

AGENDA

**MONROE COUNTY TOURIST DEVELOPMENT COUNCIL
TUESDAY, SEPTEMBER 23, 2008
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
 - E. **Approval of the Minutes**
 - 1. July 8, 2008 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. Presentation on Current PR Efforts
 - H. **Film Commission**
 - 1.** Status Report
 - 2.** Report on Reel-Scout Program
 - I. **Advertising**
 - 1.** Review of monthly accounting breakdown & FY 2008 Generic Destination & Umbrella campaign recap
 - 2.** Response Report – FYI
 - 3.** Advertising Recap – FYI
 - 4. Review of advertising for recovery of Tropical Storms
 - J. **Sales and Marketing:**
 - 1.** Status Report
 - 2.** Consideration and Action re: Cellet Services Request
 - K. **Research**
 - 1.** Status Report
 - 2.** Review of VIS Call Reports
 - 3.** Monitoring Economic Status Update
 - 4. Presentation: Green Travel Study
 - L. **Administrative**
 - 1.** Status Report
 - 2.** Director's Report
 - 3.** Consideration and Action re: Personnel Compensation

M. **Website**

1. Website Status Report

N. **TDC Related Items:**

1. Consideration and Action re: Amendment to Smith Travel Research Agreement
2. Consideration and Action re: Permission to Advertise Request for Proposals for Long Distance Telephone Services
3. Presentation: Trauma star

O. **District Advisory Committee Items:**

1. **District I:**

- a). Consideration and Action re: City of Key West/Smathers Beach Project - \$43,000, DAC I, FY 2009 Capital Project Resources (7/16/08)
- b). Consideration and Action re: City of Key West/White St. Pier Project - \$73,500, DAC I, FY 2009 Capital Project Resources (7/16/08)
- c). Consideration and Action re: Key West Botanical Garden Society/Nature Chapel - \$44,000, DAC I, FY 2009 Capital Project Resources (7/16/08)
- d). Consideration and Action re: Key West Film Society/Tropic Cinema - \$211,264, DAC I, FY 2009 Capital Project Resources (7/16/08)
- e). Consideration and Action re: Mitchell Wolfesen Family Foundation/Audubon House - \$60,000, DAC I, FY 2009 Capital Project Resources (7/16/08)
- f). Consideration and Action re: Schooner Western Union Preservation Society/Schooner Western Union Museum - \$405,000, DAC I, FY 2009 Capital Project Resources (7/16/08)
- g). Consideration and Action re: Premiere Racing/Acura Key West - \$75,000, DAC I, FY 2009, Event Resources (9/3/08)
- h). Consideration and Action re: Key West Tourist Development Association/Fantasy Fest - \$80,000, DAC I, FY 2009, Event Resources (9/3/08)
- i). Consideration and Action re: 218 Duval St. Corp/Fight Night in the Keys - \$30,000, DAC I, FY 2009, Event Resources (9/3/08)
- j). Consideration and Action re: Hogs Breath Saloon/Key West Songwriters Festival - \$45,000, DAC I, FY 2009 Event Resources (9/3/08)
- k). Consideration and Action re: Conch Republic Offshore Power Boat Association/Key West World Championship Race - \$75,000, DAC I, FY 2009, Event Resources (9/3/08)
- l). Consideration and Action re: Phil Peterson's Key West Poker Run LLC/Phil Peterson's Key West Poker Run 37th - \$35,000, DAC I, FY 2009 Event Resources (9/3/08)
- m). Consideration and Action re: Gay & Lesbian Community Center/Pridefest - \$20,000, DAC I, FY 2009 Event Resources (9/3/08)
- n). Consideration and Action re: Key West Business Guild/Womenfest - \$20,000, DAC I, FY 2009 Event Resources (9/3/08)

2. **District II:**

- a). Consideration and Action re: Key West Tourist Development Association/Fantasy Fest - \$5,000, DAC II, FY 2009 Event Resources (9/2/08)
- b). Consideration and Action re: 218 Duval St. Corp/Fight Night in the Keys - \$5,000, DAC II, FY 2009 Event Resources (9/2/08)

