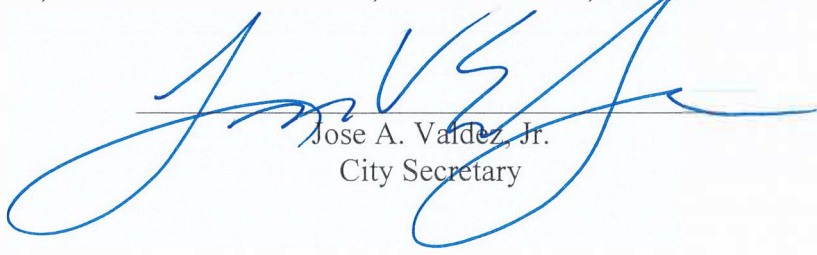


**LAREDO CONVENTION & VISITORS BUREAU  
ADVISORY COMMITTEE AGENDA  
THURSDAY, NOVEMBER 2, 2023, AT 8:30 A.M.**

The City of Laredo Convention & Visitors Bureau Advisory Committee will convene in regular session open to the public at 8:30 a.m. on November 2, 2023, in the CVB Conference Room at 101 Salinas Avenue in Laredo, Texas, to consider the following:

- I. Call to Order
- II. Pledge of Allegiance
- III. Moment of Silence
- IV. Roll Call
- V. Public/Citizen Comments  
Comments should be relevant to City business and delivered in a professional manner. No derogatory remarks shall be permitted.
- VI. Approval of Minutes for 9.7.2023 Meeting
- VII. Review YTD Financial Statements
- VIII. October Activity
  - A. Overview
  - B. Special Reports: August Activation in Monterrey
  - C. Marketing Reports
  - D. Visitor Behavior Report
  - E. Upcoming Activity
- IX. Discussion and Announcements
  - A. Next Meeting Date – December 7, 2023
- X. Adjournment

**THIS NOTICE WAS POSTED AT CITY HALL, 1110 HOUSTON STREET, LAREDO, TEXAS; AT A PLACE CONVENIENT AND READILY ACCESSIBLE TO THE PUBLIC AT ALL TIMES; POSTED ON FRIDAY, OCTOBER 27, 2023, AT 5:00 P.M.**

  
Jose A. Valdez, Jr.  
City Secretary