

Tourism Advisory Commission Meeting

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

Call to order at 4:04pm by Chairman Debbie Hale

Approval of minutes from July 25, 2023 – Debbie Hale

Committee Reports

Citizen Comments NEW! – none present at meeting

Collierville Tourism Director’s Report – Ashley Carver

- Received funding for full page ad – including professional photography for Small Town Big Parades ad.
 - Will be able to utilize photos in additional campaigns for Town events
- Christmas In Collierville marketing campaign underway
 - Utilized placer data to track visitors to Square, Balloon Festival and Dragons Stadium

Economic Development Director’s Report – John Duncan

- New Projects include:
 - Campbell Clinic build out at Bailey Station and Poplar – addition of 20 jobs
 - Orgill Conference Facility Construction underway
 - Utilized existing structure demolition for Fire Training
 - Schilling Farms Restaurants Development
 - South of Beale to open soon.
 - Water Tower District Corner Occupied
 - Kroger on Houston Levee is expanding into previous Stein Mart building.
 - Bumpus Harley Davidson – purchased for multi-use space including catering kitchen, offices and lighting store.
 - Carriage Crossing Updates:

September 26, 2023

- Wolf River Restaurant Group to bring new concept to previous Hickory Tavern space.
- Malco Family Event Center looking into Bowling concept in additional space past Hickory Tavern

Music Committee Report – Victoria McDaniel

- Ron Jewell Consult for concern series at Harrell Theater. Committee members will attend NC Presenters Consortium conference to make agent connections and plan for concern series.
- TN songwriter’s qualifier to be held in Collierville on January 25, 12-4pm

Balloon Festival Update - Susan Green

- Increase in Carnival and Beer Sales while Ticket sales remained flat since last year.
- Land utilized may be available for 2024 festival. Team is looking into alternative sites.
- Next Step: will review economic impact of Balloon Festival

Chamber Update – Mark Hueberger

- Chamber continues to have a great speaker line-up for lunch events.
- Reminder Party on the Patio
- Party on the Patio was held on June 2nd

Discussion Topics:

- Town Event Calendar – what events should be added on the town event calendar?
 - Include Town-sponsored events, events funded by grants and town hosted functions.
 - Action: Send events that meet these criteria to Ashley to post on the Destination website.

Additional Announcements/Discussion:

- Next Meeting will be held @Depot on November 28, 2023

Meeting adjourned at 4:45 p.m.