



CLAY COUNTY TOURISM BOARD MEETING

TUESDAY SEPTEMBER 8, 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 August 18th, 2026 meeting

V. DISCUSSION ITEMS

- a. Advertising Overview – ongoing and upcoming
- b. Parade of Hearts Installation(s)
- c. 2027 Summer Event Discussion: Sports Event and Kearney Event
- d. 2027 Fall Programming
- e. Website Updates – Sports Central & Event Space Directory
- f. New Evergreen Marketing Messaging

VI. REPORTS

- a. Monthly social media and website reporting.
- b. Tap Local (digital discount pass) report
- c. Monthly Google Analytics review.

VII. OTHER BUSINESS

VIII. ADJOURN