

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, SEPTEMBER 22, 2009
DOUBLETREE GRAND KEY RESORT
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. July 28, 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
 - 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. Florida Keys & Key West Image and Competitive Analysis Study
- L. **Administrative**
 - 1. Status Report
 - 2. Director's Report
 - 3. Consideration and Action re: Personnel Compensation

M. **Website**

1. Website Status Report

N. **TDC Related Items:**

1. Complimentary Companion Airfare Promotion
2. Consideration and Action re: FY 2010 Marketing Campaign

O. **District Advisory Committee Items:**

District I:

1.

- a). Consideration and Action re: Key West Tourist Development Association, Inc./Fantasy Fest 2010 - \$121,000, DAC I, FY 2010 Event Resources (8/12/09)
- b). Consideration and Action re: 218 Duval Street Corp./Fight Night in the Keys - \$40,000, DAC I, FY 2010 Event Resources (8/12/09)
- c). Consideration and Action re: Key West Innkeepers Association, Inc./Holiday Historic Inn Tour - \$16,110, DAC I, FY 2010 Event Resources (8/12/09)
- d). Consideration and Action re: Premiere Racing, Inc./Key West 2010 - \$100,000, DAC I, FY 2010 Event Resources (8/12/09)
- e). Consideration and Action re: Bauer Restaurant, Inc./Key West Songwriters' Festival - \$50,000, DAC I, FY 2010 Event Resources (8/12/09)
- f). Consideration and Action re: Super Boat International Productions, Inc./Key West World Championship Race - \$115,000, DAC I, FY 2010 Event Resources (8/12/09)
- g). Consideration and Action re: Phil Peterson's Key West Poker Run, LLC/Phil Peterson's 38th Annual Key West Poker Run - \$45,000, DAC I, FY 2010 Event Resources (8/12/09)
- h). Consideration and Action re: Key West Business Guild, Inc./Tropical Heat - \$13,981, DAC I, FY 2010 Event Resources (8/12/09)
- i). Consideration and Action re: Key West Business Guild, Inc./Womenfest - \$30,000, DAC I, FY 2010 Event Resources (8/12/09)
- j). Consideration and Action re: Florida Keys Community College and the Letters "FKCC"/Florida Keys Community College Swim Around Key West - \$2,000, DAC I, FY 2010 New Event Resources (8/12/09)
- k). Consideration and Action re: Monroe County Commercial Fishermen, Inc./Florida Keys Seafood Festival - \$30,000, DAC I, FY 2010 New Event Resources (8/12/09)
- l). Consideration and Action re: Key West Bight Preservation Association, Inc./Key West "Bight" Before Christmas Holiday Celebration - \$30,000, DAC I, FY 2010 New Event Resources (8/12/09)
- m). Consideration and Action re: MRM Key West, LLC/Key West Food and Wine Festival - \$38,000, DAC I, FY 2010 New Event Resources (8/12/09)

District II:

2.

- a). Consideration and Action re: EcoWeek Events, Inc./EcoWeek 2010 - \$5,000, DAC II, FY 2010 Event Resources (8/11/09)
- b). Consideration and Action re: Key West Tourist Development Association, Inc./Fantasy Fest 2010 - \$5,000, DAC II, FY 2010 Event Resources (8/11/09)
- c). Consideration and Action re: Lower Keys Chamber of Commerce, Inc./Big Pine & Lower Keys Island Art Festival - \$10,000, DAC II, FY 2010 Event Resources (8/11/09)
- d). Consideration and Action re: Lower Keys Chamber of Commerce, Inc./Big Pine & Lower Keys Nautical Flea Market - \$11,100, DAC II, FY 2010 Event Resources (8/11/09)

- e).** Consideration and Action re: Lower Keys Chamber of Commerce, Inc./Lower Keys Music Festival - \$13,900, DAC II, FY 2010 Event Resources (8/11/09)
- f).** Consideration and Action re: Domestic Abuse Shelter, Inc./No Name Race - \$5,000, DAC II, FY 2010 Event Resources (8/11/09)

District III:

