

**AGENDA**  
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
**DISTRICT III ADVISORY COMMITTEE,**  
REGULAR SESSION, **WEDNESDAY, AUGUST 12, 2009**  
**9:00 A.M.**  
**MARATHON GOVERNMENT CENTER**

**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. July 8, 2009 Regular Meeting Minutes
2. June 9, 2009 TDC Meeting Minutes - FYI

**E. BUDGET:**

1. FY 2009 Budget
2. Three Penny Revenue Report

**F. DISTRICT III PUBLIC RELATIONS:**

1. Monthly Report from SNA

**G. DISTRICT III ADVERTISING:**

1. Advertising Recap
2. Consideration and Action re: Bing.com Media

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI
2. Media Placement and Visitor Inquiry – Summary Report

**I. CHAMBER REPORT:**

1. Visitor Information Services Report – FYI

**J. WEBSITE:**

1. FloridaKeys.Com – FYI

**K. OLD BUSINESS:**

**L. NEW BUSINESS:**

1. Consideration and Action re: Destination/Turnkey Event Applications
2. Update re: July 28, 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.**