



Carol Ward, *Temporary Chair* info@tourlexington.us

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2023 17 Mar, 10:42 am

Town of Lexington
Tourism Committee

TOWN CLERK
LEXINGTON MA

AGENDA

Thursday, March 23 2023

3:30 pm - 5:30 pm

Conducted Remotely

Members: Carol Ward, Temporary Chair, Marsha Baker, Kerry Brandin, Margaret Coppe, Bebe Fallick, Elsie Xu, Melissa Robbins, Gardy Desrouleaux
Select Board Liaison: Doug Lucente
Center Committee Liaison: Fred Johnson
Economic Development Coordinator: — Economic Development Director: Sandhya Iyer
Visitors Center Manager: Ariel Chin

1) Economic Development Report 30 minutes

- a) Operations data
 - i) VC People Counter – February 2023
 - ii) VC Sales - February 2023
 - iii) Battle Green Tours sales - February 2023
 - iv) Liberty Ride Trolley sales - February 2023
 - v) DNE Convention in Boston - help needed

2) Guest Speaker - Cindy Woolworth, DAR Tree at Buckman 20 minutes - VOTE NEEDED

3) WayFinding Signage for East Lexington Village 20 minutes

4) 2023 Goals 30 minutes

5) Updates and Miscellaneous 10 minutes

- a) Updates from Committee Members - Center Committee, Lexington Historical and Rev250

6) 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: April 13

1625 MASSACHUSETTS AVENUE • LEXINGTON, MASSACHUSETTS 02420

AGENDA Tourism Committee

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**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>

LUHD Office is inviting you to a scheduled Zoom meeting.

Topic: Tourism Committee Meeting

Time: Mar 23, 2023 03:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us06web.zoom.us/j/7670300494>

Meeting ID: 767 030 0494

One tap mobile

+13092053325,,7670300494# US

+13126266799,,7670300494# US (Chicago)

Meeting ID: 767 030 0494

Find your local number: <https://us06web.zoom.us/j/7670300494>