



Town of Lexington Tourism Committee

Dawn McKenna, *Chair*

(781) 862-0500 ext 84585

AGENDA

Wednesday October 26, 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 Economic Development Director: Melisa Tintocalis
Selectmen Liaison: Peter Kelley

- 1) **Town Report**
- 2) **Tourism Committee Operations – Staff Updates**
- 3) **Committee Marketing Strategy**
 - a) Committee Engagement
 - b) Revolutionary Revelry
- 4) **Updates & Miscellaneous**
 - a) GMCVB Annual Tourism Breakfast – November 2nd, 7:30 am
 - b) AAA Marketplace – *March 3-5 2017*
 - i) Capital Projects
 - ii) Center Streetscape
 - iii) Minute Man statue
 - iv) Battle Green Masterplan
 - v) Center Streetscape
 - vi) Antony Park
- 5) **Minutes**
- 6) **Visitors Center**
- 7) **Other unforeseen items that must be addressed prior to next meeting**

Next Meetings: *November 9 ~ November 30 ~ December 14*

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