



## Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

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### **AGENDA-Revised to add end time**

Thursday, August 25, 2022

3:30 pm - 6:00 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) FY2022 year-end summary
- ii) VC People Counter Data July 2022
- iii) VC Sales Data July 2022
- iv) Battle Green Tours data July 2022
- v) Liberty Ride Trolley data July 2022
  - (1) Current operations
  - (2) ARPA request
  - (3) Trolley vehicle

**b) Concord vehicle and Miscellaneous**

**c) Marketing**

**2) FY2022 – FY2023 Goals 20 minutes**

**3) Annual Report draft 20 minutes**

**4) Minutes 10 minutes**

**5) FY2022 – 2023 Goals 20 minutes**

**6) Battle Green Master Plan 20 minutes**

- a) Policy on activities, outdoor furniture, signage, and artwork
- b) Questions
  - i) Backless bench
  - ii) Flagpole painting
  - iii) Cleaning up base at Parker Boulder
- c) Grass strip next to Bedford Street
- d) Streetscape

**7) Committee Membership 10 minutes**

**8) Future Meetings 10 minutes**

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**AGENDA Tourism Committee**

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**9) Updates and Miscellaneous 10 minutes**

- a) Lafayette Marker Unveiling, September 11th
- b) President's Panel and Painting/wrapping electric box funding
- c) LexDoingGood Saturday, October 22<sup>nd</sup>
- d) Discovery Day, October 8<sup>th</sup>

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

**Next Meetings:** September 29<sup>th</sup>

**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.*

*\*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>*

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