

# Tourism Advisory Commission Meeting

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

Call to order at 4:00pm by Chairman Debbie Hale

Approval of January 24<sup>th</sup> meeting minutes.

## Director's Report by Ashley Carver

- Recent interviews with StyleBlueprint Memphis (published 2/21/23) and Homes.com. Homes.com article on Collierville will appear with the relaunch of the site sometime in Fall 2023.
- State Tourism Office included Collierville's sponsored article on Town Square in their email blast, *Tennessee Road Trips You'll Love*.
- Review of updates to destination website, including the event listing and Patio section. Please send Ashley any updates or events for inclusion.
- Crosswinds Subdivision HOA stopped by to pick up new resident materials
- 300 people visited the Depot to see Model Train Displays over Spring Break
- Update on Grants:
  - 2022 Shelby Co. Commissioners Enhancement Grant – wrapping up in April with Depot and Phonebooth renovations
  - 2023 Shelby Co. Commissioners Enhancement Grant – funds will activate the open space directly behind the Depot, to include seating, game equipment, and landscape materials
  - ARPA TN Tourism & Hospitality Recovery Fund Grant - BMA approved the grant contract in March; goal of Phase I is data collection to build a visitor profile and develop a marketing plan for future funds
- Town Special events:
  - Collierville Youth Fishing Rodeo on April 22nd – Registration now open online
  - Collierville's Independent Day Celebration – The Soul Shockers will headline event on 7/3

March 28, 2023

## Business Item

- Discussion of subcommittees and project ideas for 2023
  - **Christmas in Collierville Subcommittee** - develop ideas for growing Christmas in Collierville, including marketing and programs
  - **Data Subcommittee** - discuss, analyze and make recommendations based on results of visitor intercept survey and Placer.ai data; explore other options for collecting visitor data and encouraging survey responses
  - **Music Subcommittee** - continue working to develop a music series at the Harrell Theater

## Member Announcements

### **Economic Development Update by John Duncan**

- Edwards Realty Company has purchased Carriage Crossing for \$25 Million with the goal of revitalizing, repurposing, and rebranding the shopping complex.

### **Alderman Fraser Updates**

- Encouraged all members to be advocates for Collierville and correct misinformation when possible.

### **Main Street Collierville Update by Debbie Hale**

- Chocolate Tour had record turnout
- Hop & Shop is scheduled for April 1
- Concerts are scheduled for Thursdays in June and July (excluding July 4<sup>th</sup> week) starting June 14<sup>th</sup>
- Concert Series sponsorships are still available.

### **Collierville Arts Council Update by Matt Morgan**

- Arts in the Alley 9/21/23
- Upcoming Harrell Theater showings
  - Titanic: June 16 – 25

### **Susan Ewing**

- Collierville Balloon Festival hired an executive director
- Last year's event raised over \$150,000 for Collierville organizations and Memphis area Rotary Clubs
- September 16-17, 2023; Friday Night Lights event on September 15

Meeting adjourned at 5:00 p.m.