- 3.
- a).** Consideration and Action re: EcoWeek Events, Inc./EcoWeek 2010 - \$4,500, DAC III, FY 2010 Event Resources (8/12/09)
- b).** Consideration and Action re: Key West Tourist Development Association, Inc./Fantasy Fest 2010 - \$11,500, DAC III, FY 2010 Event Resources (8/12/09)
- c).** Consideration and Action re: Shoot for the Moon/Battle in the Bay Dragon Boat Festival - \$25,000, DAC III, FY 2010 Event Resources (8/12/09)
- d).** Consideration and Action re: Hawks Cay Resort/Conchtoberfest - \$40,000, DAC III, FY 2010 Event Resources (8/12/09)
- e).** Consideration and Action re: Greater Marathon Chamber of Commerce, Inc./Marathon Triathlon - \$10,000, DAC III, FY 2010 Event Resources (8/12/09)
- f).** Consideration and Action re: Grace Jones Community Center, Inc./National Pig Days 2010 - \$15,000, DAC III, FY 2010 Event Resources (8/12/09)
- g).** Consideration and Action re: Greater Marathon Chamber of Commerce, Inc./Original Marathon Seafood Festival - \$38,500, DAC III, FY 2010 Event Resources (8/12/09)
- h).** Consideration and Action re: Keys Area International Resources, Inc./Sombrero Beach Run - \$10,000, DAC III, FY 2010 Event Resources (8/12/09)

District IV:

- 4.
- a).** Consideration and Action re: EcoWeek Events, Inc./EcoWeek 2010 - \$20,000, DAC IV, FY 2010 Event Resources (8/11/09)
- b).** Consideration and Action re: Key West Tourist Development Association, Inc./Fantasy Fest 2010 - \$11,500, DAC IV, FY 2010 Event Resources (8/11/09)
- c).** Consideration and Action re: 218 Duval Street Corp./Fight Night in the Keys – III - \$15,000, DAC IV, FY 2010 Event Resources (8/11/09)
- d).** Consideration and Action re: Islamorada Chamber of Commerce, Inc./Florida Keys Island Fest - \$20,000, DAC IV, FY 2010 Event Resources (8/11/09)
- e).** Consideration and Action re: Upper Keys Rotary Foundation, Inc./Gigantic Nautical Flea Market - \$7,500, DAC IV, FY 2010 Event Resources (8/11/09)
- f).** Consideration and Action re: Miami Swordfish Tournament LLC./Islamorada Swordfish Tournament - \$22,000, DAC IV, FY 2010 Event Resources (8/11/09)
- g).** Consideration and Action re: Upper Keys Rotary Foundation, Inc./Upper Keys Rotary Wine Symposium - \$15,000, DAC IV, FY 2010 Event Resources (8/11/09)

District V:

- 5.
- a).** Consideration and Action re: EcoWeek Events, Inc./EcoWeek 2010 - \$25,000, DAC V, FY 2010 Event Resources (8/11/09)
- b).** Consideration and Action re: Key Largo Baptist Church, Inc./Jewfish Creek Bridge Run 2010 - \$19,000, DAC V, 2010 Event Resources (8/11/09)
- c).** Consideration and Action re: Key Largo Merchants Association, Inc./Key Largo Anything that Floats Race & Regatta - \$12,000, DAC V, FY 2010 Event Resources (8/11/09)

- d).** Consideration and Action re: Upper Keys Business Group, Inc./Key Largo Food & Wine Festival - \$20,000, DAC V, FY 2010 Event Resources (8/11/09)
- e).** Consideration and Action re: Upper Keys Business Group, Inc./Key Largo Independence Celebration - \$34,000, DAC V, FY 2010 Event Resources (8/11/09)
- f).** Consideration and Action re: Upper Keys Artificial Reef Foundation, Inc./Key Largo Reef Fest - \$40,000, DAC V, FY 2010 Event Resources (8/11/09)
- g).** Consideration and Action re: Key Largo Merchants Association, Inc./Key Largo Stone Crab and Seafood Fest - \$30,000, DAC V, FY 2010 Event Resources (8/11/09)
- h).** Consideration and Action re: Upper Keys Community Pool, Inc./Orange Bowl Winter Training and Swim Classic - \$50,000, DAC V, FY 2010 Event Resources (8/11/09)
- i).** Consideration and Action re: Exclusive Sports Marketing, Inc. of Florida/Publix Family Fitness Weekend - \$5,000, DAC V, FY 2010 Event Resources (8/11/09)

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 July 28, 2009 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

V. Adjournment