

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT I ADVISORY COMMITTEE
REGULAR SESSION, WEDNESDAY, SEPTEMBER 30, 2009
DOUBLETREE GRAND KEY RESORT
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. August 12, 2009 Regular Meeting Minutes

E. BUDGET:

1. FY 2009 Budget
2. Four Penny Revenue Report

F. DISTRICT I PUBLIC RELATIONS:

1. Monthly Report from Stuart Newman Associates

G. ADVERTISING:

1. Advertising Recap

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI
2. Smith Travel Research Daily Occupancy Report – FYI
3. Research on Logo Tag Line Options

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

K. OLD BUSINESS:

1. Cuba Update – FYI

L. NEW BUSINESS:

1. Update re: September 22, 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.**