



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY AUGUST 12, 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 July 8th, 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
 - IV. Go North KC
- 6. REPORTS**
 - a) Monthly social media and website reporting
 - b) Monthly Google Analytics review
- 7. OTHER BUSINESS**
- 8. RECESS/ADJOURNMENT**