

REGULAR MEETING AGENDA
City of Laredo
Convention & Visitors Bureau Advisory Committee Meeting

Thursday, April 2, 2026

8:30 AM

Convention & Visitors Bureau
101 Salinas Avenue
Laredo, Texas 78040

I. Call to Order

II. Pledge of Allegiance

III. Moment Of Silence

IV. Roll Call

1. Attendance Roster
2. Motion to Excuse Member Absences

V. Public / Citizen Comments

VI. Approval of Minutes

1. December 4, 2025
2. February 5, 2026

VII. Review YTD Financial Statements

1. Finance Department Detail
2. CVB Summary
3. Hotel Motel Occupancy Collections

VIII. February and March Activity

1. Overview
2. Visitor Behavior
3. Marketing Reports
4. Special Report: Mexico Holiday 2025 Efforts
5. Upcoming Activity

IX. Discussion and Announcements

X. Adjournment

This notice was posted at the Municipal Government Office, 1110 Houston Street, Laredo, Texas 78040, at a place of convenience and readily accessible to the public at all time. Said notice was posted on Friday, March 27, 2026, at 5:00 PM.

REC'D CITY SEC OFF
MAR 27 '26 PM4:45