

# NOTICE OF MEETING

The public is hereby given notice that a meeting of the **Clay County Tourism Board** will be held in the Administration Building for Clay County, MO on **Tuesday, March 12th at 9:30 A.M.** to consider and act upon matters as may be presented at the meeting and determined to be appropriate for the discussion at that time.

**I. Call to Order**

**II. Roll Call**

**III. Approval of Agenda**

**IV. Business**

- a. Approval of minutes from February 13, 2024 meeting

**V. Discussion Items**

- a. Selfie Station partnership with Northland Career Centers and plan for next steps.
- b. Spring Advertising Updates and Previews, upcoming digital and print ads as well as the drip campaign that will be launching later in March.
- c. Tourism Digital Newsletter update. The use of MailChimp software and the proposed email list.
- d. Matching Marketing Grand budget grid changes, moving funds from digital ads to print ads in the 4<sup>th</sup> Quarter.
- e. Tourism Data Software discussion, Placer.ai and alternatives.
- f. Wishtrip software overview and proposal.

**VI. Reports**

- a. Monthly social media reporting.
- b. 2023 NAICS Tourism Category Spend

**VII. Other Business**

**VIII. Adjourn**

**This meeting will be open to the public.**