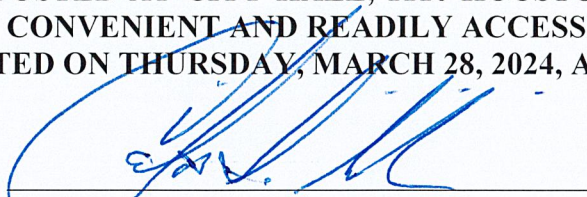


**LAREDO CONVENTION & VISITORS BUREAU  
ADVISORY COMMITTEE AGENDA  
THURSDAY, APRIL 4, 2024, AT 8:30 A.M.**

The City of Laredo Convention & Visitors Bureau Advisory Committee will convene in regular session open to the public at 8:30 a.m. on April 4, 2024, 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 2.1.2024 Meeting
- VII. Review YTD Financial Statements
- VIII. February and March Activity
  - A. Overview / Visitor Behavior
  - B. Marketing Reports
  - C. Upcoming Activity
- IX. Discussion and Announcements
  - A. Soliciting Sponsors for Laredo International Sister Cities Festival
  - B. Next Meeting Date – May 2, 2024
- 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 THURSDAY, MARCH 28, 2024, AT 5:00 P.M.**

  
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(FOR) Jose A. Valdez, Jr.  
City Secretary

REC'D CITY SEC OFF  
MAR 28 '24 AM 11:33