



# City of Albuquerque

## *Lodgers' Tax Advisory Board*

**Chairman:** Todd Walters  
**Vice Chairman:** Ted Shogry

**Board:**  
Jesse Herron  
Brenda Moore  
Damen Kompanowski  
Harry Tipton  
Debbie Owens

### *Minutes from April 28, 2016 Meeting*

Todd Walters Chairman, called to order the meeting of the Lodgers' Tax Advisory Board session on April 28, 2016 at the Albuquerque Convention Center, Isleta/Jemez Room.

In attendance:

**Board Members**

Todd Walters  
Damen Kompanowski  
Jesse Herron  
Debi Owens  
Harry Tipton

**City of Albuquerque**

Dora Dominguez, EDD  
Jacque Sanchez, EDD  
Janel Shisler, EDD  
Cilia Aglioloro, Treasury  
Gerald Romero, Finance

**Contractors**

Jose Garcia, SMG  
Ernie C'DeBaca, AHCC  
Valerie Lind, AVC  
Connie Lee, AHCC  
Tania Armenta, AVCB  
Rebecca Avitia, NHCC  
Anna Sanchez, NHCC  
Lindsay Lancaster, IPCC

**Chair, Todd Walters, - Welcome and Introduction –** Walters introduced Dora Dominguez, as the new contract administrator/City Liaison for City of Albuquerque to the Lodgers Tax Advisory Board. Dominguez, is the Senior Economic Developer for the City's Economic Development Department

**Meeting Called to Order – 4:10 p.m.**

**Approval of Agenda - Additions/Deletions**

None

**Approval of March 24, 2016 Minutes**

The March 24, 2016 minutes were approved with one change needed on page two under "no questions" in reference to Hispano should read SMG.

MOTION by: Todd Walters, Chair

SECOND by: Jesse Herron, Board Member

MOTION PASSED: Unanimously

**City Treasurer's Lodgers' Tax Report**

Report presented by Cilia Agliodoro, CTP, City Treasury Department. Hard copies of the report were distributed to the Board. Agliodoro requested to forgo presentation of monthly report so she could discuss the reconciliation process in better detail to the Board and continue with delinquent accounts report. The report also included a delinquent accounts update. Agliodoro explained the process for calculating the adjusted reported amounts that requires separating delinquent amounts in order to achieve an accurate adjusted revenue amount. By pulling out the delinquent amounts out the revenues more closely match the industry's Smith Travel Reports

- YTD received \$7.4M from Lodgers Tax'.
- YTD received \$1.5M from Hospitality Fee.
- YTD both Lodgers and Hospital Fee cumulatively is up 2.23%

Delinquent amounts verses budgeted amount is up 1.65% with seven lodging establishments delinquent with six with liens.

Gerald Romero, City Finance, explained the high level of delinquent payments in prior year reporting contributes to a following year lower delinquent reports. The total revenue reported on per the City General Ledger is what the City uses in order to make its appropriations. Total taxable GRT reported by the State Tax Revenue Department to the City tracks closely to the Lodgers Tax,

Agliodoro, City Treasury Department, will provide the new delinquent report to the Board on a regular basis. The Board agreed to have a regular delinquent report as part of its monthly meeting agenda. The delinquent amount presented for the report ending April 2016 was \$127,000.

Todd Walters, Chair, asked for a progress report on the reporting of delinquent accounts. Agliodoro, City Treasury Department explained that current liens are with City Legal and worked on an ongoing basis to bring accounts current.

No further questions from the Board.

### **National Hispanic Cultural Center (NHCC)**

Rebecca Avitia, NHCC Executive Director, distributed a new report prior to beginning her presentation. She opened her presentation with an explanation of how difficult it is to find public information on the economic impact and visitor information. She was able to pull some case studies from Albuquerque Convention Center Visitors Bureau website in an effort to determine how to best assess visitor/economic impact.

NHCC also reported completed a website study and determined most visitors to the Cultural Center and museum come from Albuquerque, New York, L.A., Denver and Rio Rancho, NM.

Highlights of the report included:

- NHCC placed an advertisement in "Spirit" magazine, which garnered five million impressions.
- Ongoing effort to tracking visitors by zip codes. Currently 120 zip codes are being tracked
- Attended South by Southwest (Austin). No plans for the event to be a reoccurring marketing effort but instead plans are in place to work all leads/impressions generated by this years' attendance

- Very pleased with the collateral materials that were created through targeted publication advertisements. No dates of specific events used for the NY Times, Washington Post or inflight magazines in order to insure the promotion piece could be used as standalone collateral materials.
- NY Latin Times advertisement
- Washington Post advertisement

The presentation also included an explanation of GEO targeting visitors and plans moving forward for reaching potential visitors based on regional marketing, and more of a “Tech Attack”

### **Indian Pueblo Cultural Center (IPCC)**

Lindsay Lancaster, Director of Marketing opened her presentation by introducing Travis Suazo, IPCC Director of Cultural Engagement. IPCC report was not available in advance of the presentation. A hard copy was provided to the Chair with an emailed copy to follow to City staff.

