



# City of Albuquerque

## *Lodgers' Tax Advisory Board*

**Chairman:** Todd Walters  
**Co-Chairman:** Ted Shogry

**Board Members:**  
Jesse Herron  
Brenda Moore  
Damen Kompanowski  
Harry Tipton  
Debi Owen

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### *Minutes from August 25, 2016 Meeting*

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Harry Tipton, Board member chaired the meeting in the absence of Chair, Todd Walters, and co-chair Ted Shogry. Harry called the meeting of the Lodgers' Tax Advisory Board session on August 25, 2016 at the Albuquerque Convention Center, Kiva Board Room.

In attendance:

**Board Members**

Harry Tipton  
Debi Owen  
Jesse Herron  
Damen Kompanowski  
Brenda Moore

**City of Albuquerque**

Dora Dominguez, EDD  
Cilia Aglialoro, City Treasurer  
Jacque Sanchez, EDD  
Janel Shisler, EDD

**Contractors**

Jose Garcia, SMG  
Tania Armenta, Visit Albuquerque  
Valerie Lind, Visit Albuquerque  
Ernie C'DeBaca, AHCC  
Connie Lee, AHCC  
Lindsay Lancaster, Indian Pueblo Cultural Ctr.

Guest: Gary Oppedahl, EDD Director, Jen Schroer, NM Hospitality Association

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**Harry Tipton, Chair at 4:08 pm, called the meeting to order.**

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

**WELCOME AND INTRODUCTIONS -**

**Approval of Agenda** – *was deferred as a later agenda item per Harry Tipton, Board Approval of July 28, 2016 Minutes*

**Approval of Minutes:** The July 28, 2016 minutes were postponed to later in the agenda due to a lack of quorum

NOTE: Damen Kompanowski, Board Member did confirm his attendance but running late

**New Business**

Harry Tipton, acting Chair, requested introduction of guest be allowed as a first order of business. Guest included Jen Schroer, NM Hospitality Association and Janel Shisler, EDD Staff.

**GUEST BRIEF REMARKS:**

Jen Schroer, Executive Director NM Hospitality Association. New Mexico Hospitality Association Legislative Roundtables are scheduled. The objective of the Legislative Roundtables will be to help create a best practices guide of Lodgers Tax. The handbook will be a guide to the Do's and Don'ts of Lodgers Tax. The Roundtable groups charged with meeting three times for two hours. The meeting schedule in Albuquerque is:

- September 30th, 10:00AM - Noon
- November 17th, 10:00AM - Noon
- December 16th, 10:00AM - Noon

Janel Shisler, EDD, Addressed the board and contractors about newly implemented contract and billing processes. New City Remediation process will no longer be processed by contract number but instead will have a purchase order assigned by Janel. PO numbers are to be referenced on invoices with all back up in order to be processed for payment.

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

Cilia Agliodoro, City Treasurer, provided the City Treasurers report. The reports included, City Lodger's Tax Revenue & Hospitality Fee Collected YTD through June 2016. Lodger's Tax Revenue: The official budgeted amount for FY 2016 lodgers' tax revenue is \$ 11,435,000.00. As stated in Table 1 below, lodger's tax revenue for June 2016 (FY 2016) was \$ 1,111,667.57, increase of 0.97% (\$10,732.06) from June 2015. Hospitality Fee Revenue: The official budgeted amount for FY 2016 hospitality fee revenue is \$2,287,000.00. Hospitality fee revenue for June 2016 (FY 2016) was \$ 222,333.51 increase of 0.97% (\$2,146.35) from June 2015. The Delinquent Summary FY'17 highlights included a pay down the amount of delinquent taxes. The City remains committed to work with lodgers and balances owed as a continued priority.

Question: Damen Kompanowski, Board Member, asked when the City last updated the number of lodging institutions registered to collect lodgers and hospitality taxes. The number reported to the Lodgers Tax Advisory Board at 168 has been the same number for "some time."

Answer: Cilia Agliodoro, City Treasurer, referenced the transition of business registrations from Treasurer to City Planning Office as a measure that might not be notifying businesses registered as lodging establishments of an ordinance-requiring lodger's tax collection.

Action Item: Request to City EDD staff to research the question and report at next meeting. Background – on the issue research – in 2013 Lodgers Tax Advisory Board inquiry for information about how many room nights and how many lodgers paying Lodgers Tax. In 2013, there were 15,709 total room inventory in the City and 165 Lodgers' establishments collecting Lodgers and Hospitality fees.

No further questions from the Board.

**Approval of Agenda:** Agenda as a postponed action item completed with quorum present.

MOTION by: Debi Owen, Board Member Jesse Herron, Board Member

SECOND: Jesse Herndon, Board Member

MOTION PASSED: Unanimously

**Approval of Minutes:** The July 28, 2016 minutes as a postponed action item completed with quorum present.

MOTION by: Debi Owen, Board Member Jesse Herron, Board Member

SECOND: Jesse Herndon, Board Member

MOTION PASSED: Unanimously

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

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

Activities Reported:

Leads and upcoming events/groups;

- Las Vegas Nevada Investigators conference good chance for 2017
- North American tribal organizations may be bringing conference to ABQ.

