

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT III ADVISORY COMMITTEE,
REGULAR SESSION, **WEDNESDAY, JULY 8, 2009**
9:00 A.M.

MARATHON COMMUNITY THEATRE (MM: 49.5)

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 III PUBLIC RELATIONS:

1. Monthly Report from SNA

G. DISTRICT III ADVERTISING:

1. Advertising Recap
2. 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. DAC Letter in Support of Chamber Marketing Program

L. NEW BUSINESS:

1. Consideration and Action re: Capital Project Applications
2. Consideration and Action re: Letter from Crane Point concerning Capital Project Funding
3. 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.**