

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Fred Mondragon
Vice Chair: Tushar Patel

Board Members:
Jesse Herron
Philip Snyder
Cathryn McGill
Sean Jariwala
Kara Grant

Minutes from March 28, 2019 Meeting

The regular meeting of the City of Albuquerque Lodgers' Tax Advisory Board was held on Thursday, March 28, 2019 at 4 p.m., at the Hotel Andaluz, Majorca Room, Fred Mondragon, Board Chair, called the meeting to order at 4:05 p.m.

In attendance:

Board Members

Fred Mondragon
Jesse Herron
Kara Grant
Phillip Snyder
Sean Jariwala
Tushar Patel
Cathryn McGill

City of Albuquerque

Jose Garcia, SMG
Cilia Aglialoro, City Treasurer
Alan Varela, City Assistant Attorney
Yuri Morales, AHCC
Christopher Chavez, City EDD

Contractors

Tania Armenta, Visit ABQ
Valerie Lind, Visit ABQ
Connie Lee, AHCC
Jim Garcia, AHCC

Guest(s):

Charlie Gray, Greater Albuquerque Innkeepers Association (GAIA), Michelle Dressler, Greater Albuquerque Innkeepers Association (GAIA)

- I. Adoption of Agenda – Additions/Deletions to Agenda** – Request by Board Chair, Fred Mondragon to insert presentation from Short Term Rental Committee in place of Treasurers' Report as they (Treasury Committee) will not be in attendance.
 - Motion to approve change to the change agenda accepted: None
- II. Call To Approve Minutes – Additions/Deletions to Agenda** – Chair
 - Motion To Approve January Minutes
 - Motion to Approve** Minutes by Cathryn McGill
 - Second** by Jesse Herron
 - Motion Passed** – Approval of Minutes Carried Unanimously
- III. Chairman Reports**
 - **Short Term Rental (STR) Committee Presentation** - Jesse Herron provided presentation.
 - First city meeting last Tuesday. Approx. 140 attendees.

- Discussion on upcoming STR regulations and laws.
- STR business owners not happy with proposed regulations.
- Update in legislation: charging lodgers tax regardless of amount of rooms effective 7/19.
- **Board Q&A**
 - **QUESTION:** (Fred Mondragon) Doesn't Airbnb collect fees and taxes upfront?
 - **ANSWER:** (Jesse Heron) Yes, but they don't tell us how many people they collected from or who (in regards to monitoring how many short term rentals there are operating).
 - **QUESTION:** (Cathryn McGill) How do we get other short term rental providers on board?
 - **ANSWER:** (Alan Varela) Regulations and rules to require individuals to provide their permit number in order to sign up and participate in business. Tracking of permit numbers to make sure they're valid. (Tania Armenta) At the legislature changes were made that all short term rentals will have to pay lodgers tax. Effective July 1st 2019.

Contractor Reports

IV. SMG Monthly Report– Jose Garcia, SMG, provided the board report.

- February proved a very successful month.
- March continuing on that success. Back to back bookings and conventions.
- Very successful first quarter projected for 2019.
- **Board Q&A**
 - **COMMENT** (Fred Mondragon) The Director of Economic Development wanted us to get information on booked conventions as well as the entire use of the convention center. We need to get that report to her promptly, to present to the mayor.
 - **QUESTION:** (Fred Mondragon) New hotel on Broadway – will it be helpful?
 - **ANSWER:** (Jose Garcia) I don't see how it could hurt. Seemingly positive, bookings are strong, Albuquerque experiencing momentum. Record attendance.
 - **QUESTION:** (Fred Mondragon) Do you get help from Hotel Parq Central or Hotel Blue?
 - **ANSWER:** (Charlie Gray) Hotel Parq doesn't participate in room blocks. Hotel Blue is closed, looking to redevelop, meeting next week. Potential City partnership.

V. Visit Albuquerque - Monthly Report – Tania Armenta, provided board report.

- A successful January and February, majority of statistics are up from last year.
- AAHOA (Asian American Hotel Owners Association), - looking into what the representation in ABQ is and what needs might be.
- Social Media viewing/following is up on all counts.
- Updated handouts provided.
- **Board Q&A**
 - **COMMENT:** (Sean Jariwala) we collectively own over 50% of the hotels in America as well as in New Mexico. Before we were on this board I didn't feel we had the connection or the presence with a lot of the contractors; now that we are on the board, a lot of questions we see are about lodgers' tax and what it's doing. Looking forward to the next town hall and bridging that gap because there has never been that communication between both parties. (City and AAHOA).

VI. Albuquerque Hispano Chamber of Commerce- Monthly Report – Jim Garcia, AHCC, provided board report.

- Successful February - Gala and HNBA Conference exceeded records.
- Looking forward to large events coming in April.
- International Trade Alliances scheduled: Hong Kong, Mexico and Europe.
- **Board Q&A**
 - **QUESTION:** (Tushar Patel) How are flights doing to Mexico?

- **ANSWER:** (Yuri Morales) That's something we're working on. Flights have slowed down in both directions. Airlines plan is to switch to Chihuahua airport as majority is from there.
- **QUESTION:** (Tushar Patel) Does Guadalajara have a CVB to help promote?
- **ANSWER:** (Yuri Morales) Yes and the advertisement has been there, we have conferences coming up to discuss how we can target new market.

VII. City Update – Christopher Chavez, City Staff- None

- No update.

VIII. New Business & Announcements

- No announcements.

IX. Motion to Adjourn:

MOTION BY: Jesse Heron

SECOND: Kara Grant

MOTION PASSED: Unanimously

Meeting adjourned 5:10 pm.

Minutes submitted by: Christopher Chavez
Christopher Chavez, City Staff

Date: 4/12/19

Minutes approved by: _____
Board Chair

Date: _____