

ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in this proceeding, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

AGENDA

MONROE COUNTY TOURIST DEVELOPMENT COUNCIL DIVE AND ECO-TOURISM ADVISORY COMMITTEE

REGULAR SESSION, Thursday March 5, 2026 3:30 P.M.

Join Zoom Meeting:

<https://zoom.us/j/97142521917?pwd=cVeerCVBpaAvsokwBI3SX2UkbyL3bA.1>

Meeting ID: 971 4252 1917

Passcode: 499104

One tap mobile

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*Any person that wishes to be heard on any agenda item shall notify administrative staff prior to the start of the meeting.

A. CALL TO ORDER

B. ROLL CALL

C. AGENDA:

1. Additions to and Approval of the Agenda

D. Leadership Update

1. Committee Overview and Leadership Report

E. APPROVAL OF THE MINUTES:

F. Marketing and Communications

1. Input on FY 2027 Dive and Eco-Tourism Media Plan

G. OLD BUSINESS:

H. NEW BUSINESS:

I. GENERAL DISCUSSION

J. PUBLIC/INDUSTRY INPUT

K. ADJOURNMENT

PLEASE ADVISE THE ADMINISTRATIVE OFFICE IF YOU ARE UNABLE TO ATTEND THE MEETING AT 305-296-1552

DATE: February 20, 2026
To: Committee Members
FROM: Ammie Machan, Sr. Manager of Compliance and Contracts
RE: **Input on FY 2027 Media Plan**

During the meeting, the Marketing team will review the FY 2026 media plan and seek input for development of the FY 2027 plan.

A full copy of the destination's marketing plan can be found:
[FY 2026 Marketing Plan](#)