**City of Albuquerque**

**Lodgers’ Tax Advisory Board**

**Chairman:** Todd Walters **Board Members:**

**Co-Chairman:** Ted Shogry Jesse Herron

Brenda Moore

Damen Kompanowski

Harry Tipton

Debi Owen

**Minutes from July 28, 2016 Meeting**

Todd Walters, Chairman, convened the meeting of the Lodgers’ Tax Advisory Board session on July 28, 2016 at the Albuquerque Convention Center, Kiva Board Room.

In attendance:

**Board Members City of Albuquerque Contractors** Jesse Herron Dora Dominguez, EDD Jose Garcia, SMG

Debi Owen Cilia Aglialoro, City Treasurer Tania Armenta, ACVB

Harry Tipton Valerie Lind, Visit Albuquerque

Ernie C’DeBaca, AHCC

Connie Lee, AHCC Russell Pedro, AICCNM

Guest: Edward Lujan, the former Chair, National Hispanic Cultural Center

**The meeting was called to order by Todd Walters, Chair at 4:08 pm. Harry Tipton, co-chair, and made the motion Jesse Herron, Board Member 2nd the motion.**

**There were no additions /deletions to the agenda**

**WELCOME AND INTRODUCTIONS -**

**Approval of Agenda – Harry Tipton, Board, co-chair, 2nd motion, Jesse Herron, Board Member**

**Approval of June 23, 2016 Minutes**

The June 23, 2016 minutes were approved.

MOTION by: Harry Tipton, Board Member

SECOND: Jesse Herron, Board Member

MOTION PASSED: Unanimously

NOTE: Todd Walters, Chairman, referenced the inclusion of the answer to information requested regarding the City’s Lodger Incentive program. The information was included in the June 23 meeting minutes. No objection to including the information in the minutes. Board Approved.

**New Business**

Todd Walters informed the Lodgers’ Tax Advisory Board, discussion of the AirBnB issue as it relates to current industry discussion to include AirBnB units as part of Lodgers Tax and Fees would be carried to the end of the agenda under New Business.

**City Treasurer’s Lodgers’ Tax Report**

The City Treasurers report was provided by Cilia Aglialoro, City Treasurer. The reports included, City Lodger’s Tax Revenue & Hospitality Fee Collected YTD through May 2016. Revenue was reported at a 4.11% growth. The A revised version of the Schedule of Lodgers’ Tax Revenues (Accrual Basis) FY 2015 vs FY 2016 was distributed to the Board. The Delinquent Summary FY’16 highlights included a pay down in the amount of delinquent taxes. The City remains committed to work with lodgers and balances owed as a continued priority.

Question: Todd Walters, Board Chairman, asked about the City’s preference to maintain collection arrangements verses no revenue stream.

Answer: Cilia Aglialoro, City Treasurer, confirmed the City works with each lodging establishment that is in a collection status to track past due amounts and also works to insure current payments due do not lapse in arears/ Past due amounts do incur late and penalty fees.

No further questions from the Board.

**Albuquerque Convention Center (SMG)**

Jose Garcia, Manager of the Albuquerque Convention Center, provided the SMG Report

* The ACC hosted 36 events totaling within 76 event days with a total attendance of 40,944. Including one city-wide convention.
* Of the 36 events in June, sixteen were repeat customers.
* There were 21 future events booked year to date comparison from (May 2015) was 25 events.
* Business turned away was 13 events. The report included the list of turned away events and the reasons.
* SMG received 20 leads from Visit ABQ.
* Lost business reported was seven (7).
* Anticipated business for July is 22 non-city wide events and one (1) city-wide convention.

Question: Jose Garcia, SMG, asked the Board for clarification with regards to how much detail the “Lost Business” report should include?

Answer: Todd Walters, Board Chairman, stated simple tracking is preferred. Board agreed there was no need to create a complicated tracking report to track lost business.

Question: Harry Tipton, Board Member, asked SMG to describe the ranking process for leads.

Answer: Jose Garcia, SMG, responded that each group is tracked individually with a host of different elements that contribute to the strength of a lead. His office does track leads and prioritizes each group for its likelihood for choosing Albuquerque.

No further questions from the Board.

**American Indian Chamber of Commerce Quarterly Report Presentation**

Russel Pedro, AICC Business Development Director, made the presentation.

Presentation was AICC quarterly presentation as required under its contract with the City for providing a tourism development program. The July presentation provided both the final quarterly reporting for FY’16 and a year in review opportunity.

The presentation included an overview of AICC business services provided in its Chamber of Commerce capacity. The Chamber membership is 400 members both Native American and Non-Native American owned companies. To date assistance provided to support contracting opportunities has seen a net gain of $91 million in contracts secured in addition to $92 million in obtained business financing.

As a contractor for tourism and hospitality services, AICC is tasked per its contract to collaborate and works with tourism industry partners and strategic resources in the Native American Community to provide professional services for the creation and implementation of a plan for advertising, publicizing and promoting convention facilities and tourism attractions within Albuquerque to bring Native American visitors from out of region, out of state and out of country to Albuquerque.

Quarterly Highlight Included:

* 5/5/2015- Attended the Small Business Administration 2016 Small Business Awards Banquet.
* 5/9/16 – 5/12/16 – 10th Annual New Mexico Native American Economic and Youth Summit, Hotel Albuquerque, New Mexico.
* 5/23/2016- Meeting with the Office of Economic Development, Dora Dominguez, City of Albuquerque, to provide information about our Chamber and to discuss Contract Agreement.
* 5/25/2016 – Meeting with Michael Bird, Native American Representative for AARP.

