

N. TDC Related Items:

- 1.** Consideration and Action re: Dive Umbrella Request for Proposal
- 2.** Consideration and Action re: Fishing Umbrella Request for Proposal
3. Presentation: Marketing to China
4. Consideration and Action re: Cuba Strategic Marketing Plan

O. District Advisory Committee Items:

District I:

1. **a).** Consideration and Action re: Gay & Lesbian Visitor Information Services Request for Proposal

District II:

2. **a).** Consideration and Action re: Amendment to Lower Keys Music Festival Agreement to name and date of event
- b).** Consideration and Action re: Mr. James Sharpe, Jr./Tourist Related Representative

District IV:

3. **a).** Consideration and Action re: Resolution Transferring Event Resources to Advertising Resources
- b).** Consideration and Action re: Miami Swordfish Tournament/Islamorada Swordfish Tournament - \$30,300, DAC IV, FY 2009 Event Resources (1/20/09)
- c).** Consideration and Action re: Upper Keys Rotary Foundation/Upper Keys Rotary Wine Symposium - \$15,000, DAC IV, FY 2009 New Event Resources (1/20/09)

District V:

4. **a).** Consideration and Action re: Resolution Transferring Event Resources to Advertising Resources (2/24/09)

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 January 27, 2009 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

V. Adjournment