Room Night Report -

- 13,423 room nights for convention month of July
- Chamber's international trade committee to meet August 30 Rio Bravo Brewing Company
- Hosting- How to do business in Mexico Sept. 29<sup>th</sup> 8:30-11 at Chamber Offices

NOTE: Damen Kompanowski arrived and completed quorum requirement. Action to approve the agenda.

MOTION by: Debi Owen, Board Member Jesse Herron, Board Member

SECOND: Jesse Herron, Board Member

MOTION PASSED: Unanimously

### **Indian Pueblo Cultural Center**

Lindsay Lancaster, Marketing Director, Indian Pueblo Cultural Center made the presentation.

Activities Reported highlighted continued use of social media advertising. Geographic Targeting: Every ad included 75+ surrounding miles from Albuquerque, Arizona, Texas, Colorado, and California. We are also targeting specific cities such as Tucson, Lubbock, Dallas, and Denver.

Facebook followers as of May were 80,000 followers driven content. As of July Facebook followers was 87,000 as of August 25, 2016 the number was 89,048.

As a comparison:

- NM True 200, 000.00 fans.
- Herd Museum in AZ 27,000
- State Polynesian Museum in Hawaii 109,000.00
- Smithsonian Museum of American Indian 159,000.00.

The increase from prior year is 6,636 with engagement. up 20% increased attendance at museum.

By adjusting the target to a more specified audience (east coast-specific which allowed us unique positioning), we were able to increase likes to our Facebook page by 7,000 in two months. We are finding that east coast targeting is performing better than west coast targeting.

Social Media (Indian Pueblo Cultural Center):

- May – July 2016
  - *Followers:*
  - May 1, 2016: 80,647
  - July 15, 2016: 87,283
  - Increased Likes (6,636)
  - Increased Engagement (average approx. 20%)

- Increased attendance in our Museum (7,817, 3-month period)
- “We are the place” ad reached over 90,000.00 people

Events:

- Indian Pueblo Cultural Center’s Week Long Adult Summer Camp (6/6 through 6/10)
- Indian Pueblo Cultural Center’s American Indian Week

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 38 events for July with a total attendance of 15,195; including one citywide convention.
- Of the 38 events in June, eight were repeat customers.
- There were 29 future events booked year to date comparison from (May 2015) was 25 events.
- Business turned away was 18 events. The report included the list of turned away events and the reasons.
- SMG received 18 leads from Visit ABQ.
- SMG received two leads from the Hispano Chamber of Commerce
- Lost business reported was twelve (12).
- Anticipated business for August is 26 non-city wide events and one (0) citywide convention.
- Booked business in August includes Association of Zoos and Aquariums contract signed in July. Definite room nights to be confirmed in August.

Other highlighted events/happenings:

- Civic Plaza Sponsoring first event Nash Bash, September 2, 2016
- Food Friday holding steady
- Food Truck Tuesdays continue to do well on Civic Plaza
- Ability to layer different events at Civic Plaza viewed as a plus.
- Civic Plaza Renovation to start in December

Question: Damen Kompanowski, Board Member asked what most attributed to the lost business and how much is parking related.

Answer: Jose Garcia, SMG Manger, attributed most of the lost business to price competition with neighboring casinos.

No further questions from the Board.

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

Tania Armenta, VisitABQ President and CEO, provided the report. The report included a short video piece created to highlight Albuquerque as a tourism destination. The report also 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.

**Report Highlighted** - Year to date room nights from 2015 booked for in July 2016 is up 200%.

Other report highlights included:

- Total events booked - 36
- Total Citywide booked – 2
- Room nights 4,228
- Attendees: 11,220
- Direct Spend: \$1.7M

- Lodgers Tax up 4.1%
- Hotel Occupancy up .7%
- Average daily rate up 3%
- Group tour nights up 11% - attributed to Balloon Fiesta bookings
- Number of group tours up 7%
- Meeting and Conventions down prior year by 12%
- Average daily rate up over last year
- Social media followers continue to increase

Major Event Report - Student Youth Travel Association hosted in August 2017. This will be a large attendee event for Albuquerque. Visit Albuquerque will be hosting a site visit for Department of Defense next week in the hopes of hosting events in the future.

Question: Gary Oppedahl, EDD Director, asked if the dashboard report could be color coded - red, yellow green. With green is good red is bad, yellow is to watch.

Answer: The report to the City contains much more of the requested detailed information. The report submitted to the City includes a one-year comparative business report now included

Other news; Visit Albuquerque has two new staff members- VP of Sales Alex Shelton moved on and we now have interim VP of Sales, Karl Holme.

Visit Albuquerque will host its quarterly meeting, Oct 25, 2016 and will extend invitations to the Lodgers Tax Advisory Board members.

VisitABQ staff continues to work with City staff 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.

New Business Item: Airbnb was moved to next month due to time restraints

New Business Item: Open Board seat was moved to next month

No further questions from the Board.

Meeting adjourned 6:10 pm

Minutes submitted by:  Date: 9/22/16  
 Dora Dominguez, City Staff

Minutes approved by:  Date: 9/22/16  
 Todd Walters, Chair