



Carol Ward, *Temporary Chair*

info@tourlexington.us

RECEIVED

2022 15 Nov, 8:08 am

TOWN CLERK

LEXINGTON MA

Town of Lexington
Tourism Committee

AGENDA

Monday, November 21, 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 – October 2022
 - ii) VC Sales - October 2022
 - iii) Battle Green Tours sales - October 2022
 - iv) Liberty Ride Trolley sales - October 2022
 - b) Liberty Ride Trolley status
 - c) Marketing and Social media plans for December
- 2) **Minutes** *10 minutes*
- 3) **Battle Green Master Plan**
 - a) **Streetscape - Guest Speaker, Ross Morrow (Assistant Town Engineer)** *20 minutes*
 - b) **Policy Proposal Discussion for Zone B (Battle Green Master Plan)** *30 minutes*
- 4) **FY2024 Budget Review and Recommendations** - *20 minutes*
 - a) **Visitor Center Manager Staffing** - *20 minutes*
- 5) **Visitor Center Donations** - *10 minutes*
 - a) **Appeal - Giving Tuesday**
- 6) **Committee Membership** *10 minutes*
- 7) **Updates and Miscellaneous** *10 minutes*
 - a) Updates from Committee Members - Center Committee, Lexington Historical and Rev250
- 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: *Dec 15 - Jan 17*

AGENDA Tourism Committee

Monday, November 21, 2022 at 3:30 pm

Conducted Remotely

Page 2

**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/83083761748>

Or One tap mobile:
+13126266799,,83083761748# US (Chicago)
+16465588656,,83083761748# US (New York)

Or join by phone:
Dial(for higher quality, dial a number based on your current location):
US: +1 312 626 6799 or +1 646 558 8656 or +1 646 931 3860 or +1 301 715 8592 or +1 309
205 3325 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1
669 444 9171 or +1 689 278 1000 or +1 719 359 4580 or +1 720 707 2699 or +1 253 215 8782 or
+1 346 248 7799

Webinar ID: 830 8376 1748

International numbers available: <https://us06web.zoom.us/j/83083761748>