

**TOWN OF COLLIERVILLE**  
**Parks, Recreation, & Cultural Arts Advisory Board**  
**September 13, 2022 – 5:30pm**  
**Agenda**

CALL TO ORDER . . . . . Chairman Derenburger

APPROVE AGENDA . . . . . Chairman Derenburger

REVIEW / APPROVE – July 12, 2022 Minutes . . . . . Chairman Derenburger

PUBLIC COMMENTS

ITEMS:

1. Collierville Arts Council . . . . . Greg Clark  
Service Provider Agreement  
Five (5) Year – November 2022 – October 2027

2. Parks Projects Update . . . . . Greg Clark

3. Five (5) year CIP Program – 2023-2028 . . . . .Greg Clark

DIRECTORS REPORT . . . . .Greg Clark

OTHER BUSINESS . . . . . Chairman Derenburger

ADJOURN: Next Meeting – October 11, 2022



COLLIERVILLE  
**PARKS**

## **Parks Advisory Board Meeting – September 13, 2022**

**Members Present:** Chris Armour, Corrine Derenburger, Joe Ennis, Maureen Fraser, Micah Miller, Jennifer Moerbe, Kathy Thiele, Jimmy Turner

**Members Absent:** NONE

**Staff Present:** Greg Clark, Richard Logston, Tress Shields

**Guest(s) Present:** Matt Morgan, Collierville Arts Council Chairman; Terry Dean, Collierville Arts Council Executive Director

Corrine Derenburger called the meeting to order at 5:33 p.m.

### **Approval of Agenda**

Micah Miller made a motion to approve the agenda. Chris Armour seconded the motion. The board approved the agenda.

### **Approval of Minutes**

Chris Armour made a motion to approve the minutes of the July 12, 2022 meeting. Jennifer Moerbe seconded the motion. The board approved the minutes.

### **Public Comments**

NONE

### **Items**

1. Collierville Arts Council (Service Provider Agreement): Greg Clark gave a brief background of the Town's partnership with the Collierville Arts Council (CAC). The Town has worked with CAC for more than 30 years. In 2010, the two entities started discussing adopting a formal agreement, and the department came up with a service provider agreement. The initial agreement was in 2013. It was for a three-year period and was approved by the Board of Mayor and Alderman (BMA). In 2017, the BMA approved a 5-year agreement with CAC.

Greg Clark explained to the board members that tonight they will review the Arts Council's request to provide services for another five years which would

take us through 2027. The agreement outlines their use of the theatre, the use of staff time to assist with productions, and requirements to maintain their 501c3 status. Greg introduced Matt Morgan, the CAC chairman and Terry Dean, the CAC executive director. He then introduced Richard Logston who is a representative from the parks/theatre staff.

Greg asked Matt and Terry to give a brief overview of the CAC. Matt thanked the board members and expressed that they are honored to have the opportunity to use the Harrell Theatre. He stated that they are unlike any other theatre organization in the Memphis area. He reiterated that they are grateful to have the space to put on theatrical arts and to promote cultural arts development in our area. He mentioned that they have several upcoming events. He gave a plug for the Arts in the Alley event which takes place in the north alley of the Collierville Town Square. They hang string lighting throughout the area, and it has a New Orleans type vibe. Kevin and Bethany Page provide the entertainment. The \$50 ticket includes heavy hors d'oeuvres and adult beverages. Matt pointed out that the event grows in attendance each year. There are many local art vendors selling their work. He conveyed that it is a really neat event. He encouraged everyone to join them for the event. He communicated that their theatrical productions are their bread and butter; he turned it over to Terry Dean to discuss the productions.

Terry Dean announced that they recently held auditions for *Elf, the Musical*. The production runs December 3<sup>rd</sup> through 11<sup>th</sup>. They added Saturday matinees to the schedule. In 2023, they are doing *Titanic, the Musical* in June and *Dracula, the Musical* in September. Terry commented that last summer was their first show after COVID; they did *Mamma Mia* which was a sell-out, and they did *The Addams Family* this past summer. She informed that they are trying to get back to a three show season...summer, fall, and Christmas. Then, she reported that New Day Children's Theatre fits in around their schedule. Matt Morgan interjected that they have a good partnership with New Day. He surmised that the service provider has worked really well in the past, so he said that it is essentially staying the course as is for another five-year extension.

Alderman Maureen Fraser asked if New Day was a part of the service provider agreement. Matt Morgan answered that New Day is not a part of this agreement. He declared that they have an in kind partnership with New Day where they share spaces. Terry Dean expressed that they work well together. Where things might overlap, CAC is able to use New Day's space while New Day has use of the theatre. Then, Alderman Fraser inquired if New Day pays to use the theatre. Greg Clark responded that they do not. He explained that CAC once did five or

six productions a year; now, they do three or so. New Day basically fills in the slots where CAC once presented performances. That way, the number of productions that we are providing remains about the same. Greg emphasized that Collierville Arts Council is the Town's service provider. New Day is the subcontractor; they have to work with CAC to receive use of the facility. CAC's requests for use of the facility will include New Day's productions. Matt added that New Day Theatre has a studio space for rehearsals, camps, and performances at Carriage Crossing. He and his wife direct the Summer Stock production each year in memory of Victoria Whitten, a New Day performer that passed several years ago. Her mother, Dr. Whitten underwrites that performance. It is a partnership with the Town and is a free show to the community. Terry shared that the value of community theatre is that all the actors are volunteers, and two actors that have performed in our shows signed a contract to perform in the national tour of Jesus Christ Superstar.

