

# **AGENDA**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
TUESDAY, JULY 28, 2009  
HOLIDAY ISLE RESORT  
ISLAMORADA  
10:00 A.M.**

- A. **Call to Order**
- B. **Roll Call**
- C. **Mission Statement**
- D.
  - 1. Additions to and Approval of the Agenda
  - 2. **Election of 2009 Co-Treasurer**
- E. **Approval of the Minutes**
  - 1. June 9, 2009 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
- 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. Advertising Workshop
  - 5. Co-op Workshop
- 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
2. Website Presentation

N. **TDC Related Items:**

1. Consideration and Action re: Amendment to extend Agreement with Visit Florida Keys (3406 North Roosevelt Blvd Corp.)
2. Consideration and Action re: Agreement with Ameurop Travel Services
3. Consideration and Action re: Agreement for Fishing Umbrella Services
4. Consideration and Action re: Agreement for Dive Umbrella Services
5. Consideration and Action re: Chairperson Irwin/Board Travel

O. **District Advisory Committee Items:**

**District I:**

1.
  - a). Consideration and Action re: Agreement with Key West Business Guild to provide Gay & Lesbian VIS Services
  - b). Consideration and Action re: Botanical Garden Society/Butterfly Garden \$50,000, DAC I, FY 2010 Capital Resources (7/8/09)
  - c). Consideration and Action re: Key West Film Society/Tropic Cinema Phase 5A \$75,000, DAC I, FY 2010 Capital Resources (7/8/09)
  - d). Consideration and Action re: Monroe County/East Martello Fire Stair \$50,000, DAC I, FY 2010 Capital Resources (7/8/09)
  - e). Consideration and Action re: Monroe County/West Martello Fence Replacement \$45,000, DAC I, FY 2010 Capital Resources (7/8/09)
  - f). Consideration and Action re: FKCC/Tennessee Williams Theatre Fire Safety Curtain \$40,000, DAC I, FY 2010 Capital Resources (7/8/09)

**District III:**

2.
  - a). Consideration and Action re: City of Marathon/Sombrero Beach Playground Upgrade \$25,000, DAC III, FY 2010 Capital Resources (7/8/09)
  - b.) Consideration and Action re: Dolphin Research Center/Facility Improvements \$17,900, DAC III, FY 2010 Capital Resources (7/8/09)
  - c.) Consideration and Action re: Marathon Community Theatre/Remodel & Repair \$9,550, DAC III, FY 2010 Capital Resources (7/8/09)

**District IV:**

3.
  - a). Consideration and Action re: Mr. Ed Kinkelaar/Lodging Representative

**District V:**

4.
  - a). Consideration and Action re: Marine Mammal Conservancy/Phase 1 Project \$74,985, DAC V, FY 2010 Capital Resources (7/7/09)
  - b). Consideration and Action re: Monroe County/Harry Harris Park Playground \$6,428, DAC V, FY 2010 Capital Resources (7/7/09)
  - c). Consideration and Action re: Mr. Daniel Dawson/Tourist Related 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 June 9, 2009 meeting minutes
2. Consideration and Action re: Amendment to extend Agreement with Visit Florida Keys (3406 North Roosevelt Blvd Corp.)
3. Consideration and Action re: Marketing Director Employment Agreement

Adjourn the meeting of **Visit Florida Keys**

V. **Adjournment**