



LEON COUNTY

TOURIST DEVELOPMENT COUNCIL

**Thursday, January 7, 2010, 9 a.m.
Leon County Commission Chambers
301 S. Monroe Street**

MEETING AGENDA

- I. Call to Order and Recognition of Guests – **Russell Daws, Chairman**
- II. Request for additional agenda items – **Russell Daws**
- III. Items for Consent Approval – **Russell Daws**
 - November 5, 2009 Meeting Minutes
 - Direct Sales, Communications, Services, Sports & Film Reports
 - Financial Reports November/December
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report
 - Marketing Research Report
- IV. General Business – **Russell Daws**
 - Bylaws Revision
 - Special Events Committee Report
 - American Cancer Society, Florida Division Advocacy Day
 - Proposed Website Advertising Policy
 - BookDirect/Jack Rabbit Proposal
 - Group Ground Transportation Policy
- V. Director's Report – **Lee Daniel**
 - TDC Chair & Vice-Chair Election
 - Tallahassee Area CVB Marketing Support Check
 - Advertising Agency Presentation Including Outdoor & Video
 - Marketing Research – Dr. Mark Bonn
- VI. Additional Business: "For the Good of the Cause" – **Russell Daws**

Next Meeting:

March 4, 2010 – 9:00 a.m.
Leon County Courthouse
5th Floor
Commission Chambers