

**AGENDA**  
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**DISTRICT V ADVISORY COMMITTEE**  
**REGULAR SESSION TUESDAY, AUGUST 11, 2009**  
**MARRIOTT KEY LARGO**  
**10:00 A.M.**

**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 7, 2009 DAC V Regular Meeting
2. June 9, 2009 TDC Meeting Minutes - FYI

**E. BUDGET:**

1. FY 2009 Budget
2. Three Penny Revenue Report

**F. DISTRICT V PUBLIC RELATIONS:**

1. Monthly Report from Stuart Newman Associates – FYI

**G. DISTRICT V ADVERTISING:**

1. Advertising Recap

**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:**

1. Update re: Key Largo Welcome Sign

**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.**