

# City of Albuquerque



## Lodgers' Tax Advisory Board

**Chairman:** Damen Kompanowski

**Board Members:**

Jesse Herron  
Debi Owen  
Cathryn McGill  
Tushar Patel  
Sean Jariwala  
Fred Mondragon

### Minutes from April 27, 2018 Meeting

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Damen Kompanowski, Chairman, Chaired the meeting. Chairman Kompanowski called the meeting of the Lodgers' Tax Advisory Board session to order at 4:08 p.m. held April 26, 2018 Albuquerque Convention Center – Dona Ana Room.

In attendance:

**Board Members**

Debi Owen  
Jesse Herron  
Cathryn McGill  
Sean Jariwala  
Tushsar Patel

**City of Albuquerque**

Dora Dominguez, Staff  
Cilia Aglialoro, City Treasurer  
Marsha Sanchez  
Lori Grimm

**Contractors**

Brian Hatchitt, SMG  
Tania Armenta, Visit ABQ  
Valerie Lind, Visit ABQ  
Yuri Morales, AHCC  
Jim Garcia, AHCC  
Connie Lee, AHCC  
Marvis Aragon, AICC

**Guest:**

Charlie Gray, Greater Albuquerque Innkeepers Association (GAIA)

- I. **WELCOME AND INTRODUCTIONS** – *Included introduction of new board members. Fred Mondragon appointment to the Lodgers' Tax Advisory Board were confirmed at the Wednesday, April 16, 2018 City Council Meeting. Fred provided background introduction and an overview of interest in serving on the Board. The April 27, 2018 Board Meeting serves as his first official board meeting. Fred Mondragon's appointment fills the remaining At-Large Seat on the Board. Additionally, Jesse Herron was confirmed by City Council for a second term at its April 16, 2018 Meeting. Damen Kompanowski re-appointment remains pending.*
- II. **Approval of Agenda:** Damen Kompanowski, Board Chair chaired the meeting.
  - MOTION by: Debi Owen, Board Member
  - SECOND: Fred Mondragon, Board Member
  - MOTION PASSED: Unanimously
- III. **Call to Approve Minutes:** Approval of minutes March 22, 2018. With corrections noted the motion to approve the Minutes was requested by the Board Chair.
  - MOTION by: Debi Owen, Board Member
  - SECOND: Jesse Herron, Board Member
  - MOTION PASSED: Unanimously
- IV. **Chairman Reports**

- City Treasury Report(s) & Presentation – Cilia Agliodoro, City Treasurer, provided the Lodgers’ Tax Advisory Board Reports.
  - Comparing FY’17 and current FY’18 revenues. Lodgers and Hospitality Revenues track month to month for February by 6.28% growth. Year to date, the revenue increase for FY’18 (July – February) was \$8,160,241.16, compared to FY’17 (July-February), which was \$7,678,151.48. The current revenues reported for FY’18 for Hospitality Tax Revenue (July–February) was \$1,632,049.44, compared to FY’17 (July – February) revenues of \$1,535,629.03. Both fund amounts report -7.80% decreases over prior year comparison. The difference of Revenue for January to February, the Albuquerque Marriott payments was received 04/18/18 of approximately \$44,000. The difference of delinquent and payment agreement collected is \$23,000 more in the prior month.
    - **QUESTION:** Asked if the report could be adjusted with the late collections posted to the month it was due to be paid in order not to track a decrease in collected revenue.
    - **ANSWER:** City Treasurer addressed the question and indicated the collection software/accounting system is only able to apply revenue as it’s received.
  - Lodgers’ Tax Delinquent Summary Report FY’18 – Cilia Agliodoro, City Treasurer
    - Highlighted items: The collections amounts for revenue months March thru May for 165 lodging entities includes seven delinquent accounts and five liens in placed for a total amount of lodgers’ tax owed of \$134,136.81.
    - AirBnb reported lodgers’ and hospitality tax collected YTD (November thru February) is \$105,085.41.
      - Board Q & A
        - QUESTION: Board question regarding the fewer number of reporting lodging establishments from 167 last month reported to 165 reported on this months’ report.
        - ANSWER: Two properties currently under bankruptcy status.

**Presentations:**

- Indian Pueblo Cultural Center – Report Submitted and included in Board packets for review.

