



**TOWN OF COLLIERVILLE**

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**Tourism Advisory Commission**

January 23, 2024 - 4:00 p.m.

Depot Visitors Center

<b>Attendees:</b>	<b>Absent:</b>
Ashley Carver	Anne Famalette
Debbie Hale	
Jerry Ehrlich	
Alderman Maureen Fraser	
Felicia Haynes	
Kirk Cotham	
David Kreiger	
Doug Conner	
John Duncan	

Call to order at 4:02pm by Chairman Debbie Hale

Introductions

Election of Officers

- Chairman: Jerry Ehrlich
- Vice Chair: Debbie Hale
- Secretary: Doug Conner

Approval of minutes from November 28, 2023 – Debbie Hale

Public Comments

Town Report – Ashley Carver

- Events Snapshot
- Advertising & Marketing Budget Review
- \$95K State of TN Grant...expires June 2027
- Placer.ai Data

Action Items & Goals – Ashley Carver

- Use Grants to Renovate Train Depot

- Chamber of Commerce Ads
- Focus on Town Square
- Instagram Social Media Account
  - Survey Results through QR codes
- Develop Strategic Plan for Grant Funds using a Marketing Company
  - What is our Story and Branding Process

Review Article IV of the By-Laws (Functions of the Commission)

Next Meeting (March 26<sup>th</sup>) tentatively to be held at the Linda Kerley Center...175 W Poplar

- Deep Dive into Placer.ai (benefits and potential)

Meeting adjourned at 5:00 p.m.