



Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Wednesday October 5, 2016 at 4:30 – 6 pm
Parker Room (Lower level Town Office Building)

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

Staff: Masha Traber

Center Committee Liaison: Fred Johnson

Economic Development Coordinator: Megan Zammuto

ED Officer: Melisa Tintocalis

Selectmen Liaison: Peter Kelley

- 1) **State Committee on Tourism, Arts & Cultural Development 2016 Listening Tour – Fri. 10/14**
- 2) **Liberty Ride 15th Anniversary Celebration**
- 3) **Tourism Committee Operations – Staff update**
 - a) Liberty Ride Coordinator
 - b) People Counter Data
 - c) Online Ticketing
 - d) Visitors Guide & Map
 - e) FY2018 Budget
 - f) Website
 - g) Revolutionary Revelry
- 4) **Town Report – due 10/30**
- 5) **Visitors Center Warrant Article**
- 6) **Meeting Schedule – June 2017**
- 7) **Minutes**
- 8) **Updates & Miscellaneous**
 - h) GMCVB Annual Tourism Breakfast – November 2nd, 7:30 am
 - i) AAA Marketplace – March 3-5 2017
 - j) Capital Projects
 1. Center Streetscape
 2. Minute Man statue
 3. Battle Green Masterplan
 4. Center Streetscape
 5. Antony Park
- 9) **Marketing Strategy**
- 10) **Other unforeseen items that must be addressed prior to next meeting**

Next Meeting: *tbd*

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