

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT V ADVISORY COMMITTEE
REGULAR SESSION TUESDAY, JULY 7, 2009
KEY LARGO GRANDE RESORT (MM: 97-B)
10:00 A.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 19, 2009 DAC V Regular Meeting
 - 2. April 28, 2009 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
 - 2. Advertising Workshop
- 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
- K. OLD BUSINESS:
 - 1. Update re: Key Largo Welcome Sign
- L. NEW BUSINESS:
 - 1. Consideration and Action re: 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.