

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, APRIL 28, 2009
HAWK'S CAY RESORT
MARATHON
10:00 A.M.**

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D. 1. Additions to and Approval of the Agenda
- E. **Approval of the Minutes**
 - 1. March 10, 2009 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
 - 1.** Three Penny Revenue Report
 - 2. Consideration and Action re: Strategic Budget Plan
- G. **Public Relations**
 - 1.** Status Report
 - 2.** Ameurop Report
- H. **Film Commission**
 - 1.** Status Report
- I. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2009 Generic Destination & Umbrella campaign recap
 - 2.** Response Report – FYI
 - 3.** Advertising Recap – FYI
 - 4. Presentation – Spring and Summer Campaigns
- J. **Sales and Marketing:**
 - 1.** Status Report
- K. **Research**
 - 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update
 - 4.** Visitor Profile Survey Quarterly Report
- L. **Administrative**
 - 1.** Status Report
 - 2.** Director's Report

- M. **Website**
 - 1. Website Status Report

- N. **TDC Related Items**
 - 1. Consideration and Action re: Tinsley Advertising Contract Renewal
 - 2. Consideration and Action re: Amendment to Agreement with Floridakeys.com

- O. **District Advisory Committee Items**
District I:
 - 1. a). Consideration and Action re: Jon Allen/Lodging Representative

- P. **Cultural Umbrella**
 - 1. Minutes of Cultural Umbrella Meeting – FYI

- Q. **Fishing Umbrella**
 - 1. Minutes of Fishing Umbrella Meeting – FYI

- R. **Dive Umbrella**
 - 1. Minutes of Dive Umbrella Meeting – FYI

- S. **Public/Industry Input**
- T. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council

Convene meeting as Visit Florida Keys

- U. **Visit Florida Keys**
 - 1. Consideration and Action re: Visit Florida Keys portion of the March 10, 2009 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

- V. **Adjournment**