

May 23, 2023

Tourism Advisory Commission Meeting

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

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

Approval of minutes from March 28, 2023 – Debbie Hale

Committee Reports

Collierville Tourism Director's Report – Ashley Carver

- Re-launch of Home.com – article on Collierville tourism to appear in Fall.
- Grants Update:
 - Updates to depot
 - Exterior signage
 - New light kits
 - July meeting will be held at depot to view updates.
 - Refurbishments planned for bac of depot including outdoor chairs, planters, and games.
 - State Marketing Grant – Placer AI Contract signed to utilize funds for visitor stats to understand drivers for visitors and identify economic impact of tourism.

Special Events Report – Jennifer Taylor

- 4th of July Fireworks show planned for July 3rd.
 - Vendors finalized.
 - Food Trucks at 6, Entertainment to begin at 7 with 18 minutes of fireworks beginning at 9:30pm
- Camp SMILE planned for the summer for 2 weeks at Johnson House (14 campers enrolled)

Balloon Festival Update - Susan Ewing

- Festival dates September 16-17, 2023

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- Sponsorships, Vendors and Entertainment applications open
- Tickets will go on Sale June 1st

Chamber Update – Mark Hueberger

- Party on the Patio 5:30 – 8 – June 2nd

Business Item – Debbie Hale

- Subcommittee breakout sessions

Additional Announcements/Discussion:

- Next Meeting will be held @Depot on July 25, 2023

Meeting adjourned at 4:50 p.m.