In Summary: AICC reported successful outreach, a focus on the community impact and continued networking success.

The new contract with the City for FY ’17 has been prepared and submitted for City review.

No questions from the Board.

**National Hispanic Cultural Center**

Rebecca Avita, Executive Director, provided an overview of the final contract performance period (April through June 2016). The total contract amount of $75,000 was reported as most effective used on national online target advertising. Family programming at NHCC was reported as contributing substantially to the increase in visitor numbers. Events advertised nationally online include:

* Festival Flamenco
* Festival Chispa
* Host on Mango Street Exhibition
* Globalquerque 2016 with a goal to add another 50,000 visitors

From April through June 2016, the National Hispanic Cultural Center (NHCC) expended approximately $24,210 of Lodger’s Tax funding and welcomed another 15,533 visitors from 120-miles or farther away, with an overall economic impact of over $4,535,790 to the Albuquerque economy.

NHCC collects attendance numbers for all on-site and off-site activities. For the off-site reach, NHCC determined number of impressions based on the circulation, attendance and impression reports by the venue or outreach medium.

Of the 78,588 individuals who visited the NHCC campus from April 1, 2016 through June 30, 2016 (a total of three months), 15,533 visitors traveled from more than 120 miles away for their visit. Adding this to the total number of on-site attendees who visited the NHCC campus from July 1, 2016 through March 31, 2016, from 120-miles or farther away (16,337 individuals), the total number of visitors to the NHCC from 120-miles or farther away in fiscal year 2016 has been 31,870.

Plans for FY 2017 include the creation of rank cards promoting the Torreon, as well as the creation of a Vacation Guide and possibly a holiday guide as a new collateral tool.

A brief summary of other future programing/services include the completion of the private sector fundraising campaign to support the renovation of NHCC onsite building to create a makerspace for artisans and creatives.

Question: Todd Walters, Board Chair, asked what the impact and plan for the museum given recent state budget cuts that have impacted the State Cultural Affairs Department.

Answer: The museum staff has gone from 35 to 23 currently with a lot of the maintenance operations funding that use to come from the state now on NHCC to raise funds for operations. The plan is to focus program of work on those events that generate revenue. NHCC has had to raise its facility and museum admission price(s). Former NHCC Board Chairman, Edward Romero addressed the Board on the topic of NHCC and efforts to support program and operational costs. The makerspace project has secured $650,000 in State of New Mexico appropriations in addition to $200,000 in funding from the City of Albuquerque. The plan is to raise an additional $200,000 in order to secure an EDA match program funding of $1Million.

**Albuquerque Convention and Visitors Bureau (ACVB)**

Tania Armenta, VisitABQ President and CEO, provided the report, which highlighted an overview of the new reports and the new criteria these reports are now required to reflect per the new contract with the City. The report includes the new annual reporting criteria; the new reports included a Business Won report. After meeting with the City, it was determined that more needed to be done to highlight good news i.e. events secured/won in addition to the Business Lost reporting that is still required. Monthly amounts are now included as a comparison on the dashboard along with additional information on the bookings and clarifying notes.

The Board was reminded to please complete the VisitABQ destination survey. The survey is being contracted to rate/assess the strength of Albuquerque as a destination.

Other report highlights included:

* 13 new citywide bookings
* Lodgers Tax up 3.3%
* Hotel Occupancy up .4%
* Average daily rate up 3%
* Group tour nights up 11%
* Number of group tours up 7%
* Social media followers continue to increase

VisitABQ staff continues to work with City staff both at Economic Development Department and Budget Office to refine reports to meet contract requirements.

Reports will continue to include Presidents Report, Marketing Leisure Report, Occupancy Rate Report, Budget, Tourism Statistics, Pace Report, Meeting Conventions and Sport Bookings.

No further questions from the Board.

**Albuquerque Hispano Chamber of Commerce**

Ernie CdeBaca, Vice President, Convention and Tourism, Hispano Chamber of Commerce made the presentation.

Activities Reported:

* Attended PowWow in New Orleans
* US Embassy in Ecuador featuring a travel to Albuquerque promotion
* June 2016 National Congress of American Indians 1,500 attendees and 1,342 room nights
* Artemis Promotions Lowrider Magazine Super Show 8,500 attendees and 1,350 room nights
* Leads and upcoming events/groups
  + North American Tribal Dept
  + Medical Generation Conference

Question: Todd Walters, Board Chair asked Ernie CdeBaca about the outlook for the next coming year (Fiscal Year ’17) compared to the past year (Fiscal Year ’16).

Answer: Ernie CdeBaca response was there was not currently a formal projected outcome/sense of convention and visitor bookings/attendance for Fiscal Year ’17.

New Business:

AirBnB - Both Santa Fe and Taos have passed that Airbnb pay lodgers tax in their cities. The possibility of the collection of GRT from units listed on AirBnB as a statewide initiative was discussed. The effort as a source of additional revenue for the City was also discussed. However, a consensus of the amount of added revenue was not clear.

Damen Kompanowski, Board Member, who was absent, did submit information of the estimated number of units in Albuquerque. AirBnB rentals –

* 300 at 50% and average rate of $87
* 50% = 150\*5.22\*365 = 285K
* 35% = 105\*5.22\*365 = 200K

No action taken. Recommendation to research the issue for further discussion and possible Board action in August

Meeting adjourned: 6:10 pm

Minutes submitted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_

Dora Dominguez, City Staff

Minutes approved by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date:\_\_\_\_\_\_\_\_\_\_\_

Todd Walters, Chair