



**CLAY COUNTY TOURISM BOARD MEETING
TUESDAY, NOVEMBER 12, 2024, 9:30 am**

Administration Building
1 Courthouse Square, Liberty, MO 64068

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF AGENDA**
- IV. BUSINESS**
 - a. Approval of Minutes from October 8th, 2024 Meeting
- V. DISCUSSION ITEMS**
 - a. Advertising Overview - ongoing and upcoming
 - b. Northland CAPS Projects - update
 - c. World Cup Planning Update
 - 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. ADJOURN**