



Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Thursday February 25, 2016 at 4 – 5:30 pm
Parker Room (lower level Town Office Building)

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

Staff: Masha Traber Economic Development Coordinator: Megan Zammuto

Economic Development Officer: Melisa Tintocalis

Center Committee Liaison: Fred Johnson

Selectmen Liaison: Peter Kelley

1) Marketing, brochure and website

- a) AAA Conference – schedule, materials

2) Events

- a) Voyage en Francophonie – March 12th
- b) Revolutionary Revelry

3) Joint Tourism Training – March 31st

4) Tourism Committee Operations – Staff update

5) Liberty Ride/Battle Green Guide Operations

- a) Comp ticket policy
- b) Personnel
- c) Merchant Coupons

6) Minutes

7) Updates & Miscellaneous

- a) Battle Road Scenic By-Way
- b) Visitors Center
- c) People Counter data

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

Next Meeting: *March 10 ~ March 24 ~ April 7 ~ April 28th*

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