

**LAREDO CONVENTION & VISITORS BUREAU  
ADVISORY COMMITTEE AGENDA  
THURSDAY, AUGUST 1, 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 August 1, 2024, in the CVB Conference Room at 101 Salinas Avenue in Laredo, Texas, 78040, 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 6.6.2024 Meeting
- VII. Review YTD Financial Statements
- VIII. June and July Activity
  - A. Overview / Visitor Behavior
  - B. Special Report on Laredo International Sister Cities Festival
  - C. Marketing Reports
  - D. Upcoming Activity
- IX. Discussion and Announcements
  - A. Next Meeting Date – September 5, 2024
- X. Adjournment

**THIS NOTICE WAS POSTED AT CITY HALL, 1110 HOUSTON STREET, LAREDO, TEXAS, 78040; AT A PLACE CONVENIENT AND READILY ACCESSIBLE TO THE PUBLIC AT ALL TIMES; POSTED ON FRIDAY, JULY 26, 2024, AT 5:00 P.M.**



Mario I. Maldonado, Jr.  
City Secretary

REC'D CITY SEC OFF  
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