

AGENDA
MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT III ADVISORY COMMITTEE,
REGULAR SESSION, **WEDNESDAY, SEPTEMBER 30, 2009**
9:00 A.M.
MARATHON GOVERNMENT CENTER

- 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 III PUBLIC RELATIONS:**
 - 1. Monthly Report from SNA
- G. DISTRICT III ADVERTISING:**
 - 1. Advertising Recap
- H. MARKET RESEARCH:**
 - 1. Smith Travel Research Report – FYI
 - 2. Media Placement and Visitor Inquiry – Summary Report
- I. CHAMBER REPORT:**
 - 1. Visitor Information Services Report – FYI
- J. WEBSITE:**
 - 1. FloridaKeys.Com – FYI
- K. OLD BUSINESS:**
- L. NEW BUSINESS:**
 - 1. Consideration and Action re: Event Resources
 - 2. Update re: September 22, 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.**