

# **AGENDA**

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL  
TUESDAY, MARCH 25, 2008  
CASA MARINA 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
  - 2. Election of Vice Chairperson
  
- E. **Approval of the Minutes**
  - 1. January 29, 2008 Regular Meeting Minutes
  
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
  - 1.** Three Penny Revenue Report
  - 2. Consideration and Action re: Strategic Budget Plan
  
- 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 2008 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.** Housing & Workforce Report
  
- L. **Administrative**
  - 1.** Status Report
  - 2.** Director's Report
  - 3.** Notification of TDC Annual Report – FYI
  - 4.** Operations Manual Update - FYI
  - 5.** Consideration and Action re: Personnel Compensation

- M. **Website**
  - 1. Website Status Report
  
- N. **TDC Related Items:**
  - 1. Consideration and Action re: Extension of Floridakeys.com Agreement
  - 2. Consideration and Action re: Prange & O'Hearn Visitor Profile Services
  - 3. Presentation: Marketing Efforts for Travelers with Disabilities
  - 4. Presentation: Spring and Summer Campaign
  - 5. Consideration and Action re: Florida Scenic Highway Resolution
  
- O. **District Advisory Committee Items:**
  - 1. District III:
    - a). Consideration and Action re: George Shattuck/Tourist Related Representative
  - 2. District IV:
    - a). Consideration and Action re: Tyler Walters/Lodging Representative
    - b). Consideration and Action re: John Harrison/Tourist Representative
  - 3. District V:
    - a). Consideration and Action re: Howard Kolbenheyer/Lodging Representative
    - b). Consideration and Action re: Bill Hofman/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

**BULK APPROVALS (Recommended Bulk Items are BOLD)**

- U. **Visit Florida Keys**
  - 1. Consideration and Action re: Visit Florida Keys portion of the January 29, 2008 meeting minutes
  - 2. Consideration and Action re: Agenda Procedure

Adjourn the meeting of **Visit Florida Keys**

- V. **Adjournment**