

# City of Albuquerque

## *Lodgers' Tax Advisory Board*



**Chairman:** Sean Jariwala  
**Vice Chair:** Deepesh Kholwadwala

**Board Members:**  
Tushar Patel  
Skye Devore  
Leah Black

### *Minutes from January 2023 Meeting*

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The Lodgers' Tax Advisory Board meeting on Thursday, January 26, 2023 was held via Zoom video conference.

Sean Jariwala, Board Chair, called the meeting to order at 4:01 PM MT.

In attendance:

**Board Members**

Sean Jariwala  
Skye Devore  
Deepesh Kholwadwala  
Tushar Patel

**City of Albuquerque**

Christopher Chavez, City EDD  
Savannah Hoover, City EDD  
Cilia Aglialoro, Treasury  
Angelica Mireles, City EDD

**Contractors**

Minerva Jurado-Perea, AHCC  
Roberta Ricci, AHCC  
Tania Armenta, Visit ABQ  
Ceela McElveny, Visit ABQ  
Marisol Lucero, Visit ABQ  
Ray Roa, ASM Global  
William Schudlich, Visit ABQ  
Scott Craighead, Visit ABQ

**I. Welcome & Introductions – Board Chair**

**II. Adoption of Agenda – Additions/Deletions to Agenda – Board Chair**

**MOTION** to Adopt the Agenda: Tushar Patel

**SECOND:** Deepesh Kholwadwala

**MOTION PASSED UNANIMOUSLY**

**III. Call to Approve Minutes – Board Chair**

**MOTION** to Approve October 2022 Minutes:

**SECOND:**

**\*\*MOTION BECOMES DEFERRED TO NEXT MEETING\*\***

**IV. Chairman Reports**

**City Treasury Report(s) & Presentation – Cilia Aglialoro**

- November 2022 up 3.53% (56,213.03) increase from November FY 2021 to FY22
- % Accumulative growth from FY22 vs FY23 is 14.06% (\$1,199,900.360 difference).

**Contractor Reports**

## **V. ASM Global Monthly Report – Ray Roa**

- December 2022:
  - 24 events. Ex: 7 banquets, 6 Concerts and 2 assemblies.
  - ABQ Sports Complex had construction, therefore 0 events and 0% occupancy.
  - ACC operated at 43% Occupancy
  - 15 Repeat businesses and 9 New groups to the center
  - 11 future events in ACC
  - December 2022 there was 21 events turned down due to geographical reasons, date availability and lack of communication.
  - 12 Contracted at ACC for January.
- New ASM website scheduled to launch Jan 31, 2022. Private events, community events and public events will be listed as well as planned occupancy.
- Capital Projects are ongoing, batters' circles and netting is completed, looking to add children's playground in the summer. Parking structure improvements will be done to modernize the parking.

## **VI. Visit Albuquerque (Albuquerque Convention and Visitors Bureau) Monthly Report – Tania Armenta/ Marisol Lucero**

- Tourism Insights:
  - Market Comparison 2019-2022:
    - Local Occupancy: 65.2% (1.3% higher than Comp Set & locally 3.1% higher than last year in 2021).
    - Local ADR: \$107.85 (\$22.36 lower than Comp Set & locally 21% higher than last year in 2021).
    - Local RevPAR: \$70.95 (\$9.45 lower than Comp Set & Locally 25% higher than last year in 2021).
  - ABQ Submarkets:
    - Average Occupancy: Airport 67%, Downtown 51% and Uptown 60%
    - Monthly ADR: Airport \$113.21, Downtown \$152.72 and Uptown \$126.76
    - Monthly RevPAR: Airport \$77.18, Downtown \$78.09 and Uptown \$77.31
  - Travel Indicators Nov. 2022:
    - National Total Travel Spending: Up 0.6% vs 2019.
    - National Overseas Arrivals: Down 33.1% vs 2019.
    - NM Total Travel Spending: Up 2.85 vs 2019
    - NM STR Demand: 1% raise vs. 2019
    - Real Domestic Leisure Travel Spending is expected to recover in 2023. Real Domestic business Travel Spending will take more time to recover.
- December 2022 Destination Dashboard
  - Sunport Airline Metrics
    - 409,698 total Passengers, up 14% vs 2021.
    - Leisure and Hospitality employment is at 43,900.
    - 2 new citywide events, 13 total citywide and 69 new non-citywide events.
    - Meetings, Conventions and sports direct spending of \$23,417,848
    - Tania points out Publicity value and the overall improvements made.
    - Tradeshow occupy Visit Albuquerque team for January.
    - Highlighting ACE trading Feb 22, 2023.

## **VII. Albuquerque Hispano Chamber of Commerce Monthly Report – Minerva Jurado-Perea**

- December Bookings:

- 5 meetings, attendance of 2500 and Direct spend of \$1,712,200
- Social Media with 1,679 Facebook friends and 166 people on Snapchat.
- New Destination management. (Web based CRM system) Projects estimated launch date in June 2023.
- Recruiting for Destination Sales Position.
- Upcoming Trade shows:
  - Guadalajara trade mission delegation in February.

**VIII. City Staff Report**

- 2 vacancies on LTAX Board, Savannah encourages applicants.
- New Director for EDD, Max Gruner starts in the new year.

**IX. Adjourn**

**MOTION** to Adjourn: Deepesh Kholwadwala

**SECOND:** Tushar Patel

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 5:04 PM MT

Minutes submitted by: \_\_\_\_\_  
Savannah Hoover, City Staff

Date \_\_\_\_\_

Minutes approved by: \_\_\_\_\_  
Board Chair

Date: \_\_\_\_\_