

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, OCTOBER 11, 2005
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
 - 2. Election of 2005-2006 Officers
- E. **Approval of the Minutes**
 - 1. August 31, 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. Introduction of European PR Agency
 - 4. Public Relations Update
- H. **Film Commission**
 - 1.** Status Report
- I. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2005 Generic Destination & Umbrella campaign recap
 - 2.** Response Report – FYI
 - 3.** Advertising Recap – FYI
 - 4.** Review of First Quarter Advertising Campaign
- 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. Report on Marketing Goals of FY 2004-2005
 - 2. Consideration and Action re: Letters of Support for Airport Runway Extensions

- O. **District Requests**
 - 1. District I:
 - a). Consideration and Action re: Piper Smith/Tourist Related Representative
 - b). Consideration and Action re: Vanessa McCaffrey/Tourist Related Representative

 - 2. District II:
 - a). Consideration and Action re: Mary Fox-Thomas/Tourist Related Representative
 - b). Consideration and Action re: Henry Hamilton/Lodging Representative

 - 3. District III:
 - a). Consideration and Action re: Ted Violissi/Tourist Related Representative
 - b). Consideration and Action re: Ursula Boll/Lodging Representative

- P. **Dive Umbrella**
 - 1. Minutes of Dive Umbrella Meeting – FYI

- Q. **Public/Industry Input**
- R. **General Discussion**

Adjourn the meeting of the Monroe County Tourist Development Council

Convene meeting as Visit Florida Keys

S. **Visit Florida Keys**

- 1. Consideration and Action re: Corporation portion of the July 12, 2005 regular meeting minutes

Adjourn the meeting of **Visit Florida Keys**

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

T. **Adjournment**