Highlights of the report included:

- The opening of the new museum on April 1<sup>st</sup>.
- IPCC 40<sup>th</sup> Anniversary Year
- IPCC will be moving forward with plans to divide funding focus to a 60/30/10 allocation; with 60 percent advertising, 30 percent and ten percent events.
- IPCC continues its ongoing efforts to build industry relationships and the identification of social media match. Other media efforts include regional television advertising, Alibi and include Cliff Dweller with Targets in Santa Fe, Las Cruces and El Paso.
- IPCC memberships are up 29%
- An increased social media fan base up by 32%.
- IPCC's plan moving forward to have new website done in house.
- Organization is looking to increase events at museum during POW WOW. Typically, the museum is open Wednesday through Sunday. This year the week of POW WOW, the new hours were Monday through Sunday, which made a significance difference on increased attendance
- Target cities/states for outside promotion efforts include; Tucson, Phoenix, Utah and California

No further questions from the Board.

**American Indian Chamber of Commerce (AICC)** - Did not attend. No response to invite or attempts to contact were returned

### **Albuquerque Convention Center (SMG Report)**

Jose Garcia, Convention Center General Manager, presented the monthly report.

Highlights of the report included:

- March 2016 saw 37 events with attendance of 1,8456 and a 34% occupancy rate
- 13 events were repeat customers
- Booked 42 future events, which is double from same time last year.
- Moving forward planning on follow-up on more repeat events is working and seen an increase in events year-to-date for 2016.

Todd Walters, Chair, asked for the reason given for lost business as a tracked metric.

No further questions from the Board.

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

Tania Armenta, President and CEO, distributed a hard copy report and provided a report explanation to meet all new contract requirements with in the City.

Highlights of the report provided included:

- Lodgers Tax performances, city wide's, key performances, including sports groups.
- Two new ACVB hires: Shawn Buckley, Vice President of Marketing, and Alex Shelton, Vice President of Sales.
- The event highlighted as recognized as a credit to all the partners that made it happened was securing the National Lutheran Women's Conference, described as a major booking for the City
- Member retention down 2% however renewals up 2%.  
Visitor guide circulation down 35%, attributed to an increased use of the ACVB website.
- Continued efforts to streamline reports, including the Presidents' Report

Gerald Romero City Budget Officer stated his office will meet with ACVB over the next week or so to review ACVB reporting measures under the new contract and performance measures are clear.

General Discussion followed:

Todd Walters, Chair, asked for information about the ACVB Lost Business Report and whether higher tier event recruitment might be setting the City up to fail when trying to market against a Dallas or Phoenix tiered cities. Armenta assured the Board that before higher tier events are attempted there was first a positive lead before any time is spent in working those leads.

Armenta also informed the Board that as of next year the State will no longer be a leading sponsor of the POW WOW as a reminder the event will fall on Albuquerque... to retain and support.

No further questions from the Board.

### **Albuquerque Hispano Chamber of Commerce**

Ernie C'DeBaca, VP Convention and Tourism, provided the Board presentation and began with announcing a new hire for the Chambers' Native American programs, Harry Sandoval.

Report Highlights included:

- Hispano Chamber tremendous success with Navajo Nation programing and partnerships
- The ratio of attendees for Gathering of the Nations was 85% out state, 10% New Mexico and 5% out of Country.

Current events reported taking place included:

- Navajo Nation Administrative Professional Conference  
Navajo Nation Judicial Committee
- Navajo Nation Budget Finance Committee  
March total rooms 1,575 and a direct spending \$141,750
- Hispano Chamber launched a new website: [www.siabq.org](http://www.siabq.org) Phase 1 of the project is still adding content.
- Organization is actively joining "Boards" in an effort to directly influence bringing conventions to Albuquerque.
- Advertising Direct Spending:

- Two airline magazines. American Airlines Knows and a Latin American Mexico advertisement, which depicts the Albuquerque Convention Center as a focus.
- Varela Airlines an inflight magazine for Latin America was done all in Spanish and depicts Vistas as a focal point.
- Sport bookings-1,700 and \$169,000 in direct spending.

No further questions from the Board.

Meeting adjourned: 5:37pm

Minutes submitted by:



Dora Dominguez, City Staff

Date:

6/23/16

Minutes approved by:



Todd Walters, Chair

Date:

6/23/2016