**Contractor Reports**

V. *SMG Monthly Report – Monthly Report April* – Brian Hatchitt, SMG provided the board report.

- The ACC hosted 42 total events within the month of March, with a total attendance of 23,044 at the Convention Center alone. ACC and Civic Plaza held 25 events. ARSC held 17 events.
- In March of 2017 SMG/ACC held 25 Events
- Occupancy was at 35% for the month of March, with 4,111,995 sq. ft. of event space sold.
- Occupancy for March, 2017 was at 30%.

**Leads:**

No leads from AHCC to be reported by AHCC

**Repeat Business**

Of the 42 Events that occurred in the month of March, thirteen (13) were repeat customers.

### **Future Business**

SMG/ACC also booked a total of twenty six (26) future events during the month of March, 2018. In March, 2017 we booked a total 32 future events.

**Business Turned Away:** Ten (10)

**Question From the Board** – Question was asked regarding opportunities to book events in the future if plans to move the indoor track to another location outside of the Convention Center.

General discussion and ideas

#### **VI. *Visit Albuquerque* - Tania Armenta, Visit ABQ,**

- Report and overview of Board Report and handouts were provided. Report highlights:
- Hotel occupancy up 4% FYTD. Booked direct spend was up in March. Booked room nights reported up for March. Advertising impressions continue to increase from last month through December and February year to date. Twitter growth continues to increase. Number of booked tours down 0.8% for March compared to prior year.
- New website launched with website visitation down overall but there the margin was decreased in March. The overall decrease in activity was anticipated as part of the new website launch due to the time it takes for Search Engine Optimization.
- Citywide's reported as 14 new booked
- Sporting event bookings as of February reported an increase.
- Earned media coverage January 2018 YTD remains strong (Barcelona Rating 89%)
- Visitor Guide fulfillments down and reported as an industry overall trend.
- Old Town Visitor Center update on the selection of the new location. Final announcement pending. Location to offer enhanced visitor services and public bathroom facilities

#### **Travel**

- Team scheduled to attend International PowWow trade show in Denver. The team to be accompanied by the State Dept of Tourism and AHCC to partner on the trip.
- National Association of Sports Commissions
- Global Meeting Planners event was held April 12<sup>th</sup> and recognized include 22 local meeting heroes

#### **Additional questions from the Board**

- QUESTION: From the Board was regarding the drop of in booked group tours
- ANSWER: Provided by VisitABQ was the decline for March will be seen as an overall expected increase and net positive number of total booked tours for the year. General discussion about tour groups and how to market to the industry sector as a whole. How the Albuquerque Tram markets to the group tours sector was part of the general discussion.
- QUESTION: From the board was for added description of Advertising Impressions and what the industry standard is for assessing this metric.
- ANSWER: From VisitABQ was a detail description of the industry standards and how VisitABQ follows those standards utilizing data point advertising standards for evaluating impressions was added as an evolving strategy method working to more effectively assess the conversion from advertising cost and impressions.

**VIII.VII. *Albuquerque Hispano Chamber of Commerce Monthly Report – February*** – Jim Garcia and Yuri Morales, AHCC, provided the Board Report. AHCC Report and handouts provided. Activity highlights for February-March report included:

- Gathering of Nations PowWow begins tomorrow. Support efforts moving forward with new sponsorship and promotion opportunities added that include a new “Friends of PowWow”
  - 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.

- This year's PowWow will be the addition of a Horse Parade as part of the opening day PowWow Festivities. New sponsors for GON to possibly include UBER.
- Pre-sale tickets for GON the highest they have ever been in the 35 years of the events history
- Mariachi Isotope Game set for May 5, 2018 and June 26. Merchandise is flying off the shelves.
- Report highlights: 14 total new bookings (non-center)
  - YTD goals and targets met for FY'18
- LULAC in 2021 was secured by the AHCC Tourism Team
- Dual Language/La Cosecha Conference continues to look positive as an annual event

**Media & Marketing:** New advertising and promotion piece for Mexican tourism highlighted.

**Current Leads:**

- Navajo Nation partnerships remain strong and providing leads to future event bookings.
- 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

No Questions from the Board

**IX.VIII.** **FY'18 Quarterly Reporting Process** – Dora Dominguez, City Staff final report of the first FY'18 presented

**X.IX.** **Open Board Seats Update-** Reappointment of Jesse Herron announced with Damen Kompanowski reappointment pending.

**XI.X.** **New Business & Announcements:**

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

Minutes submitted by: Dora Dominguez  
Dora Dominguez, City Staff

Date: May 24, 2018

Minutes approved by: Damen Kompanowski  
Damen Kompanowski, Chair

Date: May 25, 2018