

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Damen Kompanowski

Board Members:

Jesse Herron
Debi Owen
Catheryn McGill
Tushar Patel
Sean Jariwala

Minutes from March 22, 2018 Meeting

Damen Kompanowski, Chairman, Chaired the meeting. Chairman Kompanowski called the meeting of the Lodgers' Tax Advisory Board session to order at 4:03 p.m. held March 22, 2018 Sheraton Albuquerque Uptown Hotel.

In attendance:

Board Members

Debi Owen
Jesse Herron
Catheryn McGill
Sean Jariwala

City of Albuquerque

Dora Dominguez, Staff

Contractors

Jose Garcia, SMG
Tania Armenta, Visit ABQ
Valerie Lind, Visit ABQ
Yuri Morales, AHCC
Cecilia Marquez, AHCC
Connie Lee, AHCC
Jim Garcia, AHCC
Marvis Aguilar, AICC
Tashina Silversmith, AICC

Guest:

Charli Gray, Greater Albuquerque Innkeepers Association (GAIA)

- I. WELCOME AND INTRODUCTIONS** – *Included introduction of new board members. Sean Jariwala appointment to the Lodgers' Tax Advisory Board were confirmed at the Wednesday, March 21, 2018 City Council Meeting. Sean provided background introduction and an overview of interest in serving on the Board. The March 22, 2018 Board Meeting will serve as his first official board meeting.*
- There remains one At-Large Seat to be filled. This is the seat left unfilled with the resignation of Ted Shodry in 2016. Both Jesse Herron and Damen Kompanowski re-appointments remain pending.
- II. Approval of Agenda:** Damen Kompanowski, Board Chair chaired the meeting.
MOTION by: Debi Owen, Board Member
SECOND: Cathryn McGill, Board Member
MOTION PASSED: Unanimously
- III. Call to Approve Minutes:** Approval of minutes February 22, 2018. There were no additions/deletions to the Minutes
MOTION by: Jesse Herron, Board Member
SECOND: Debi Owen, Board Member
MOTION PASSED: Unanimously
- IV. Chairman Reports**

- City Treasury Report(s) & Presentation – Dora Dominguez, City Staff, provided the Lodgers’ Tax
- Lodgers’ Tax Delinquent Summary Report FY’18 – Dora Dominguez, City Staff
- Comparing FY’17 and current FY’18 revenues. Lodgers and Hospitality Revenues track month to month for December by 7.89% growth. Year to date, the revenue increase for FY’18 (July – December) was \$7,348,639.64, compared to FY’17 (July-December), which was \$6,092,057.29. For FY’17, the year-end amount (July – June) was \$12,177,552.21. The current revenues reported for FY’18 for Hospitality Tax Revenue (July–January) was \$1,314,602.11, compared to FY’17 (July – December) revenues of \$1,469,729.14. Both fund amounts report 7.89% 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 December 2017 increased from \$80,128.76 to \$195,148.84.
 - Airbnb reported lodgers’ and hospitality tax collected YTD is \$71,674.01.
 - Lodgers’ Delinquent Summary Report FY’18 – Dora Dominguez, City Staff
 - The total amount of revenue collected from delinquent accounts July thru December was \$19,326.30 a slight increase from same time last year. A detail summary of the delinquent account as the meeting presentation topic.
 - Board Q & A
- Other Short Term Rental Update – Dora Dominguez, City Staff
 - VRBO letter from the City requesting collection of lodgers’ and hospitality fee be collected within the City was declined by the company on the basis of state statute not requiring the collection of the taxes based on the three room or less exemption. A copy of the City’s letter and company response was provided in the Board packets.

Presentations:

- American Indian Chamber of Commerce – Marvis Trujillo
AICC marketing, design and distribution cost and advertising contract and its respective scope of services was outlined for the benefit of the new board members. AICC’s new website to launch in April. Additionally the report provided (see report) outlined highlights of AICC and its marketing/promotion scope of services. Publications utilized under new contracts include:
 - Visionary Business Magazine
 - News From Indian Country
 - Indian Country Today
 - Native Peoples Magazine
 - SAY Magazine

QUESTION: Will links to area lodging establishments be incorporated into the new website as required per City contract was asked by Damen Kompanowski

ANSWER: Marvin Trujillo said he would make sure the links are added to the current site and new updated website.

