



Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

info@tourlexington.us

AGENDA

Thursday, July 14, 2022

3:30 pm

Conducted Remotely

Members: Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Dawn McKenna, Wim Nijenberg, Carol Ward, Elsie Xu

Select Board Liaison: Doug Lucente

Center Committee Liaison: Fred Johnson

Economic Development Coordinator: Casey Hagerty

Economic Development Director: Sandhya Iyer

Visitors Center Manager: Katie Johnson

- 1) **Economic Development Report** *20 minutes*
 - a) Operations
 - i) VC People Counter Data June 2022
 - ii) VC Sales Data June 2022
 - iii) Battle Green Tours data June 2022
 - iv) Liberty Ride Trolley data June 2022 and survey results
 - (1) Survey results
 - b) Marketing
 - c) Website redesign
- 2) **Liberty Ride ARPA request** *20 minutes*
- 3) **Battle Green Master Plan** *60 minutes*
 - a) Streetscape continued discussion with Engineering
 - b) DPW work in progress
 - i) Location of National Landmark plaque
 - ii) Lighting plaque
 - iii) Wall at Belfry Hill
 - c) update
- 4) **Minutes** *10 minutes*
- 5) **LexSeeHer Reports** *20 minutes*
- 6) **Annual Report** *15 minutes*
- 7) **Updates and Miscellaneous** *5 minutes*
 - a) President's Panel and Painting/wrapping electric box funding
 - b) Lions Club Convention 2023
 - c) LexDoingGood Saturday, October 22
- 8) **Other unforeseen items that must be addressed prior to next meeting**

Next Meetings: August 25th ~ September 29th

Adjourn

AGENDA Tourism Committee
Thursday, July 14, 2022 at 3:30 pm
Conducted Remotely
Page 2

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.

**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>*

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join. <https://us06web.zoom.us/j/84587502538>

Or One tap mobile:

+16469313860,,84587502538# US

+19292056099,,84587502538# US (New York)

Or join by phone:

Dial (for higher quality, dial a number based on your current location):

US: +1 646 931 3860 or +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 444 9171

or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 845 8750 2538

International numbers available: <https://us06web.zoom.us/j/84587502538>