

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT III ADVISORY COMMITTEE,
REGULAR SESSION, **WEDNESDAY, APRIL 8, 2009**
9:00 A.M.
MARATHON COMMUNITY THEATRE

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 25, 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 III PUBLIC RELATIONS:

1. Monthly Report from SNA

G. DISTRICT III ADVERTISING:

1. Advertising Recap
2. Consideration and Action re: 1st Round FY 09/10 Media Plan Review

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI
2. Report on Smith Travel Research Policies and DAC III Reporting Options

I. CHAMBER REPORT:

1. Visitor Information Services Report – FYI

J. WEBSITE:

1. FloridaKeys.Com – FYI
2. Presentation of DAC III Web Site Home Page

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.**