

***ADD ON AGENDA**

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

TUESDAY, JANUARY 27, 2009

KEY LARGO GRANDE

KEY LARGO

10:00 A.M.

***R.2.**

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. December 9, 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

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: New TV Spots

J. **Sales and Marketing:**

1. Status Report

2. Consideration and Action re: Sales Resolution

K. **Research**

1. Status Report

2. Review of VIS Call Reports

3. Monitoring Economic Status Update

4. FYI: Quarterly Visitor Profile Report

5. Consideration and Action re: VisaVue International Visitor Report Subscription

L. **Administrative**

1. Status Report
2. Director's Report

M. **Website**

1. Website Status Report

N. **TDC Related Items:**

1. Consideration and Action re: Long Distance Telephone Services
2. Consideration and Action re: Levy Additional One Penny Bed Tax

O. **District Advisory Committee Items:**

1. District III:
 - a). Consideration and Action re: Revised Scope of Services for Marathon Super Boat
 - b). Consideration and Action re: Capital Resources to Advertising Resources

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
- *2. Consideration and Action re: District III Recommendation Committee Member – Kim Roney

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 December 9, 2008 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

V. **Adjournment**