



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY JULY 14, 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 April 14th, 2026 meeting
- 5. DISCUSSION ITEMS**
 - a. Advertising Overview – ongoing and upcoming
 - b. FIFA World Cup 2026 update / recap
 - c. 2026 Go North KC updates and future plans
 - 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. ADJOURN**