

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, NOVEMBER 3, 2009
HOLIDAY INN
KEY LARGO
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 2009-2010 Officers**

- E. **Approval of the Minutes**
 - 1. September 22, 2009 Regular Meeting Minutes

- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
 - 1. Four 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. Presentation of the Produced “No App” Television Commercial
 - 5. Consideration and Action re: All-American Road/Drive Destination Television Spot

- J. **Sales and Marketing:**
 - 1. Status Report
 - 2. Sales Presentation

- 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
2. Website Presentation

N. **TDC Related Items:**

1. FY 2009 Marketing Goals Report
2. Consideration and Action re: Permission to Advertise Capital and Event RFP's
3. Rental License Compliance Procedure - FYI

O. **District Advisory Committee Items:**

District II:

1. **a).** Consideration and Action re: Ms. Cindi Dolberry/Lodging Representative

District III:

2. **a).** Consideration and Action re: Mr. Sheldon Suga/Lodging 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 September 22, 2009 meeting minutes
2. Consideration and Action re: Approval of Board Members Appointed by the TDC

Adjourn the meeting of **Visit Florida Keys**

V. **Adjournment**