



TOWN OF COLLIERVILLE

Tourism Advisory Commission

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

Depot Visitors Center

Agenda

- I. Call to Order – Jerry Ehrlich, Chairman
- II. Consideration of Minutes
- III. Public Comments
- IV. Town Report – Ashley Carver, Director of Tourism
- V. Action Items
 - a. Concert Series at the Harrell Theatre – Jerry Erlich
 - i. Save the Date: Tuesday, December 10, 2024
 - b. Town-wide Sidewalk Sale (August 23-24) – Ashley Carver & Debbie Hale
- VI. Adjournment

2024 Meeting Schedule:

- ~~January 23, 2024~~
- ~~March 26, 2024~~
- ~~May 28, 2024~~
- ~~July 23, 2024~~
- September 24, 2024
- November 26, 2024*

July 23, 2024

Tourism Advisory Commission Meeting Depot Visitors Center

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

Call to order at 4:00pm by Chair Jerry Ehrlich

Approval of Minutes from May 27, 2024 by Vice Chair Debbie Hale

Public Comments – None present at meeting

Town Report – Ashley Carver, Director of Tourism

- Review of Placer.ai data for Town Square visitation (past 12 months) and Independence Day Celebration, 7/3/24
- Grant Project Updates – Shelby Co. Commissioners Enhancement Grant and Tn Dept. of Tourist Development
- Update on Civil War Walking Trail refurbishments
- Christmas in Collierville 2024

Action Items

- Harrell Theater Update – Jerry Ehrlich
 - Christmas Concert is scheduled for Tuesday Night, Dec 10th
- Town-wide Sidewalk Sale (August 23-24) – Ashley Carver & Debbie Hale
 - Review of webpages, including sign-up form for businesses participating in the sidewalk sale
 - Reivew of new banner and graphics for promotion
 - Commission discussed outreach to businesses/shopping centers, additions to website and promotional ideas

Meeting adjourned at 4:57pm