



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY, JANUARY 13, 2026, 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 December 12, 2025 meeting
- 5. DISCUSSION ITEMS**
 - a) Advertising Overview - ongoing and upcoming
 - b) 2026 FIFA World Cup Update
 - c) 2026 Go North KC Planning
 - d) Tap Into Local (digital discount pass) updates
 - e) Jesse James Website/Cuseum app update
- 6. REPORTS**
 - a) Monthly Social Media and Website Reporting
 - b) Monthly Google Analytics Review
- 7. OTHER BUSINESS**
- 8. ADJOURNMENT**