

# **AGENDA**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
TUESDAY, DECEMBER 9, 2008  
GRAND KEY RESORT  
KEY WEST  
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. October 28, 2008 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
    - 1. Three Penny Revenue Report
  - G. **Public Relations**
    - 1. Status Report
    - 2. Ameurop Report
    - 3. Presentation: Current PR Efforts
  - 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
  - J. **Sales and Marketing:**
    - 1. Status Report
    - 2. Presentation: European Outlook
  - K. **Research**
    - 1. Status Report
    - 2. Review of VIS Call Reports
    - 3. Monitoring Economic Status Update
  - L. **Administrative**
    - 1. Status Report
    - 2. Director’s Report

- M. **Website**
  - 1. Website Status Report
  
- N. **TDC Related Items:**
  - 1. Consideration and Action re: Schmitt Real Estate Lease Agreement
  - 2. Consideration and Action re: TDC/DAC 2009 Meeting Schedule
  - 3. Presentation: Arts Council
  
- O. **District Advisory Committee Items:**
  - 1. District I:
    - a). Consideration and Action re: Bauer Restaurant, Inc/Key West Songwriters Festival - \$45,000, DAC I, FY 2009 Event Resources (9/3/08)
  - 2. District III:
    - a). Consideration and Action re: Sally Billiter/Tourist Related Representative
  - 3. District IV:
    - a). Consideration and Action re: Dave Dicken/Lodging Representative
  
- P. **Cultural Umbrella**
  - 1. Minutes of Cultural Umbrella Meeting – FYI
  - 2. Consideration and Action re: Revision to Cultural Umbrella Event Funding Application
  
- 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 October 28, 2008 meeting minutes
  - 2. Consideration and Action re: Amendment to 401(k) Plan

Adjourn the meeting of **Visit Florida Keys**

- V. **Adjournment**