



Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Thursday January 7, 2016 at 4 – 5:30 pm
Dawes Room (2nd Floor Town Office Building)

Members: Kerry Brandin, Margaret Coppe, Bebe Fallick, Trisha Kennealy, Dawn McKenna, Wim Nijenberg, Leeying Wu

Staff: Masha Traber Economic Development Coordinator: Megan Zammuto

Center Committee Liaison: Fred Johnson

Selectmen Liaison: Peter Kelley Economic Development Officer: Melisa Tintacolis

- 1) Tourism Committee Operations**
- 2) Center Streetscape/Traffic lights Battle Road Corridor**
- 3) Visitors Center**
- 4) Joint Tourism Training – March 31st**
- 5) Marketing, brochure and website**
 - a) Connecticut Daytrips and Destination Travel Show May 14th
 - b) AAA Conference – giveaways, materials
 - c) Discover New England – Tour Operator Luncheon
 - d) Greater Boston Spring Travel Planner
 - e) Misc. opportunities
- 6) Revolutionary Revelry**
- 7) Liberty Ride/Battle Green Guide Operations**
- 8) Updates & Miscellaneous**
- 9) Other unforeseen items that must be addressed prior to next meeting**
- 10) Minutes**
- 11) Future Meeting Dates through June 2016**

Next Meeting: *January 21, 2016*

All agenda items may be taken up in a different order and are subject to change in compliance with State law.