

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT II ADVISORY COMMITTEE
REGULAR SESSION TUESDAY, JULY 7, 2009
6:00 P.M.
LOWER KEYS CHAMBER OF COMMERCE (MM: 31)

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 19, 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 II PUBLIC RELATIONS:

1. Monthly Report from SNA

G. DISTRICT II ADVERTISING:

1. Advertising Recap
2. Consideration and Action re: International Fishing Media
3. Advertising Workshop

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

I. CHAMBER REPORT:

1. Visitor Information Services Report – FYI

J. WEBSITE:

1. FloridaKeys.Com – FYI

K. OLD BUSINESS:

1. Consideration and Action re: Amendment to revise date of Lower Keys Chamber Island Art Festival

L. NEW BUSINESS:

1. District II Capital Project Applications
2. Update re: June 9, 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.