

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT IV ADVISORY COMMITTEE
TUESDAY, APRIL 7, 2009
2:00 P.M.
HOLIDAY ISLE
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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 DAC IV 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 IV PUBLIC RELATIONS:

1. Monthly Report from Stuart Newman Associates

G. DISTRICT IV ADVERTISING:

1. Advertising Recap
2. Consideration and Action re: Additional Media utilizing \$39,044 from Emergency Resources
3. Consideration and Action re: 1st Round FY 09/10 Media Plan Review

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

I. CHAMBER REPORT:

1. Visitor Information Service Report – FYI

J. WEBSITE:

1. FloridaKeys.com Report – 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.