

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Todd Walters
Co-Chairman: Harry Tipton

Board Members:
Brenda Moore
Debi Owen
Damen Kompanowski
Jesse Herron

Minutes from December 7, 2017 Meeting

(No November Meeting Held)

Todd Walters, Chairman, called the meeting of the Lodgers' Tax Advisory Board session to order at 4:03 p.m. held December 7, 2017 at the Albuquerque Convention Center, Kiva Board Room.

In attendance:

Board Members

Todd Walters
Damen Kompanowski
Harry Tipton
Debi Owen
Jesse Herron
Brenda Moore

City of Albuquerque

Fred Mondragon, EDD, Interim Dir.
Dora Dominguez, EDD
Cilia E. Aglialoro, City Treasurer

Contractors

Jose Garcia, SMG
Tania Armenta, Visit ABQ
Valerie Lind, Visit ABQ
Cecilia Marquez, AHCC
Ernie C'deBaca, AHCC
Connie Lee, AHCC
Yuri Morales, AHCC
Rebecca Avitia, Nt Hispanic

Guest:

Justin Telford, General Mgr. Albuquerque Hilton
Charlie Gray, GAIA

WELCOME AND INTRODUCTIONS

- I. **Approval of Agenda:** Todd Walters, Board Chair chaired the meeting. There were no additions/deletions to the Agenda

MOTION by: Brenda Moore, Board Member

SECOND: Debi Owen, Board Member

MOTION PASSED: Unanimously

- II. **Approval of Minutes:** Approval of minutes October 26, 2017. There were no additions/deletions to the Minutes

MOTION by: Debi Owen, Board Member

SECOND: Damen Kompanowski, Board Member

MOTION PASSED: Unanimously

III. Chairman Reports

- City Treasury Report(s) & Presentation –
 - City Treasury Report(s) - Cilia E. Aglialoro, City Treasurer, provided the Lodgers' Tax
 - Hospitality Tax Revenue Summary Report – Cilia E. Aglialoro, City Treasurer
 - Lodgers' Tax Delinquent Summary Report FY'18 – Cilia E. Aglialoro, City Treasurer
 - Comparing FY'17 and current FY'18 revenues. Lodgers and Hospitality Revenues continue to track month to month for the month of September at

about 2.24% growth. Year to date, the revenue increase for FY'18 (July – September) was \$3,252,020.53, compared to FY'17 (July-September), which was \$3,180,747.66. For FY'17, the year-end amount was \$12,177,552.21. The current revenues reported for FY'18 for Hospitality Tax Revenue (July– September) was \$650,405.24, compared to FY'17 (July – September) revenues of \$636,148.14. Both fund amounts report a 2.24% increase over prior year comparison. FY'18 items highlighted included an increase in the amount of delinquent accounts from five to seven. For FY'18, the amount of delinquent revenues reported for Lodgers Tax through September 2017 increased from \$80,128.76 to \$195,148.84.

- Lodgers' Delinquent Summary Report FY'18 - Cilia E. Agliadoro, City Treasurer
 - The number of Lodging Establishments on the Delinquent Report reported for (September) FY'18 increased to seven in addition to a new lean posted on December 13 for \$104,000.
- Board Q & A -

Contractor Reports

IV. Visit Albuquerque - Tania Armenta, Visit ABQ,

- Report and overview of Board Report and handouts were provided. Report highlights:
 - Hotel occupancy booked nights is up 4.3%. Direct spend is up, and booked room nights are up 8% and 34% respectfully for the fiscal year to date. Advertising impressions were up 151% through October year to date. Twitter growth continues to increase with convention bookings at their highest rate since 2015. Number of booked tours is up 18% to 111 for August FY'18 (FY'17: 94).
- New website getting ready to be launched
- Earned media coverage remains strong (Barcelona Rating over 40)
- Tradeshows/Industry Meetings attended included IMEX America – Las Vegas, NV
- October 22-26: Destination International Membership Summit – Charlotte, NC
- October 24-26: Connect FAITH – Cincinnati, OH
- October 30 – Nov 2: TEAMS'17 Conference & Expo – Orlando, FL

Highlighted Success Attributed to:

- Securing the National Speech and Debate Event in 2020
- Stronger partnerships with Albuquerque Convention Center
- Strong team at VisitABQ
- Private sector receivables cash-flow higher this month to visitor guide rebates and revenues generated by the visitor guide.
- Upcoming Tradeshows/Industry Meeting list taken from the report handouts included:
- **Question:** What was VisitABQ's involvement/partnership with the City's Million Dollar Marketing Campaign in 2017 was asked by Fred Mondragon, ED Interim Director.
 - **Answer:** VisitABQ, according to Tania Armenta was consulted on the work and help with details related to setting up a writers tour event.
 - Tania Armenta also provided a description for F. Mondragon of media impressions and how they are measured as a standard for assessing the value of marketing efforts within the hospitality/tourism industries.
 - **Question:** Todd Walters asked for an update on the reasons for a decline in non-center business.
 - **Answer:** Tania Armenta responded that the VisitABQ the decrease was anticipated compared to last year. Lead generation remains strong and important.
- No Additional questions from the Board

V. SMG Monthly Report – Monthly Report November – Brian W. Hatchitt, SMG provided the board report.

- The Albuquerque Convention Center hosted 26 events within the month of November, with a total occupied space of 4,873,880 sq. ft.
- Occupancy was at 31% for the month of November year to date, with November 2016 at 19%
- Of the 26 events occurring in the month of November, seven (7) were repeat customers.
- SMG/ACC also booked a total of 27 future events during the month of November. Year to date 2016 SMG booked future events at 24.

