

# AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
DISTRICT V ADVISORY COMMITTEE  
REGULAR SESSION TUESDAY, JANUARY 20, 2009  
10:00 A.M.

**HOLIDAY INN, KEY LARGO**

**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 18, 2008 DAC V Regular Meeting
2. October 28, 2008 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
2. Consideration and Action re: Webcam Locations and Costs

**K. OLD BUSINESS:**

1. Update re: Key Largo Welcome Sign
2. Update re: Key Largo Conch Republic Days

**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.**