



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY AUGUST 18, 2026 9:00 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 July 14th, 2026 meeting
- V. DISCUSSION ITEMS**
 - a. Advertising Overview – ongoing and upcoming
 - b. Go North KC Future Planning Discussion
 - c. 2027 Summer Event Discussion
 - d. Website Updates – Sports Central & Event Space Directory
 - e. New Evergreen Marketing Messaging
- VI. REPORTS**
 - a. Monthly social media and website reporting.
 - b. Tap Into Local (digital discount pass) report
 - c. Monthly Google Analytics review.
- VII. OTHER BUSINESS**
- VIII. ADJOURN**