Leads:

- A good November with three city-wides booked that includes a full facility event.
- Leads include a national lowrider show and concert for 2019-2020.
- SMG is now contracted to operate the City's Sports Complex facility. The bookings for the facility already include collegiate events in January and February.
- Month of December predictions are expected to hit 34 non-city wide events and likely no city-wide convention events.

Business Turned Away:

- Listing included 13 events.
 - **Question:** Fred Mondragon asked whether the SOMOS event listed was the same as the SOMOS downtown event hosted Summer 2017?
 - **Answer:** Brian Hatchett, SMG noted the event listed as Lost Business was not the same event but instead a Marc 2018 Mexican National Dance Event.

No Additional questions from the Board

VI. **Albuquerque Hispano Chamber of Commerce Monthly Report – November** – Cecilia Marquez and Yuri Morales, AHCC, provided the Board Report. AHCC Report and handouts provided. Activity highlights for November report included:

- Dual Language/La Cosecha Conference runs next week Nov. 1-4, 2017. The conference attendance was 3,200 attendees and hosted at the Albuquerque Convention Center.
- Red Rock Balloon Rally to include AHCC Convention & Tourism information booth Dec. 1, 2017 – Dec. 3, 2017, Gallup, NM.
- The 10th Annual Mentoring Conference five-day event took place Monday, Oct. 23, 2017, through Friday, Oct. 27, 2017, at the Student Union Building on UNM's main campus in Albuquerque, New Mexico. The Mentoring Institute at UNM - 10th Annual Mentoring Conference, A Decade of Cultivating an Inclusive Mentoring Community: Developmental Networks for Innovation, Achievement, and Transformation attracted 600 attendees.

Current Leads:

- Navajo Nation partnerships remain strong and providing leads to future event bookings.
- Student and Mayoral groups scheduled to visit as a result of a new forged partnership with the University Of Puebla, Mexico.
- Society for Hispanic Professional Engineers 2020 National Conference (estimated attendees 7,000)
- National Association of Latino Elected Official
- Dual Language Conference/La Cosecha 2021
- Marketing Activities Highlighted - Google Web www.siabq.org Total likes continues to increase.

Leads

- LULAC in 2021 looking promising

New news:

- Jim Garcia has been named vice president of the Albuquerque Hispano Chamber of Commerce Convention & Visitor Services.

No Questions from the Board

VII. Board Recognition for Outgoing Board Members

- Todd Walters
- Brenda Moore
 - In recognition a plaque and resolution acknowledging years of services was presented to Todd Walters. The proclamation was presented by Dora Dominguez along with a certificate and small gift of gratitude to Brenda Moore.

NOTE: Noticed as an oversight and not recognized by the board at the December 7, 2017 meeting were the years of services of outgoing board member Harry Tipton. Harry has served two complete terms on the board in both a board member and board co-chair capacity. Harry we thank you for your service.

VIII. **Open Board Seats Update-** Six board nominations/applications have been received to date to fill four open seats. One of the four open board seats unfilled is that of Ted Shodgry, who resigned from the board in 2014. The process for filling seats for the City for Boards and Commissions is not administered through the departments that staff a board or commission. Lodgers' Tax Advisory Board operating within its purview submitted its recommendations based on the applicant pool.

- Board decision to move forward with recommendations to the new administration (Mayor) based on the six applications received to fill the four open board seats. The idea of amending Lodgers' Tax Bylaws to add new qualifications that would not allow for individuals from an organization receiving Lodgers' Tax funding (as a contractor) disqualified from serving on the Board was not recommended. The opportunity to provide input to the Mayors' office on the candidates currently being reviewed was greatly appreciated.

IX. **New Business & Announcements:**

- ED Update and Remarks – Fred Mondragon, Interim Director
- Annual Summary for FY'17 – July 1, 2016 through June 30, 2017 reporting period was presented and approved by the board to submit to Mayor and City Council.

VIII. Motion to Adjourn:

MOTION BY: Debi Owen, Board Member

SECOND: Damon Kompanowski, Board Member

MOTION PASSED: Unanimously

Meeting adjourned 5:22 pm.

Minutes submitted by: 
Dora Dominguez, City Staff

Date: 1-25-18

Minutes approved by: 
Todd Walters, Chair 

Date: 1-25-18