

TOWN OF COLLIERVILLE
Parks, Recreation, & Cultural Arts Advisory Board
November 9, 2021 – 5:30pm
Agenda

CALL TO ORDER Chairman Rhylander

APPROVE AGENDA Chairman Rhylander

REVIEW / APPROVE – October 12, 2021 Minutes Chairman Rhylander

PUBLIC COMMENTS

ITEMS:

1. 2021 Christmas in Collierville Events Ashley Carver
Jennifer Taylor

2. 2022 Board/Commissions ApplicationsGreg Clark

DIRECTORS REPORT Greg Clark

OTHER BUSINESS Chairman Rhylander

ADJOURN: Next Meeting – January 11, 2022



COLLIERVILLE
PARKS

Parks Advisory Board Meeting – November 9, 2021

Members Present: Kal Bhavaraju, Corrine Derenburger, Joe Ennis, Maureen Fraser, Micah Miller, Dave Rhylander

Members Absent: Jennifer Moerbe, Kathy Thiele, Jimmy Turner

Staff Present: Greg Clark, Ashley Carver, Tress Shields, Jennifer Taylor

Guest(s) Present: NONE

Dave Rhylander called the meeting to order at 5:30 p.m.

Approval of Agenda

Corrine Derenburger made a motion to approve the agenda. Joe Ennis seconded the motion. The board approved the agenda.

Approval of Minutes

Micah Miller made a motion to approve the minutes of the October 12, 2021 meeting. Kal Bhavaraju seconded the motion. The board approved the minutes.

Public Comments

NONE

Items

1. 2021 Christmas in Collierville Events – Ashley Carver (Tourism Director) and Jennifer Taylor (Special Events Coordinator) presented the upcoming Christmas Events. Ashley provided everyone with a schedule of the events. She also handed out our Christmas postcards. She stated that our Christmas in Collierville program is the largest event that we do, and it touches more residents and visitors than any single day program that we host. Ashley revealed the new Christmas in Collierville logo; we will use this logo to promote our program for the next several years. She expressed that it captures our Town Square, showing that we are modern with a retro classic feel. Another promotional step we have taken this year is that we have a dedicated web page for Christmas in Collierville. The page is www.colliervilletn.gov/explore and is now available year round. Visitors to the site will see a video about the program along with great pictures. The Town's Public Information office helped roll out the website of all our great programs. Jennifer Casey, Public Information Officer, sent Ashley a text stating that within

24 hours, the page had received over 1500 views. Ashley noted that it shows how much people love our community and have an interest in our activities this time of year. She concluded that we take a lot of pride in our programs.

Jennifer Taylor announced that the Christmas Tree Lighting event is Tuesday, November 23rd. She pointed out that the decision was made last year to have the tree lighting a week early so that the square is fully decorated/lit for that first big shopping weekend after Thanksgiving. Kevin and Bethany Paige will do a mini Christmas concert at the event. Santa and Mayor Joyner will officially light the tree, and the BMA will serve hot chocolate. Then, Santa will remain at the gazebo and visit with the children. That will kick off our Christmas events. The parade is scheduled for Friday, December 3rd. We are looking to have about the same number of entries as we had in 2019. Jennifer stated that we are excited about the event and are working hard to get everything finalized.

Ashley Carver informed that we are building our own Santa float this year. Previously, we rented the Santa float. Richard Logston (Harrell Theatre Production Manager) is working on an incredible sleigh for Santa. We have reindeer and all kinds of float supplies. Ashley expressed that she thinks it will be a fun experience. Greg Clark mentioned that historically, we have started the parade at Polo Run. Because there are so many people who are seated near St. Patrick's Church, we want to try to back up the parade as much as we can on Byhalia Road so that more people can see the start of the parade. However, we will not know if we can do that until we finalize the amount of distance required for the parade entries. We have around 70 entries in the parade.

Ashley Carver gave a few highlights of the Christmas in Collierville events. The events run four Saturdays beginning November 27th and ending December 18th. Opera Memphis will have the Dickens Carolers Saturday, November 27th. December 4th and 11th, we will have the holiday model trains running in the Depot. December 11th, we will have performances from Tara Oaks Elementary and Sycamore Elementary choirs. We will have three carriages available each Saturday providing free rides.

Jennifer Taylor reported that we have kicked off our letters to Santa campaign. The mailbox is out at the Depot. We have started receiving letters. Regarding the holiday lighting tour, Ashley Carver explained that we ask businesses and residents to sign up to have their businesses or homes on the tour. We compile a Google map of the addresses. Last year, it featured 105 addresses and was viewed over 70,000 times. Residents can sign up now to get on the tour. We have an online sign up form or folks can download the form and mail/email the form to us. We will publish the Google map by December 6th. We ask residents to keep their lights on until December 23rd. Typically, we do a double decker bus tour; but the

bus is currently unavailable because it is undergoing repairs. We are not certain if Fleet Maintenance will have the bus back up and running in time to do the tour this year. If the bus is not available, folks can do their own self-guided light tour around town. The bus seats 50 people, and we would do two tours a night for about two weeks. There is a lottery system that selects who gets to take the bus tour. We will have paper tour maps available for pick-up which is organized by quadrants. Ashley and Jennifer conclude their presentation; the board members thanked them.

2. 2022 Boards and Commissions Applications: Greg Clark announced that applications are due November 24th. He offered copies of the application for those who may not have reapplied and would like to do so. Also, he informed that the application is available online on the Town's website. He encouraged everyone to reapply.

Director's Report

Greg Clark reported that we have a new Museum director, Kate Renner. She will start Monday, November 15th. She comes from the Brooks Museum. Our flag football and fall baseball programs have finished. Soccer ends November 21st, and youth volleyball finishes next week. We have about 460 participants registered in our youth basketball program. That is about 90 participants less than in 2019. We plan to run the program like normal. We got permission from Collierville Schools to use the five elementary school gyms that we requested. Most of our programs are back and/or getting back to where they were before COVID.

Greg Clark informed that the grant came through. We had our first online work session last week. He voiced that he believes we will have the contracts signed with TDEC by the first of the year. Greg reported that TDEC representatives were very complimentary of Hinton Park. We scored the highest of all grant applicants for maintenance and upkeep of our parks. The head TDEC representative at the grant presentation asked Greg if they offered another \$500,000, would we match it. Greg replied that we would. The representative talked to Mayor Joyner and the other Aldermen present. It is likely that the \$1M project will increase to \$2M. That is a game changer for us. Greg proposed that he would recommend that we put the Cricket field on the north side of Hinton Park. With a million dollars, we can do an entrance road off of Fleming, add a parking lot, a restroom building, a connection trail, and lights. Greg stated that we have not heard back from TDEC on that part yet. He concluded that he would keep the board members updated on the department Christmas luncheon and the Boards and Commissions reception.

There was no other business. The meeting was adjourned at 6:45 p.m.