

**Tourism Advisory Commission
Park & Recreation Conference Room
January 24, 2017**

Members Present: Bill Samisch, Liz Rozanski, Watty Brooks Hall, Polly Shipley, Susan Eads, Ashley Carver, John Duncan, Tamara Swain, John Stamps

Members Absent: Amber Lombardo, Marty Marbry, Missy Marshall, Jennifer Taylor, Laura Todd, Welby Stamps, Kanette Keough-Rodgers, Shannon Byers

Guest: Athanasia Lewis, Assistant Town Administrator

Call to Order: Meeting was called to order by Bill Samisch at 4:00 PM. The agenda and minutes were provided. Motion to approve was made by John Duncan; seconded by Tamara Swain. Motion carried.

Member Reports:

John Duncan, Director of Economic Development, noted a recent visit with Memphis Daily News for a tour of current projects under construction: CCL, Collierville High School, and Orgill. A boost of construction activity is being felt in the Town. Upcoming efforts include marketing/branding of the Winchester corridor and the Bike Share kiosks.

John Stamps, Alderman, informed the commission that the depot is now being occupied on a part-time basis by the Tourism staff. Renovations of the restrooms on the square should begin in March with a July completion date. The train restoration will require asbestos mitigation; however the caboose and tinder car renovations should begin soon. The historic high school renovation to fully accommodate the Collierville Schools administration staff has completed plans. Plans to install traffic lights on Poplar toward Coll-Arl Rd and Progress are underway as corner properties have been purchased and discussions with TDOT are ongoing.

Tourism Report:

Ashley Carver, Tourism Director, provided information on the Christmas in Collierville events. Twenty-six events were held with over 24,000 people attending. A google map that provided directions for the holiday lights was used by 10,000 people. Ideas are being gathered for 2017's events. The annual Father-Daughter dance is scheduled for February 3 and 310 people are anticipated. Other upcoming events include the Fish Rodeo, Kite Day, and possible Town Square fitness programs. Rental details for the restored bus are being finalized. In addition, the conference space in the depot will also be available to rent; pricing and occupancy limits are being established.

The possibility of using geo-targeting through Raycom/Channel 5 was presented. Other marketing efforts may also include the "Southern Weekend" approach which present advertising and marketing materials as editorial content.

A concept of holding a Collierville restaurant week was discussed and Susan Eads and Liz Rozanski volunteered to help staff brainstorm this concept. Possible launch date late Fall 2017.

New Business:

No new business.

Old Business:

No old business.

Public Comments:

There were no public comments.

Bill adjourned the meeting at 4:42 PM.

The next Tourism Advisory Commission meeting is March 28, 2017 at 4:00 PM in the Community Center Conference room.

Respectfully Submitted,
Liz Rozanski, Secretary