



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY APRIL 14, 2026 9:30 AM

Administration Building

1 Courthouse Square Liberty, MO 64068

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF AGENDA**
- IV. BUSINESS**
 - a. Approval of minutes from the March 10, 2026 meeting
- V. DISCUSSION ITEMS**
 - a. Advertising Overview – ongoing and upcoming
 - b. FIFA World Cup 2026 update
 - c. 2026 Go North KC Planning
 - d. Tap Into Local (digital discount pass) updates
 - e. Jesse James Website/Cuseum app update
- VI. REPORTS**
 - a. Monthly social media and website reporting
 - b. Monthly Google Analytics review
- VII. OTHER BUSINESS**
- VIII. ADJOURNMENT**