

NOTICE OF MEETING
Visit Harlingen (Harlingen Convention & Visitors Bureau)
Thursday, June 20, 2024 at 5:30 PM
Downtown Building Conference Room 1st floor
209 W. Jackson- Harlingen, TX 78550

This is not a Meeting of the Harlingen Elective Commission; however, a quorum of the City Commission may be present. Other City Board members may also be present.

Notice is hereby given that the Harlingen Convention & Visitors Bureau Board of the City of Harlingen, Texas will hold a Regular Meeting on Thursday, June 20, 2024, at the Downtown Building Conference Room.

AGENDA

1. Call to order by Chairman Patel.
2. Pledge of Allegiance and Texas Pledge led by Chairman Patel
3. Citizen Communication
4. *Under State law, a conflict of interest exists if a council member, or certain members of that person's family, has a qualifying financial interest in an agenda item. Members with a conflict of interest cannot participate in the discussion nor vote on the agenda item. Are there any known conflicts of interest to disclose at this time?*
5. Approval of minutes from previous meeting held on May 9, 2024.
6. Discussion and possible action to set date and location for CVB Board Meetings
7. Discussion with Commissioner Morales over Tourism.
8. Discussion and possible action on CVB Board Bylaws. *Action will then be presented to City management.*
9. Discussion on a "Summer Billboard on Interstate 69".
10. Presentation and discussion on AJR Media data.
11. Discussion on an in-person THLA Workshop with City Staff, City Management and the CVB Board.
12. Discussion on inviting the Parks & Recreation Director to discuss large sporting events in Harlingen.
13. Discussion and presentation on CVB Marketing and Events- specifically data collection for the events.
14. Discussion and possible direction to city staff as to any items to be placed on future board agendas.
15. Adjourn

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the Advisory Board of the above-name city or town is a true and correct copy of said Notice and that I posted a true and correct copy of said Notice on the bulletin board, in the City Hall of said City or Town in Harlingen, Texas, a place convenient and readily accessible to the general public at all times, and said Notice was posted on or before Thursday, June 20, at 5:30 PM and remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.

Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf or hearing impaired, readers, large print or Braille, are requested to contact the HCVB department at (956)622-5053 24 hours before the meeting so that appropriate arrangements can be made.

By: CConsiglio
Cassandra Consiglio, Visit Harlingen Tourism Manager

