



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY JANUARY 14, 2025 9:30 AM

Administration Building
1 Courthouse Square, Liberty, MO 64068

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. APPROVAL OF AGENDA**
- 4. BUSINESS**
 - a. Approval of Minutes from the November 12, 2024 Meeting
- 5. DISCUSSION ITEMS**
 - a. Advertising Overview - Ongoing and Upcoming
 - b. Northland CAPS Projects - Results
 - c. World Cup Planning Update
 - d. Clay County Tourism 2025 Projects
- 6. REPORTS**
 - a. Monthly Social Media and Website Reporting
 - b. Monthly Google Analytics Review
- 7. OTHER BUSINESS**
- 8. RECESS/ADJOURNMENT**