

July 25, 2023

Tourism Advisory Commission Meeting

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

Call to order at 4:04pm by Hayes Hora, vice chairman

Approval of minutes from May 23, 2023

Citizen comments – none

Tourism Report by Ashley Carver

- Revising publications – town square map, rack cards, post cards
- Train Day is Saturday, August 5 from 10-4pm
- Update on grants from the Shelby County Board of Commissioners and TN Department of Tourist Development
- Discussion of Town Square visitor stats from Placer.ai

Member Announcements

- John Duncan, Director of Economic Development – discussion of how crime in Memphis impacts economic development in Collierville and surrounding communities.
- Matt Morgan, Collierville Arts Council – Arts in the Alley on 9/21, tickets are available for \$50 and support the activities of the CAC; theater received 18 Ostrander nominations for the productions of Elf and Titanic
- Susan Ewing, Collierville Balloon Festival – September 16-17, 2023, tickets are on sale now. Discussion of kid’s area, entertainment, and improvements to the event. Volunteers are still needed if anyone is interested.

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Committee Reports

- Music Series Committee – Victoria McDaniel was hired as the Cultural Arts Coordinator. Town staff, Arts Council, and others are meeting soon to discuss goals and next steps for developing a music series at the Harrell Theater.
- Data Committee – first test of audience feedback surveys was conducted at the Independence Day Celebration with great success. Almost 300 entries were received. A visitor survey will be implemented at the Depot once iPad is received (grant funded).
- Christmas in Collierville – no report

Reminders

- Next meeting is September 26, 2023.
- All commission appointments expire December 31st. Online applications are typically made available in October for those interested in applying for any Town of Collierville board or commission.

Refreshments enjoyed and members invited to tour new Depot history displays.

Meeting adjourned at 4:50 p.m.