

March, 2024

**Tourism Advisory Commission Meeting
Linda Kerley Center**

Attendees:	Absent:
Ashley Carver	
Debbie Hale	
Jerry Ehrlich	
Alderman Maureen Fraser	
Felicia Haynes	
Kirk Cotham	
David Kreiger	
Doug Conner	
Anne Famalette	

Call to order at 4:02pm by Chair Jerry Ehrlich

Approval of Minutes from Jan. 23rd, 2024 by Vice Chair Debbie Hale

Introductions with Jeffery Dawes

Placer.ai Demo from Jeffrey Dawes, Sr. Customer Success Mgr.

Placer.ai is the industry leader on location analytics offering a full market intelligence platform including visit trends, trade areas, and demographics as well as providing new insights such as planned development and entertainment venue traffic counts. They have 3000 Clients from all Spheres including the Town of Collierville.

Citizen Comments

Marty Marby, West TN Div. Mgr, State Dept. of Tourist Development

Will be hosting a FAM Tour on April 9th to our community. Familiarization tours, known as FAMS, are destination site visits provided for travel trade representatives such as tour operators, receptive operators, travel agents, and wholesalers from international and domestic markets. FAMS are an important part of educating the industry.

Update from Maureen Fraser on Economic Development

- Thompson Machinery has an application to relocate to Collierville.
- Principle Toyota is also seeking to relocate to Collierville.

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Collierville Tourism Director's Report – Ashley Carver

- Town of Collierville Tourism Activities (handout)
- HGTV House Hunters will be in Collierville next Friday, April 5th

Next Meeting (May 28th) back at Depot Visitors Center

Meeting adjourned at 4:55pm