Contractor Reports

- V. **Visit Albuquerque** - Tania Armenta, Visit ABQ,
- Report and overview of Board Report and handouts were provided. Report highlights:
 - Hotel occupancy up 4.4% FYTD. Booked direct spend was up 1% FYTD compared to down 8% as reported in February. Booked room nights reported up 13%. Advertising impressions continue to increase from last month reported up by 141% through December and 126% thru January year to date. Twitter growth continues to increase with convention bookings at their highest rate since 2015. Number of booked tours is up .9% to 142 reported thru January FY’18 (FY’17: 137).
 - New website launched <https://www.visitalbuquerque.org> with website use down 12% compared to last year.
 - Sporting event bookings as of January reporting at 57 total.
 - Earned media coverage January 2018 YTD remains strong (Barcelona Rating 89%)

- Alpha Kappa Alpha Sorority Convention
- Religious Tradeshow Management Conference

Highlighted Success Attributed to:

- Securing the National Speech and Debate Event in 2020
- Stronger partnerships with Albuquerque Convention Center
- Strong team at VisitABQ

No Additional questions from the Board

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

- The Albuquerque Convention Center hosted 27 events within the month of February, with a total occupied space of 6,107,023 sq. ft.
- Occupancy was at 40% for the month of February year to date, with January 2017 at 40%
- Of the 27 events occurring in the month of February, nine (9) were repeat customers.
- SMG/ACC also booked a total of 21 future events during the month of February. Year to date 2017 SMG booked future events at 19.

Leads:

No leads from AHCC reported for the month (reported for the third consecutive month)

Seven lost business reported

- For the month of March 2018 SMG anticipates a total of 33 non-city wide events and five (5) city-wide conventions reported.
- 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 2019.

Business Turned Away:

- Listing included six (6) events.

No Additional questions from the Board

VII. Albuquerque Hispano Chamber of Commerce Monthly Report – January –Jim Garcia and Yuri Morales, AHCC, provided the Board Report. AHCC Report and handouts provided. Activity highlights for December report included:

- Gathering of Nations PowWow set for April is moving forward with new sponsorship and promotion opportunities added that include a new “Friends of PowWow” sponsorship opportunity for sponsorships of \$1,000 to be included on a local shopping discount/promotion piece. This years’ PowWow and in the next three years (secured) the Isotope’s will include a discounted game admission with your PowWow ticket stub to the afternoon game the day after PowWow. The stay another night and catch a ballgame promotions was secured by AHCC and confirmed out for the next three years. Also new to this year’s PowWow will be the addition of a Horse Parade as part of the opening day PowWow Festivities. New sponsors for GON include UBER, who will continue to be provided a dedicated drop-off dedicated area for which they’ve agreed to also provide an event sponsorship.
- Horse Parade was described as an added event to this year’s PowWow
- Friends of Gathering of Nations continues to be well received.
- NABA conference to take place this month was a report highlight. This is a 2,400 room night event. As of today, there were already 2,000 registered attendees.
- Hispanic National Bar Association (HNBA) new lead was announced.

- New marketing and promotion agreement for AHCC secured in VIDA TURISMO Magazine distributed throughout Mexico and its Mexican Consulate Offices.
- LULAC in 2021 was secured by the AHCC Tourism Team just weeks ago.
- Dual Language/La Cosecha Conference continues to look positive as an annual event
- Convention Center bookings/attendance events for January; Year to date actuals reported for January 2018 was 82,304 with an YTD Goal of 60,342. Total YTD center attendance reported was 20,780; non-center – 60,524 and sports attendance at 1,000.

Media & Marketing: New advertising and promotion piece for Mexican tourism magazine announced with copies of the publication distributed to the Board. The publication circulation is seven Mexican states.

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 meeting to bid the 2021 National Conference scheduled for February 16, 2018.
- Dual Language Conference/La Cosecha 2021
- Marketing Activities Highlighted - Google Web www.siabq.org Total likes continues to increase.

No Questions from the Board

VIII. FY'18 Quarterly Reporting Process – Dora Dominguez, City Staff reported a draft of the first FY'18 to be presented using the same format used for the FY'17 Annual Report Summary submitted December 2017.

IX. Open Board Seats Update- In addition to the two new board members in attendance a third seat is appointment is moving forward for City Council confirmation of Sean Jariwala. The next incoming board member slated for Council approval is has not yet been announced nor has the reappointment of Jesse Herron or Damen Kompanowski.

X. New Business & Announcements:

- Motion to Adjourn:
MOTION BY: Debi Owen, Board Member
SECOND: Cathryn McGill, Board Member
MOTION PASSED: Unanimously
 Meeting adjourned 5:22 pm.

Minutes submitted by: Dora Dominguez
 Dora Dominguez, City Staff

Date: April 26, 2018

Minutes approved by: _____
 Damen Kompanowski, Chair

Date: _____