

November 28, 2023

Tourism Advisory Commission Meeting

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

Call to order at 4:05pm by Chairman Debbie Hale

Approval of minutes from September 26, 2023 – Debbie Hale

Citizen Comments – none present at meeting

Collierville Tourism Director’s Report – Ashley Carver

- Discussion of Placer.ai data including, Tree Lighting and Town Square November visitation
- Discussion Christmas in Collierville marketing campaign including, documentary, weekly newsletter, light tour and ad spends in December on social media

Music Committee Report – Victoria McDaniel

- FREE Christmas Concert on Sunday, December 3rd with Shara Layne, Bruce Kee, Shawn Few and special guests.
- Recap of NC Presenters Consortium conference with Jerry Ehrlich and Ron Jewel
- New music programs for Christmas in Collierville on select Tuesday and Thursday evenings in December
- TN songwriter’s qualifier event to be held in Collierville on January 25, 12-4pm

Discussion Topics:

- Town approved ordinance to allow the sale of beer for on-premises consumption on Town property.

Matt Morgan – Collierville Art Council

- CAC presents Elf, The Musical, at the Harrell Theater, December 2-10, 2023 with shows on Friday, December 8 at 7:30 PM, Saturdays at 2:30 PM & 7:30 PM & Sundays at 2:30 PM.

Meeting adjourned at 5:00 p.m.