

**AGENDA**  
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
**DISTRICT III ADVISORY COMMITTEE,**  
REGULAR SESSION, **WEDNESDAY, JANUARY 21, 2009**  
**9:00 A.M.**  
**HAWK'S CAY RESORT, DUCK KEY**

**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
3. Consideration and Action re: Capital Resources to Advertising Resources

**F. DISTRICT III PUBLIC RELATIONS:**

1. Monthly Report from SNA

**G. DISTRICT III ADVERTISING:**

1. Advertising Recap
2. Consideration & Action re: Media Recommendation Utilizing \$108,000 from Advertising Resources (originally from Capital Resources)

**H. MARKET RESEARCH:**

1. Smith Travel Research Report – FYI

**I. CHAMBER REPORT:**

1. Visitor Information Services Report – FYI

**J. WEBSITE:**

1. FloridaKeys.Com – FYI
2. Update re: Webcam Status

**K. OLD BUSINESS:**

1. Update re: Dolphin Research Center – Parking Lot Project
2. Consideration and Action re: Marathon Super Boat Revised Scope of Services

**L. NEW BUSINESS:**

1. Consideration and Action re: Additional One Penny Bed Tax
2. Update re: December 9, 2008 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.**