
**INTERNATIONAL DRIVE
MASTER TRANSIT AND IMPROVEMENT DISTRICT**

**District Advisory Board Meeting
December 7, 2005
MINUTES**

The International Drive District Advisory Board Meeting was held on December 7, 2005 at the Downtown Orange County Offices, 5300 Test Circle Drive, Orlando, FL. District Advisory Board members in attendance were Sibille Pritchard, Harris Rosen, 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, Jimmy Mears & Chip Springer, Mears Transportation Group; Jean Wilson, Greenberg Traurig P.A.; Ruth Hamberg, North I-Drive Project; John Morris, Downtown Orange County; Hillary Bressler, Brian Laird & Deb Wrazin, .com Marketing Inc.; Randall Murray, The Sponsorship Network; Reini Marsh, Go Orlando; Joseph Kinkel, Orange Co. Public Works; Bart Bartkowiak, Orange Co. Fire Rescue and Dennis Pustinger, Walgreen's. *(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

Mayor Chairman Sibille Pritchard called the meeting to order at 9:40 a.m.

Tab 1 – Approval of Minutes

Alan Villaverde made a motion to approve the advisory board minutes for August 25, 2005. Harris Rosen seconded the motion. Motion carried, minutes were approved.

Tab 2 – Fiscal Year 2005 Presentation

Luann Brooks provided a PowerPoint presentation detailing the items under this tab, which covered all the District's accomplishments for the 2005 fiscal year.

General discussion items:

- Mears Transportation is 2.5 weeks ahead of schedule for the new trolleys
- I – Drive 5K Run (annual event), which is scheduled in May 2006, is looking at possibly combining with the Fire Fighters Run.

Tab 3 – District Financial Report

Ms. Brooks reviewed all items under this tab.

Exterior Advertising Issue discussion items:

- Richard Van Slyke - District should look at including parent companies of International Drive District partners / Jean Wilson – Current policy language would need to be modified to include parent companies
- Mr. Rosen – Who might we offend? / Ms. Brooks – Don't know whom the advertising would offend?
- Mr. Villaverde – Parent companies of taxpaying businesses should have first right of refusal.
- *Board consensus – It is time for a change*

Action Item: District & Legal staff to draft new language for the administrative rules that provides for the District staff to accept advertising from companies that market & sell alcohol products as well as the ability to accept advertising from parent companies of taxpaying District businesses. Staff is to bring their recommendations to the Advisory Board at the next scheduled meeting (February 2006).

Tab 4 – District Sponsorship Program

Randall Murray, President of The Sponsorship Network provided a full overview of the status of the District sponsorship sales / solicitation efforts in PowerPoint format.

General discussion items:

- Mr. Harris – How is Mr. Murray paid? Ms. Brooks – Sponsorship Network will be paid when they sell.
- Mr. Harris – The District needs to ask potential businesses, 'What do we (the District) need to do to gain your sponsorship?' 'What do you want to accomplish in our area?'
- Mr. Harris – District needs to go to area businesses and research vendors, in order to 'flex muscles'
- Chairman Pritchard – District should definitely consider changing banks if SunTrust declines sponsorship

Action Item: District staff to research total American Express sales / commissions for the International Drive Resort Area and bring findings back to the Advisory Board.

Tab 4 – Website Marketing Program

Hillary Bressler, president / CEO of .Com Marketing provided a detailed presentation (in PowerPoint format) on the strategic recommendations for our website marketing and advertising programs.

Mr. Villaverde made a motion to approve the rate card for website advertising as presented by Ms. Bressler. Mr. Rosen seconded the motion. Motion carried and the rate card was approved.

Tab 4 – I – Ride Trolley Report

Ms. Brooks reviewed all items under this tab.

Other New Business:

No further comments from the public were noted.

Chairman Pritchard adjourned the meeting at 11:40 a.m.