



Dawn McKenna, *Chair*

## Town of Lexington Tourism Committee

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2022 26 Sep, 3:52 pm

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LEXINGTON MA

info@tourlexington.us

### AGENDA

Thursday, September 29, 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 data
    - i) FY2022 year-end financial report
    - ii) VC People Counter – July and August 2022
    - iii) VC Sales July and August 2022
    - iv) Battle Green Tours sales July and August 2022
    - v) Liberty Ride Trolley sales July 2022
  - b) Liberty Ride Trolley status
  - c) Marketing and Social media plans for October
- 2) **Minutes** *20 minutes*
- 3) **Battle Green Master Plan** *40 minutes*
  - a) Current project update
  - b) Use of Calendar of Events Boards
  - c) Policy on activities, outdoor furniture, displays signage, artwork and uses Zone B
- 4) **Semiquincentennial Commission (Lex250)** *20 minutes*
  - a) Support for appropriation at Special Town Meeting
  - b) Website for 250<sup>th</sup> and Patriots' Day
- 5) **Status of 2022 Goals** *20 minutes*
- 6) **Updates and Miscellaneous** *10 minutes*
  - a) LexDoingGood Saturday, October 22<sup>nd</sup>
  - b) Miscellaneous
- 7) **Reorganization** *20 minutes*
- 8) **Other unforeseen items that must be addressed prior to next meeting**

**Next Meetings:**     *October 20<sup>th</sup> ~ November 17<sup>th</sup> ~ December 15<sup>th</sup>*

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**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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