

**AGENDA**  
**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL**  
**WEDNESDAY, NOVEMBER 30, 2005**  
**HAWKS CAY RESORT**  
**MARATHON**  
**10:00 a.m.**

- A. **Call to Order**
  - B. **Roll Call**
  - C. **Mission Statement**
  - D.
    - 1. Additions to and Approval of the Agenda
    - 2. Consideration and Action re: FY 2005-2006 Co-Treasurer
  - E. **Approval of the Minutes**
    - 1. October 11, 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
    - 3.** Public Relations Update
  - H. **Film Commission**
    - 1.** Status Report
  - I. **Advertising**
    - 1.** Review of monthly accounting breakdown & FY 2006 Generic Destination & Umbrella campaign recap
    - 2.** Response Report – FYI
    - 3.** Advertising Recap – FYI
    - 4.** Advertising Update
  - 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
2. Consideration and Action re: Removal of Rate and Availability
3. Presentation on Website Improvements

N. **TDC Related Items:**

1. Consideration and Action re: Meeting Schedule
2. Consideration and Action re: Rescind of Studio Key West, Inc.: Historic Harris School - \$344,098, DAC I, FY 2006, Capital Project Resources
3. Presentation on Emergency Plans for Transportation Issues Into The Keys
4. Consideration and Action re: Mel Fisher Museum
5. Consideration and Action re: Emergency Funds

O. **District Requests**

1. District II:
  - a). Consideration and Action re: Florida Keys Medieval Festival - \$8,625, DAC II, FY 2006 Event Resources
  - b). Consideration and Action re: Big Pine Key Nautical Flea Market - \$5,000, DAC II, FY 2006, Event Resources
2. District IV:
  - a). Consideration and Action re: Ms. Annie Reckwerdt/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: District III Recommendation Committee Member: Paul Ross

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 October 11, 2005 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

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

V. **Adjournment**