

# AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

**DISTRICT I ADVISORY COMMITTEE**

REGULAR SESSION, **WEDNESDAY, JULY 8, 2009**

**KEY WEST MARRIOTT BEACHSIDE HOTEL, 3841 N. Roosevelt Blvd (M.M. 4 Bayside)**

**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. May 20, 2009 Regular Meeting Minutes
2. April 28, 2009 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. Review of Current Creative
3. Advertising Workshop

**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: Auto-Reaction Advertising

**K. OLD BUSINESS:**

1. Cuba Update - FYI

**L. NEW BUSINESS:**

1. Consideration and Action re: DAC I Gay & Lesbian Visitor Information Services
2. Consideration and Action re: Capital Project Applications
3. Update re: June 9, 2009 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.**