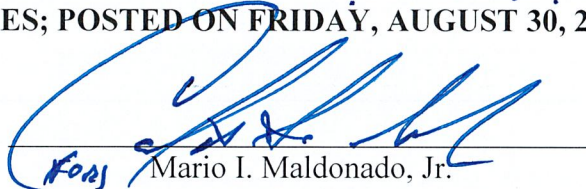


**LAREDO CONVENTION & VISITORS BUREAU  
ADVISORY COMMITTEE AGENDA  
THURSDAY, SEPTEMBER 5, 2024, AT 8:30 A.M.**

The City of Laredo Convention & Visitors Bureau Advisory Committee will convene in regular session open to the public at 8:30 a.m. on September 5, 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. Committee appointments overview and discussion with possible action on Nomination and Election of Committee Chair and Vice Chair
- VII. Approval of Minutes for 8.1.2024 Meeting
- VIII. Review YTD Financial Statements
- IX. August Activity
  - A. Overview
  - B. Visitor Behavior
  - C. Marketing Reports
  - D. Upcoming Activity
- X. Discussion and Announcements
  - A. Next Meeting Date – October 3, 2024
- XI. 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, AUGUST 30, 2024, AT 5:00 P.M.**

  
Mario I. Maldonado, Jr.  
City Secretary