

# City of Albuquerque

## *Lodgers' Tax Advisory Board*



**Chairman:** Todd Walters  
**Co-Chairman:** Harry Tipton

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

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### *Minutes from September 28, 2017 Meeting*

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Todd Walters, Chairman, called the meeting of the Lodgers' Tax Advisory Board session to order at 4:03 p.m. September 24, 2017 at the Albuquerque Convention Center, Kiva Board Room.

In attendance:

**Board Members**

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

**City of Albuquerque**

Dora Dominguez, EDD  
Kelsey Plant, EDD  
Cilia E. Aglialoro, City Treasurer

**Contractors**

Brian Hatchitt, SMG  
Tania Armenta, Visit ABQ  
Valerie Lind, Visit ABQ  
Cecilia Marquez, AHCC  
Connie Lee, AHCC  
Yuri Morales, AHCC  
Rebecca Avita, NHCC  
Ted Pedro, AICC

### **WELCOME AND INTRODUCTIONS**

- **Approval of Agenda:** Todd Walters, Board Chair chaired the meeting. There were no additions/deletion to the Agenda  
MOTION by: Debi Owen, Board Member  
SECOND: Damen Kompanowski, Board Member  
MOTION PASSED: Unanimously
- **Approval of Minutes:** Approval of minutes August 24, 2017. There were no additions/deletion to the Minutes  
MOTION by: Debi Owen, Board Member  
SECOND: Damen Kompanowski, Board Member  
MOTION PASSED: Unanimously
- **Reports**  
City Treasury Report(s) & Presentation – Cilia E. Aglialoro, City Treasurer, provided the Lodgers' Tax and Hospitality Tax Revenue Summary Reports comparing FY'2017 and current FY'18 revenues was provided. Lodgers and Hospitality Revenues continue to track month to month at about 3.14% growth. Year to date the revenue increases over last year for FY' 2018 was \$1,133,640.58 compared to FY' 17 (June-July) of \$1,099,079.08. For FY'17 year end amount was \$ 12,177, 552.21.

- The current revenues reported for FY'18 of Hospitality Tax Revenue (June –July) was \$226,728.17 compared to FY'17 (June – July) 219,815.82. Both fund amounts report a 3.14% increase over prior year comparison. FY'18 highlights included a pay down in the amount of delinquent revenue. For FY'18 the amount of delinquent revenues collected for Lodgers Tax through July 2017 was \$88,959.68.
  - The number of Lodging Establishments on the Delinquent Report reported for FY' 2018 is five.
  - How industry tracking reports (Smith Travel Report) coincide with City's reporting of revenues remains an ongoing discussion. The list of hotels in Albuquerque referenced lists 166 as the number of lodging establishments reporting.
  - Board Q&A
- **AirBnB Update** –Dora Dominguez, ED Staff Report: City staff is proceeding with a plan to negotiate a Voluntary Collections Agreement (VCA) with AirBnB. The City's requests for revising the agreement are currently under review by AirBnB on the section addressing the reporting data. The agreement does not require City Council approval. The proposed use of these funds is for one half of the amount to be dedicated to the same lodgers' tax uses currently in effect. Half of the revenues would be dedicated to debt services of Convention Center and Civic Plaza renovations/improvements.

**Board Discussion:** Damen Kompanowski asked if as new revenue the Airbnb revenues could be dedicated towards an incentive fund similar to the fund created in FY'16 and FY'17. The success of the use of an incentive fund in the past as supported the recruitment of over 15 conferences and conventions to the City in 2016, 2017 and into 2018. Board agreed to make that recommendation as part of a formal motion/recommendation to be included in the Board Minutes.

**MOTION** by: Debi Owen, Board Member

The recommendation by the City of Albuquerque Lodgers' Tax Advisory Board is to identify the portion of the Lodgers' Tax and Hospitality Fee available as revenue dedicated to an incentive fund – designed to attract conventions and conferences to Albuquerque.

**SECOND:** Damen Kompanowski, Board Member

**MOTION PASSED:** Unanimously

**Presentations** – Contractor Reports:

**Visit Albuquerque - Monthly Report - August** - Tania Armenta, Visit ABQ provided the report and provided an overview of Board Report and handouts. Hotel occupancy booked nights is up 5.2%. Direct spend is up as is booked room nights up 66% for the fiscal year to date. Advertising impressions were up for August year to date 94%. Twitter growth continues to increase with convention bookings at its highest rate since 2015. Number of booked tours is up for August 18% with 267 FY'17 (FY'16 226). Number of visitor center traffic is down along with visitor guide fulfillments.

