

**AGENDA**  
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**DISTRICT II ADVISORY COMMITTEE**  
**REGULAR SESSION TUESDAY, APRIL 7, 2009**  
**6:00 P.M.**  
**LOWER KEYS CHAMBER OF COMMERCE**

**A. CALL TO ORDER**

**B. ROLL CALL**

**C. AGENDA**

1. Additions To and Approval of the Agenda/Bulk Items

**D. APPROVAL OF THE MINUTES**

1. February 24, 2009 Regular Meeting Minutes
2. January 27, 2009 TDC Meeting Minutes - FYI

**E. BUDGET:**

1. FY 2009 Budget
2. Three Penny Revenue Report
3. Consideration and Action re: FY 2010 Budget

**F. DISTRICT II PUBLIC RELATIONS:**

1. Monthly Report from SNA

**G. DISTRICT II ADVERTISING:**

1. Advertising Recap
2. Consideration and Action re: Additional Media Recommendation utilizing \$16,393 from remaining emergency resources
3. Consideration and Action re: 1<sup>st</sup> Round FY 09/10 Media Plan Review

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI

**I. CHAMBER REPORT:**

1. Visitor Information Services Report – FYI

**J. WEBSITE:**

1. FloridaKeys.Com – FYI

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

1. Operations Manual Update - FYI
2. Capital Project Funding Workshop
3. Update re: March 10, 2009 TDC Meeting

**M. GENERAL DISCUSSION**

**N. ADJOURNMENT**

**PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 296-1552 OR 1-800 648-5510.**