

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, MAY 24, 2005
CHEECA LODGE RESORT
ISLAMORADA
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. April 19, 2005 Regular Meeting Minutes
- BULK APPROVALS (Recommended Bulk Items are BOLD)**
- F. **Budget**
 - 1.** Three Penny Revenue Report
 - 2. Consideration and Action re: FY 2006 Budget
- G. **Public Relations**
 - 1.** Status Report
 - 2.** Ameurop Report
 - 3. Presentation: Hurricane Preparedness
- 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
- L. **Administrative**
 - 1.** Status Report
 - 2.** Director's Report
 - 3.** Operations Manual Update

- M. **Website**
 - 1. Website Status Report

- N. **TDC Related Items:**
 - 1. Consideration and Action re: Website Contract Negotiation Committee
 - 2. Report on Cuba Trip
 - 3. Presentation: 18 Mile Stretch

- O. **District Requests**
 - 1. District I:
 - a. Consideration and Action re: Extension to Agreement –Artificial Reefs of the Keys – Vandenberg Project
 - District II:
 - 2. a. Consideration and Action re: Transfer of Funds from Event Resources to Advertising Resources - \$11,981
 - 3. District III:
 - a. Consideration and Action re: Extension to City of Marathon Beach Cleaning/maintenance Agreement
 - 4. District V:
 - a. Consideration and Action re: Mr. Darrell McCullough/Tourist Related Representative
 - b. Consideration and Action re: Mr. Ric Altman/Tourist Related Representative

- P. **Cultural Umbrella**
 - 1. Minutes of Cultural Umbrella Meeting - FYI

- Q. **Fishing Umbrella**
 - 1. Minutes of Fishing Umbrella Meeting – FYI
 - 2. Consideration and Action re: FY 2006 Fishing Event Allocations

- 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 April 19, 2005 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

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

V. **Adjournment**