



Carol Ward, *Temporary Chair*

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2023 17 Jan, 11:32 am

Town of Lexington
Tourism Committee

TOWN CLERK
LEXINGTON MA

AGENDA

Tuesday, January 24 2023
3:30 pm - 5:00 pm
Conducted Remotely

Members: Carol Ward, Temporary Chair, Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Elsie Xu, Melissa Robbins, Gardy Desrouleax
Select Board Liaison: Doug Lucente
Center Committee Liaison: Fred Johnson
Economic Development Coordinator: — Economic Development Director: Sandhya Iyer
Visitors Center Manager: —

1) Economic Development Report 30 minutes

- a) Operations data
 - i) VC People Counter – December 2022
 - ii) VC Sales - December 2022
 - iii) Battle Green Tours sales - December 2022
 - iv) Liberty Ride Trolley sales - December 2022
- b) Liberty Ride Trolley status
- c) Marketing and Social media plans for Q1 of 2023
- d) Staffing Updates

2) Discover New England Convention 10 minutes

3) 2023 Goals 30 minutes

4) Updates and Miscellaneous 10 minutes

- a) Updates from Committee Members - Center Committee, Lexington Historical and Rev250

5) Other unforeseen items that must be addressed prior to next meeting

Adjourn

All times are approximate and agenda items may be taken up in a different order and are subject to change in compliance with State law.

Next Meetings: Feb 16, March 16, April 13

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**An Act Extending Certain COVID-19 Measures:*

<https://www.mass.gov/service-details/updated-guidance-on-holding-meetings-pursuant-to-the-act-extending-certain-covid-19-measures>

Topic: Tourism Committee Meeting

Time: January 24, 2023 03:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/86339316336?pwd=WE9jOXZ1QllxamRiNEpxcWFHbHI1UT09>

Meeting ID: 863 3931 6336

Passcode: 401024