Alderman Frasier asked the CAC representatives if there was anything that they needed from this board or the Town. Matt Morgan replied that he sits as ex officio on the Tourism Commission which is working on using the forces of the Collierville Arts Council to bring in a Town concert series. Something comparable to what Germantown Performing Arts Center does. The goal is to do two or three concert series that would coincide with the current theatre schedule with the objective of furthering the arts beyond theatrical productions. He said all that to suggest that they need continued money in the CIP to make improvements at the Harrell Theatre to keep the space updated with the latest technology. He thanked the board members and expressed that he wants to keep up the partnership.

Joe Ennis inquired if they are getting feedback on the things that they are doing. Matt Morgan responded that they have a strong patron base in Collierville. However, they pull most of the practitioners from Memphis and other areas. Terry Dean stated that part of the problem is that people still do not know that the theatre is here. She forwards everything to the Town's Public Information Officer, Jennifer Casey, and she is really good about getting out the information about CAC events. Greg Clark brought up the pay what you can night. Terry informed that it is a really great night because it gives people an opportunity to bring their entire family and pay a few dollars apiece. Some people bring their change while a few other pay more than the normal ticket price. She declared that she does not care what they make that night because it is an occasion for people to see live theatre who maybe could not afford it.

Micah Miller made a motion to continue Collierville Arts Council as our Service Provider for performances/events at the Harrell Theatre. Kathy Thiele seconded the motion, and the board approved. Matt Morgan and Terry Dean thanked everyone. Greg Clark mentioned that he would let them know when it goes to the BMA for approval.

2. Parks Projects Update: Greg Clark gave an update on the 2020 LPRF Grant for Hinton Park Phase 2. He acknowledged that we applied for the grant two years ago, and we still do not have the formal grant contract from the State of Tennessee. However, Mayor Joyner has approved the budget amendments for the project. The original grant was originally for \$1M; the State offered another \$250,000 with a matching \$250,000 from the Town for a total of \$1.5M. The next thing we will do is file a Notice of Limitation Use for Hinton Park. That involves putting a notice on the Hinton property/deed that from now until the end of time, Hinton will be used as a park; it simply protects the property. Then, we will wait on the formal contract. After we receive the formal contract from the State, the next step is to start the design process. Once we receive the design proposal, we have to send it to the State for approval. Greg concluded that it is a slow process, but he hopes to bid the project by next April. Phase 2 is the new playground, the amphitheater on the performance lawn, additional parking, and a trail.

Greg Clark announced that the Hinton Park Parking Lot at Fleming Road is completed. Regarding the Hinton Park Disc Golf project, the bids were rejected by the BMA in July. We had \$75,000 budgeted; the bid came in at \$320,000. That money will go back into the Park Improvement Tax reserves until a later date. Greg reported that he is on the third design proposal for the outdoor Pickleball courts at Suggs Park. The first two proposals were rejected; he is hopeful that the third will get approved. The design for Cox soccer fields renovations started back in February. The design is basically finished, and they are putting together the bid specifications. Bids will go out in October. They will bid it out with two different construction time lines (Nov. – Feb. construction and May – Aug. construction). The base bid is for three fields (#1, #4, and #5) and will add alternates for fields #2 and #3. We have \$1.3 M in this year's budget and \$750,000 in next year's budget for a total of \$2,050,000 for the project. The Macon Ridge Greenbelt Connection is on hold because we do not have enough funds to start that project, so we will turn in the \$75,000 for that project. We have \$300,000 for the Cricket Field; that is not nearly enough for that project. Greg said he will recommend that we put that money towards matching the \$250,000 for the Hinton Park grant. Later, we can find a better

location and fund \$750,000 for a Cricket Field. The Wolf River Pedestrian Bridge has funds of \$3M. All of that money is coming from the State of Tennessee. Greg acknowledged that it is a huge project; they will have to meet with Town engineers and figure out the various steps of that project.

3. Five Year CIP Program: Greg Clark disclosed that we cannot fund all of the projects on the list. Prices have doubled and tripled since COVID. He stressed that this group will have to come up with the top 4 or 5 projects that we should try to get done over the next five years. We have \$750,000 from the Parks Improvement Tax per year for projects. The reality is that we can likely get only one project completed for \$750,000. Everything is really high right now. He suggested that the board members prioritize what they want done over the next five years. We will have to make changes to the CIP that are more realistic as it pertains to the current financial times.

### **Director's Report**

Greg Clark announced that our tourism director, Ashley Carver will have her baby any day now. Our fall sports programs have started; baseball/softball and soccer started Sunday. Football started last night, and youth volleyball will start next Tuesday. All of the programs showed an increase in participation numbers. Greg pointed out the Special Events listing in the packet. It covers the next two months. He reported that the Balloon Festival is this weekend. The classic car show is also this weekend. September 23<sup>rd</sup> is the Collierville Strong Event at Town Hall. The Arts in the Alley is September 29<sup>th</sup>. Tennis is in full swing. We started a line dance class for seniors at the Linda Kerley Center (LKC) and had over forty people in attendance the first day. The department is very busy. Greg stated that he is out of town next week (National Recreation Parks Association Congress) and the first week of October (vacation). There was no other business. Kathy Thiele made a motion to adjourn. Joe Ennis seconded the motion. The meeting was adjourned at 6:29 p.m.