

REPORT TO THE BOARD OF MAYOR & ALDERMEN

DATE: August 11, 2025

FROM: Adam Hamric, Assistant Town Administrator

SUBJECT: Ordinance 2025-09 - **Second Reading and Public Hearing** - An Ordinance to Amend Title XI, Chapter 116 of the Town of Collierville Code of Ordinances, Relative to the Sale of Beer Within the Town Limits

INTRODUCTION:

The purpose of this item is to consider approval, on Second Reading, of Ordinance 2025-09, which proposes comprehensive revisions to Chapter 116 (Beer and Alcoholic Beverages) of the Town of Collierville Code of Ordinances. These amendments represent the most comprehensive update to the Town's beer regulations since their original adoption in 1983. While individual changes have occurred over the years, many of the provisions being revised have remained largely unchanged for decades and no longer reflect current business practices, legal standards, or community expectations. This ordinance is being presented in conjunction with Ordinance 2025-08, a companion amendment to the Zoning Ordinance (Title XV, Chapter 151) recommended for approval by the Planning Commission on July 17, 2025. Both ordinances are part of a broader effort initiated by the Board of Mayor and Aldermen (BMA) earlier this year to update the Town's alcohol regulations.

BACKGROUND:

On February 24 and April 28, 2025, the BMA held work sessions to evaluate opportunities for updating the Town's alcoholic beverage regulations. Legal counsel and staff were directed to prepare revisions that reflect modern legal standards, support economic development, and maintain the Town's established character and values. Staff worked closely with the Town Attorney to draft a complete rewrite of Chapter 116. On July 28, 2025, the BMA passed Ordinances 2025-08 and 2025-09 on First Reading.

DISCUSSION:

Ordinance 2025-09 represents a thoughtful and respectful modernization of Collierville's beer regulations. It supports economic development, simplifies administration, removes unnecessary barriers for businesses, and preserves the Town's character. The changes reflect community feedback, legal input, and alignment with both the Collierville 2040 Land Use Plan and the Downtown Collierville Small Area Plan.

ATTACHMENTS:

[Ordinance 2025-09 - Second Reading.pdf](#)
[Chapter 116 - Redlined Version.pdf](#)
[Chapter 116 - Clean Version.pdf](#)
[Ordinance 2025-09 - Summary of Proposed Changes.pdf](#)

PROPOSED MOTION:

To approve Ordinance 2025-09 on Second Reading.

Board Action: Motion By _____ Seconded By _____

Vote Total	Hall	Jordan	Robbins	Marshall	Stamps	Fraser
Yes						
No						
Abstain						