



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY JULY 8, 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 June 10th, 2025 meeting
- 5. DISCUSSION ITEMS**
 - a. Advertising Overview - ongoing and upcoming
 - b. World Cup planning update
 - c. Clay County Tourism 2025 projects
 - I. Selfie station update
 - II. Digital Discount Pass
 - III. Jesse James Website
- 6. REPORTS**
 - a. Monthly social media and website reporting
 - b. Monthly Google Analytics review
- 7. OTHER BUSINESS**
- 8. RECESS/ADJOURNMENT**