewed all items under this tab.

Action Item: District staff to research the possibility of naming the trolleys.

General discussion items:

- Future Trolley Service to Shingle Creek Resort. Currently Shingle Creek is not part of the District, but new discussions have begun with Shingle Creek regards to future service.
- District must obtain 77% from the tax base in order to offset operating costs for any expansion.
- Annual pass program for the I-Ride Trolley Service. Need to create one for locals / employees.

Tab 5 – Districts Projects Update

Ms. Brooks reviewed all items under this tab. General discussion followed.

Ms. Brooks provided a review of the new International Drive Resort Area website. General discussion followed.

Other New Business:

Chairman Pritchard noted that the Japan Southeast Conference would be coming to Orlando in October 2006, bringing 700 delegates to Shingle Creek.

Mark Brisson of Fun Spot offered the following suggestion with regard to the previous discussion on naming the trolleys. Select different countries to be represented on each of the 15 trolleys and the possibility of having the respective country's C.V.B sponsor their trolley.

No further comments from the public were noted.

Chairman Pritchard adjourned the meeting at 11:01 a.m.