

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT V ADVISORY COMMITTEE
REGULAR SESSION TUESDAY, APRIL 7, 2009
10:00 A.M. KEY LARGO GRANDE RESORT

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 V Regular Meeting
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 V PUBLIC RELATIONS:

1. Monthly Report from Stuart Newman Associates – FYI

G. DISTRICT V ADVERTISING:

1. Advertising Recap
2. Consideration and Action re: Additional Media Recommendation utilizing \$29,325 from Emergency Resources
3. Consideration and Action re: 1st Round FY 09/10 Media Plan Review
4. Consideration and Action re: Key Largo “Welcome” and “Come Back” Sign

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

I. CHAMBER REPORT:

1. Visitor Information Services Report – FYI
2. Chamber Statistics Report/Marketing Report – FYI

J. WEBSITE:

1. FloridaKeys.Com Report

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.**