

September 24, 2024

Tourism Advisory Commission Meeting Depot Visitors Center

Attendees:	Absent:
Ashley Carver	Kirk Cotham
Jerry Ehrlich	David Kreiger
Anne Famalette	Debbie Hale
Alderman Maureen Fraser	
Doug Conner	
Felicia Haynes (dial-in attendee)	

Call to order at 4:07pm by Chair Jerry Ehrlich

Approval of Minutes from July 23, 2024 by Anne Famalette

Public Comments – None present at meeting

Town Report – Ashley Carver, Director of Tourism

- Received \$3K matching marketing grant from TN. Department of Tourism
 - Going towards Christmas in Collierville Marketing & Promotion
 - Theme for resident-centered marketing – Town Together for the Holidays
- Shakespeare's The Comedy of Errors – Oct. 19th on the Square, 7pm
- Scare on the Square - Oct 25, 4-7pm
- Town Square Veteran’s Day Celebration – Nov. 10th, 2pm
- Town Square MSC Holiday Open House – Nov. 16th
- Town Square MSC Girls Night Out – Nov. 21st
- Town Square Christmas Tree Lighting – Nov. 26th (no rain date)
- In-Process of updating Town Square tear-off map and brochures

Action Items

- Recap of Town-wide Sidewalk Sale (69% increase in traffic and visitation Year-over-year on Town Square; traffic also up in Houston Levee/Poplar Corridor and Carriage Crossing)
 - Survey going out to all vendors on improvements for next year
- Harrell Theater Update – Jerry Ehrlich
 - Christmas Concert - Tuesday Dec 10th 7pm
 - Featuring Nashville Noel: A Country Christmas Show Band
 - Musical journey of classic country hits and Christmas carols
- **Next Meeting Rescheduled for Tuesday Nov. 19th at 4:00pm**

Meeting adjourned at 5:05pm