



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY, SEPTEMBER 10, 2024, 9:30 AM

Held in the Administration Building
1 Courthouse Square, Liberty, MO 64068
3rd Floor Conference Room

- i. CALL TO ORDER**
- ii. ROLL CALL**
- iii. APPROVAL OF AGENDA**
- iv. BUSINESS**
 - a. Approval of minutes from July 9, 2024 meeting
- v. DISCUSSION ITEMS**
 - a. Fall Advertising Overview - ongoing and upcoming
 - b. Northland CAPS projects - overview and objectives
 - c. Platte County/Clay County World Cup Coop update and key objectives
 - d. Clay County Tourism 2024 & 2025 projects
- vi. REPORTS**
 - a. Monthly Social Media and Website Reporting
 - b. Monthly Google Analytics Review
- vii. OTHER BUSINESS**
- viii. RECESS/ADJOURNMENT**