



# LEON COUNTY

TOURIST DEVELOPMENT COUNCIL

**Thursday, March 4, 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**
  - January 7, 2010 Meeting Minutes
  - Direct Sales, Communications, Services, Sports & Film Reports
  - Financial Reports: January/February 2010
  - Total Year-to-Date Bed Tax Collections
  - Advertising/PR Activity Report
  - Marketing Research Report
- IV. General Business – **Russell Daws**
  - Annual Visitor Guide & Web Added Value Policy
  - COCA Re-granting of TDC Funds
  - TDC Chair & Vice Chair Election
  - Local Community Awareness Campaign
  - 2<sup>nd</sup> Cycle Sports Grants Recommendations (To Be Distributed Later)
  - 4-H Day at the Capitol Out-of-Cycle Grant Request
- V. Director's Report – **Lee Daniel**
  - FY2011 Budget Process
  - TDC Committee Retreat Date
  - FSAE/TSAE Research Project
  - Update on Destination Development & Community Relations Committees
  - Update on Special Event Grants Process
  - Bylaws Approved
- VI. Additional Business: "For the Good of the Cause" – **Russell Daws**

### Next Meeting:

**May 6, 2010 – 9:00 a.m.  
Leon County Courthouse  
5<sup>th</sup> Floor  
Commission Chambers**