

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
DISTRICT IV ADVISORY COMMITTEE
TUESDAY, SEPTEMBER 29, 2009
2:00 P.M.
HOLIDAY ISLE RESORT (MM: 84.5)
ISLAMORADA

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. July 7, 2009 REVISIED DAC IV Regular Meeting Minutes
2. August 11, 2009 DAC IV Regular Meeting Minutes

E. BUDGET:

1. FY 2009 Budget
2. Four Penny Revenue Report

F. DISTRICT IV PUBLIC RELATIONS:

1. Monthly Report from Stuart Newman Associates

G. DISTRICT IV ADVERTISING:

1. Advertising Recap
2. Consideration and Action re: Saltwater Sportsman Recommendation

H. MARKET RESEARCH:

1. Smith Travel Research Report – FYI

I. CHAMBER REPORT:

1. Visitor Information Service Report – FYI

J. WEBSITE:

1. FloridaKeys.com Report – FYI
2. Website Presentation

K. OLD BUSINESS:

L. NEW BUSINESS:

1. Consideration and Action re: District IV Logo on Event Marketing Material
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.**