

January 24, 2023

Tourism Advisory Commission Meeting

Attendees:	Absent:
Ashley Carver	Greg Clark
John Duncan	Mark Heuberger
Jerry Ehrlich	Hayes Hora
Alderman Maureen Fraser	Susan Green
Debbie Hale	
Watty Brooks Hall	
Victoria McDaniel	
Matt Morgan	
Jennifer Taylor	
Hannah Thurmond	
Tonya McDowell	

Call to order at 4:02pm by Chairman Debbie Hale

Election of Officers

Approved to re-elect existing officers:

Chairman: Debbie Hale

Vice Chair: Hayes Hora

Secretary: Hannah Thurmond

Committee Reports

Collierville Tourism Presentation by Ashley Carver

Plans for next meeting – Create Goals for the year and establish subcommittees.

Ashley shared Highlights from 2022 including:

- **Featured in Southern Living online - 12 Best Things to do in Collierville**
- **Featured in TN Tourism Press Release – Christmas in Collierville**
- **Received 2 Grants**
 - To Do: Development of Spending Plans for 2 Grants Received
- **Destination website improvements**
 - Christmas in Collierville page – most visited site!
- **Creation of Collierville Tourism Itineraries**
 - To Do: Review and Update Collierville Tourism Itineraries
- **Christmas In Collierville stats – Jennifer Taylor**
 - Letter to Santa campaign received \$1,000 letters
 - Carriage Rides moved to evenings – offered rides 15 out of 25 scheduled nights

January 24, 2023

- Santa on the Square – 4 Saturdays
- Music at the Depot on 4 Saturday evenings
- Tree Lighting was the largest turnout yet
- Team Brainstormed ideas for next year, including:
 - Keep music at the depot on Saturdays
 - Create sensory friendly time for Santa visit
 - Schedule Christmas Movie Night
 - To Do: Create Committee for Christmas in Collierville
- **Memphis and Shelby County Tourism 2022 Highlights:**
 - State defines tourists as visitors within 50 miles
 - To Do: incorporate proximity to Memphis for tourism messaging

Economic Development Update by John Duncan

- Update on Orgill Customer Solutions Center development

Alderman Fraser Updates

- Main St. Collierville Director – new hire to start February 1st

Collierville Arts Council Update by Matt Morgan

- Arts in the Alley 9/21/23
 - Kevin and Bethany Paige entertainment scheduled
- Upcoming Harrell Theater showings
 - Titanic: June 16 - 25
 - Elf: December 2 - 10

Old Business

- **none**

Meeting adjourned at 5:00 p.m.