



Carol Ward, *Temporary Chair*

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Town of Lexington
Tourism Committee

RECEIVED

2023 08 Feb, 11:16 am

AGENDA

Thursday, February 16 2023

3:30 pm - 5:30 pm

Conducted Remotely

TOWN CLERK

LEXINGTON MA

Members: Carol Ward, Temporary Chair, Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Elsie Xu, Melissa Robbins, Gardy Desrouleaux
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 – January 2023
 - ii) VC Sales - January 2023
 - iii) Battle Green Tours sales - January 2023
 - iv) Liberty Ride Trolley sales - January 2023
- b) Liberty Ride Trolley status
- c) Marketing and Social media plans for Q1 of 2023

2) Guest Speaker - Charlie Wyman, Sustainable Lexington 20 minutes - VOTE NEEDED

3) Guest Speaker - Ashley Rooney, Fairy House Project 20 minutes - VOTE NEEDED

4) 2023 Goals 30 minutes

5) Updates and Miscellaneous 10 minutes

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

6) 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: *March 16, April 13*

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Page 2

**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: February 16, 2023 03:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/7670300494>

Meeting ID: 767 030 0494

One tap mobile

+13092053325,,7670300494# US

+13126266799,,7670300494# US (Chicago)

Meeting ID: 767 030 0494

Find your local number: <https://us06web.zoom.us/u/kdUj4CKtdP>