



LEON COUNTY

TOURIST DEVELOPMENT COUNCIL

Thursday, May 6, 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**
 - March 4, 2010 Meeting Minutes
 - Direct Sales, Communications, Services, Sports & Film Reports
 - Financial Reports: March/April 2010
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report
 - Marketing Research Report
- IV. General Business – **Russell Daws**
 - Direct Sales Committee Report
 - Advertising Committee Report
 - Budget Committee Report
 - FY 2011 Special Event Grant Guidelines & Application
 - Web Site Launch
- V. Director's Report – **Lee Daniel**
 - Tallahassee Downtown Improvement Authority
 - FSAE/TSAE Research Project Update
 - Florida Trend Destination Profile
 - July 4 Weekend Promotion
 - FHSAA Letter
- VI. Additional Business: "For the Good of the Cause" – **Russell Daws**

Next Meeting:

July 1, 2010 – 9:00 a.m.
Leon County Courthouse
5th Floor
Commission Chambers