



Town of Lexington
Tourism Committee

Dawn McKenna, *Chair*

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2022 23 Aug, 3:16 pm

TOWN CLERK
LEXINGTON MA

AGENDA

Thursday, August 25, 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) 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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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 22nd
- d) Discovery Day, October 8th

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

Next Meetings: September 29th

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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