



LEON COUNTY

TOURIST DEVELOPMENT COUNCIL

**Thursday, November 5, 2009, 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**
 - September 3, 2009 Meeting Minutes
 - September 28, 2009 Advertising Committee Meeting Minutes
 - October 19, 2009 Regional Grant Program Meeting Minutes
 - Direct Sales, Communications, Services, Sports & Film Reports
 - Financial Reports September/October, FY2009 & FY2010
 - Total Year-to-Date Bed Tax Collections
 - Advertising/PR Activity Report
 - Marketing Research Report
- IV. General Business – **Russell Daws**
 - Bylaws Revision
 - Committee Reports:
 - Advertising Committee Report w/Zimmerman Agency Presentation
 - Special Event Grant Committee Report on Regional Grant Program
 - Chair Appointments for Advertising, Direct Sales & Budget Committees
 - Strategic Business Plan & Recommended New Committees Formation
 - Policy Discussion on Visitor Guide & Web Listings
 - Policy Discussion on Visitor Information Center Collateral Displays
 - Jack Rabbit Presentation & Approval Request
 - Sports Grants Requests (Out of Cycle) – Brian Hickey
- V. Director's Report – **Lee Daniel**
 - Staff Update
 - Marketing Event, November 18 at Hotel Duval
 - Budget Reallocation
 - New Marketing Research Survey Instrument – Dr. Mark Bonn
 - Photography, Business Cards, Stationery & B-Roll Update
- VI. Additional Business: "For the Good of the Cause" – **Russell Daws**

Next Meeting:

January 7, 2010 – 9:00 a.m.
Leon County Courthouse
5th Floor
Commission Chambers