- New website getting ready to be launched
- ACE special trainings for August was 12 up from 10 held August 2016.
- Earned media coverage remains strong (Barcelona Rating over 40)
- Tradeshows/Industry Meetings attended included American Society of Association Executives (ASAE) – Toronto, CA.
- Tradeshows hosted in August in Albuquerque highlighted included: Student & Youth Travel Association (SYTA) Annual Conference (August 25-28)

- Highlighted Success Attributed to:
  - The significance of securing the National Speech and Debate Event in 2020 is significant
  - Stronger partnerships with Albuquerque Convention Center
  - Strong team at VisitABQ
- Upcoming Tradeshows/Industry Meeting list taken from the report handouts included:
  - Sept: 5-8: CDC (Conference Direct) – Dallas, TX
  - Sept 6-10: Professional Fraternity Association 2017 National Convention – Birmingham,
  - Sept 26-28: Small Meetings Market - South Bend, IN
  - Oct 10-12: IIMEX America, Las Vegas, NV
  - Oct. 24-26: Connect FAITH, Cincinnati, OH
  - Oct. 30-Nov 2: TEAMS'17 Conference & Expo, Orlando, FL

No Additional questions from the Board

**SMG Monthly Report – Monthly Report August** - Brian Hatchitt, SMG provided the board report.

- The Albuquerque Convention Center hosted 35 events within the month of August, with a total occupied space of 4,280,432 sq. ft.
- Occupancy was at 27% for the month of August year to date with August 2016 22%
- Of the 35 events occurring in the month of August, seven (8) were repeat customers.
- SMG/ACC also booked a total of 29 future events during the month of August year to date with August 2016 SMG booked future events of 23.

No Additional questions from the Board

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

- AIANTA- American Indian Alaskan Native Tourism Association BOD's meeting
- National Institute for Leadership Advancement (NILA) Conference August 2 – 6, 2017.
- Global Ties Albuquerque, August 3 – 5, 2017
- AIPAC Hispanic/Latino Leaders, August 25- 27
- Current Leads
  - Society for Hispanic Professional Engineers
  - National Association of Latino Elected Official
  - Dual Language Conference/La Cosecha 2021
- Marketing Activities Highlighted - Google Web [www.siabq.org](http://www.siabq.org) Total likes continues to increase

No Questions from the Board

**VIII. Board Application Review:** Reminder board nominations to fill open seats are being sought. Current list of applicants who have submitted online applications and forwarded to the Lodgers' Tax Advisory Board Staff are:

- Parin Kumar, Chief Operations Officer, Ambience Hospitality
- Lindsay Lancaster, Director of Marketing, IPCC
- Ron Patel, President, Albuquerque Sol FC, Inc.
- Allen Bassett, New Mexico Pinon Coffee Company
- Rebecca Avitia, Executive Director, National Hispanic Cultural Center

- a. Annual Summary for FY'17 – July 1, 2016 through June 30, 2017 reporting period – First draft summary of the report provided by staff. The report intent per Board guidance to begin submitting quarterly reports as stated per Lodgers' Tax Statute. Given that FY'17 there were no quarterly reports submitted – an annual summary of contractor submitted highlights was drafted. Discussion regarding other items to include was provided with a second draft of the document to be presented at the October 26 Board Meeting.
- b. Review Contractor Reporting Requirements – Discussion Item. Lodgers Tax contractors reporting requirements are currently monthly for VisitABQ, SMG and Albuquerque Hispano Chamber of Commerce.
  - i. Contractors presenting on a quarterly basis include:
    - American Indian Chamber of Commerce
    - National Hispanic Cultural Center
    - Indian Pueblo Cultural Center

Discussion of whether all contractors should report quarterly or continue to have VisitABQ, Hispano Chamber of Commerce and SMG report monthly. Preference indicated for having larger contracts – VisitABQ and Hispano Chamber of Commerce continue to report monthly. Discussion tabled for further discussion at next months meeting. No action taken.

**X. 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: 10/26/17

Minutes approved by:   
Todd Walters, Chair

Date: 10/26/17