

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

DISTRICT I ADVISORY COMMITTEE

REGULAR SESSION, WEDNESDAY, JANUARY 21, 2009

HARVEY GOVERNMENT CENTER, KEY WEST, 3:00 P.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. November 19, 2008 Regular Meeting Minutes
 - 2. October 28, 2008 TDC Meeting Minutes - FYI
- E. **BUDGET:**
 - 1. FY 2009 Budget
 - 2. Three Penny Revenue Report
- F. **DISTRICT I PUBLIC RELATIONS:**
 - 1. Monthly Report from Stuart Newman Associates
- G. **ADVERTISING:**
 - 1. Advertising Recap
 - 2. Consideration and Action re: Media Recommendation to replace Gay & Lesbian Cancelled Media
- H. **MARKET RESEARCH:**
 - 1. Smith Travel Research Report – FYI
 - 2. Smith Travel Research Daily Occupancy Report - FYI
- I. **VIS REPORTS:**
 - 1. Chamber Visitor Information Services Report – FYI
 - 2. Key West Business Guild Services Report – FYI
- J. **WEBSITE:**
 - 1. FloridaKeys.Com Report – FYI
 - 2. Consideration and Action re: Webcam Locations & Costs
- K. **OLD BUSINESS:**
 - 1. Consideration and Action re: New Event Funding Guidelines
 - 2. Presentation: Photo/Essay Program
- L. **NEW BUSINESS:**
 - 1. Consideration and Action re: Additional One Penny Bed Tax
 - 2. Consideration and Action re: Gay & Lesbian VIS
 - 3. Update re: December 9, 2008 TDC Meeting
- M. **GENERAL DISCUSSION**
- N. **PUBLIC/INDUSTRY INPUT**
- O. **ADJOURNMENT**

PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 296-1552 OR 1-800 648-5510.