

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, JULY 12, 2005
PIER HOUSE
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. May 24, 2005 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
 - 1.** Three Penny Revenue Report
- G. **Public Relations**
 - 1.** Status Report
 - 2.** Ameurop Report
- H. **Film Commission**
 - 1.** Status Report
 - 2.** Heads In Beds Report
- I. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2005 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.** Consideration and Action re: Visitor Profile Survey Quarterly 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: Mr. Todd Firm Board Member Travel
2. Consideration and Action re: Arts Council Request for Funding
3. Consideration and Action re: Website Provider
4. Consideration and Action re: FY 2006 Marketing Plan

O. **District Requests**

1. District II:

- a). Consideration and Action re: Fantasy Fest- \$5,000, DAC II, FY 2006 Third Penny Event Resources (6/21/05)
- b). Consideration and Action re: Big Pine Key Winterfest - \$3,000, DAC II, FY 2006 Third Penny Event Resources (6/21/05)
- c). Consideration and Action re: Blue Angels In Paradise - \$10,000, DAC II, FY 2006 Third Penny Event Resources (6/21/05)
- d). Consideration and Action re: Lower Keys Jazz Festival and Art Show - \$6,000, DAC II, FY 2006 Third Penny Event Resources (6/21/05)
- e). Consideration and Action re: Terry Cassidy's Superbowl Party - \$6,000, DAC II, FY 2006 Third Penny Event Resources (6/21/05)

2. District III:

- a). Consideration and Action re: Fantasy Fest - \$10,000, DAC III, FY 2006 Third Penny Event Resources (6/22/05)
- b). Consideration and Action re: Hibiscus Pedal 2006 - \$14,250, DAC III, FY 2006 Third Penny Event Resources (6/22/05)
- c). Consideration and Action re: Pro Wakeboard Tour/Marathon - \$65,000, DAC III, FY 2006 Third Penny Event Resources (6/22/05)
- d). Consideration and Action re: Original Marathon Seafood Festival - \$10,000, DAC III, FY 2006 Event Resources (6/22/05)
- e. Consideration and Action re: Mr. Sam Schorr/Lodging Representative
- f. Consideration and Action re: Marathon Offshore Grand Prix - \$74,941, DAC III, FY 2006 Third Penny Event Resources (6/22/05)

3. District IV:

- a). Consideration and Action re: 11th Annual Gigantic Nautical Flea Market - \$15,000, DAC IV, FY 2006 Third Penny Event Resources (6/21/05)
- b). Consideration and Action re: Florida Keys Island Festival - \$35,000, DAC IV, FY 2006 Third Penny Event Resources (6/21/05)
- c). Consideration and Action re: Holiday Isle Classic Women's Basketball Tournament - \$40,000, DAC IV, FY 2006 Third Penny Event Resources (6/21/05)
- d). Consideration and Action re: Islamorada Swordfish Tournament - \$15,000, DAC IV, FY 2006 Third Penny Event Resources (6/21/05)

4. District V:

- a). Consideration and Action re: KLCOC Island Jubilee - \$15,000, DAC V, FY 2006 Third Penny Event Resources (6/21/05)
- b). Consideration and Action re: The Official Orange Bowl Winter Training - \$30,000, DAC V, FY 2006 Third Penny Event Resources (6/21/05)

- P. **Cultural Umbrella**
 - 1. Minutes of Cultural Umbrella Meeting – FYI
 - 2. Consideration and Action re: FY 2006 Cultural Event Funding Allocations
- Q. **Fishing Umbrella**
 - 1. Minutes of Fishing Umbrella Meeting – FYI
- R. **Dive Umbrella**
 - 1. Minutes of Dive Umbrella Meeting – FYI
 - 2. Consideration and Action re: Amy Slate/District V Dive Umbrella Representative
- 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 May 24, 2005 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

Reconvene meeting of **Monroe County Tourist Development Council**

V. **Adjournment**