



Carol Ward, *Temporary Chair*

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***Town of Lexington***  
**Tourism Committee**

**RECEIVED**  
**2022 17 Oct, 9:02 am**  
**TOWN CLERK**  
**LEXINGTON MA**

**AGENDA**

**Thursday, October 20, 2022**  
3:30 pm - 6:00 pm  
Conducted Remotely

Members: Carol Ward, Temporary Chair, Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, 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** *30 minutes*
  - a) Operations data
    - i) VC People Counter – month 2022
    - ii) VC Sales - month 2022
    - iii) Battle Green Tours sales month 2022
    - iv) Liberty Ride Trolley sales month 2022
  - b) Liberty Ride Trolley status
  - c) Marketing and Social media plans for month
  - d) Website & RFP Status
- 2) **Minutes** *20 minutes*
- 3) **Special Town Meeting Support - Rev250 Funding - Guest Speaker, Suzie Barry** *20 minutes*
- 4) **Policy Proposal for Zone B (Battle Green Master Plan)** *50 minutes*
- 5) **Battle Green Master Plan Phase IV** *30 minutes*
- 6) **Committee Membership** *20 minutes*
- 7) **Updates and Miscellaneous** *10 minutes*
  - a) Goals/Updates Calendar Year 2022
  - b) LexDoingGood
- 8) **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:** *Nov 17 - Dec 15 - Jan 17*

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*\*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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