

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL

TUESDAY, JUNE 9, 2009

KEY WEST MARRIOTT BEACHSIDE HOTEL

3841 N. Roosevelt Blvd (M.M. 4 Bayside)

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. April 28, 2009 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
 - 1.** Three Penny Revenue Report
 - 2. Consideration and Action re: FY 2010 Budget
- 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
- J. **Sales and Marketing:**
 - 1.** Status Report
- K. **Research**
 - 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update
 - 4.** VisaVue International Traveler 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: Florida Keys Council of the Arts for Cultural Umbrella Services Contract Renewal
2. Consideration and Action re: Agreement with Florida Keys Council of the Arts for Tourist Related Services
3. Consideration and Action re: Visitor Information Services Contract Renewals
4. Status Report: Authorized Cuba Travel Regulations
5. Consideration and Action re: 2009-2010 Marketing Plan

O. **District Advisory Committee Items:**

District I:

1. a). Consideration and Action re: Special Beach Fund Allocation to Higgs Beach Improvements- \$485,000, DAC I Special Beach Fund

District II:

2. a). Consideration and Action re: Penny Underwood/Tourist Related Representative

P. **Cultural Umbrella**

1. Minutes of Cultural Umbrella Meeting – FYI
2. Consideration and Action re: District I Cultural Umbrella Recommendation Committee Member
3. Consideration and Action re: FY 2010 Cultural Umbrella Funding Allocations

Q. **Fishing Umbrella**

1. Minutes of Fishing Umbrella Meeting – FYI
2. Consideration and Action re: FY 2010 Fishing Umbrella Funding Allocations

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 April 28, 2009 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

V. **Adjournment**