



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY, OCTOBER 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 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/Cuseum App
 - iv. Go North KC
- 6. REPORTS**
 - a. Monthly Social Media and Website Reporting
 - b. Monthly Google Analytics Review
- 7. OTHER BUSINESS**
- 8. ADJOURN**