- c).** Consideration and Action re: GLEE/Green Living & Energy Expo - \$1,500, DAC II, FY 2009 Event Resources (9/2/08)
 - d).** Consideration and Action re: Lower Keys Chamber of Commerce/Big Pine & Lower Keys Island Art Festival - \$9,000, DAC II, FY 2009 Event Resources (9/2/08)
 - e).** Consideration and Action re: Lower Keys Chamber of Commerce/Big Pine & Lower Keys Nautical Flea Market - \$9,500, DAC II, FY 2009 Event Resources (9/2/08)
 - f).** Consideration and Action re: Lower Keys Chamber of Commerce/Lower Keys Spring Music Festival - \$5,000, DAC II, FY 2009 Event Resources (9/2/08)
3. **District III:**
- a).** Consideration and Action re: City of Marathon/Amphitheatre Lighting and Sound Upgrade - \$14,085, DAC III, FY 2009 Capital Project Resources (7/16/08)
 - b).** Consideration and Action re: Dolphin Research Center/Storm Water System - \$24,437, DAC III, FY 2009 Capital Project Resources (7/16/08)
 - c).** Consideration and Action re: Florida Keys Land & Sea Trust/Crane House Restoration - \$75,000, DAC III, FY 2009 Capital Project Resources (7/16/08)
 - d).** Consideration and Action re: Key West Tourist Development Association/Fantasy Fest - \$11,500, DAC III, FY 2009 Event Resources (9/3/08)
 - e).** Consideration and Action re: 218 Duval St. Corp/Fight Night in the Keys - \$15,000, DAC III, FY 2009 Event Resources (9/3/08)
 - f).** Consideration and Action re: GLEE/Green Living & Energy Education Expo - \$18,000, DAC III, FY 2009 Event Resources (9/3/08)
 - g).** Consideration and Action re: Super Boat International Productions, Inc./Marathon Super Boat Grand Prix - \$25,000, DAC III, FY 2009 Event Resources (9/3/08)
 - h).** Consideration and Action re: Greater Marathon Chamber of Commerce/Original Marathon Seafood Festival - \$30,000, DAC III, FY 2009 Event Resources (9/3/08)
 - i).** Consideration and Action re: Keys Area Interdenominational Board of Trustees/Sombrero Beach Run - \$6,248, DAC III, FY 2009 Event Resources (9/3/08)
4. **District IV:**
- a).** Consideration and Action re: Islamorada Village of Islands/Anne's Beach Boardwalk Project - \$162,583, DAC IV, FY 2009 Capital Project Resources (7/15/08)
 - b).** Consideration and Action re: Islamorada Village of Islands/Beach and Beach Park Cleaning - \$33,550, DAC IV, FY 2009 Capital Project Resources (7/15/08)
 - c).** Consideration and Action re: Key West Tourist Development Association/Fantasy Fest - \$11,500, DAC IV, FY 2009 Event Resources (9/2/08)
 - d).** Consideration and Action re: 218 Duval St. Corp/Fight Night in the Keys - \$25,000, DAC IV, FY 2009 Event Resources (9/2/08)
 - e).** Consideration and Action re: GLEE/Green Living & Energy Education Expo - \$1,500, DAC IV, FY 2009 Event Resources (9/2/08)
 - f).** Consideration and Action re: Islamorada Chamber of Commerce/Florida Keys Island Festival - \$20,000, DAC IV, FY 2009 Event Resources (9/2/08)

- g). Consideration and Action re: Upper Keys Rotary Foundation/Gigantic Nautical Flea Market - \$15,000, DAC IV, FY 2009 Event Resources (9/2/08)
- h). Consideration and Action re: Miami Swordfish Tournament/Islamorada Swordfish Tournament - \$10,000, DAC IV, FY 2009 Event Resources (9/2/08)

5. **District V:**

- a). Consideration and Action re: Upper Keys Community Pool/Competitive Equipment & multimedia use project - \$4,000, DAC IV, FY 2009 Capital Project Resources (7/15/08)
- b). Consideration and Action re: GLEE/Green Living & Energy Education Expo - \$1,500, DAC V, FY 2009 Event Resources (9/2/08)
- c). Consideration and Action re: Key Largo Baptist Church/Jewfish Creek Bridge Run - \$15,000, DAC V, FY 2009 Event Resources (9/2/08)
- d). Consideration and Action re: Upper Keys Business Group/Key Largo Conch Republic Days - \$18,500, DAC V, FY 2009 Event Resources (9/2/08)
- e). Consideration and Action re: Upper Keys Business Group/Key Largo Food & Wine Festival - \$15,000, DAC V, FY 2009 Event Resources (9/2/08)
- f). Consideration and Action re: Upper Keys Business Group/Key Largo Singers & Songwriters Festival - \$25,000, DAC V, FY 2009 Event Resources (9/2/08)
- g). Consideration and Action re: Upper Keys Community Pool/Orange Bowl Winter and Swim Classic - \$45,000, DAC V, FY 2009 Event Resources (9/2/08)
- h). Consideration and Action re: Exclusive Sports Marketing/Publix Family Fitness Weekend - \$15,000, DAC V, FY 2009 Event Resources (9/2/08)

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

U. **Visit Florida Keys**

- 1. Consideration and Action re: Visit Florida Keys portion of the July 8, 2008 meeting minutes

Adjourn the meeting of **Visit Florida Keys**

V. **Adjournment**