

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Sean Jariwala
Vice Chair: Deepesh Kholwadwala

Board Members:
Tushar Patel
Skye Devore
Leah Black

Minutes from May 2023 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, May 25, 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
Tushar Patel
Deepesh Kholwadwala
Leah Black

City of Albuquerque

Chris Chavez, City EDD
Angelica Mireles, City EDD
Cilia Aglioloro, Treasury
Charlotte Labadie, Treasury
Justin Hilliard, City EDD
Renee Grout, City Councilor

Contractors

Tania Armenta, Visit ABQ
Ceela McElveny, Visit ABQ
Minerva Jurado-Perea, AHCC
Craig Barkdull, ASM Global

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 April 2023 Minutes: Deepesh Kholwadwala

SECOND: Leah Black

IV. Chairman Reports

City Treasury Report(s) & Presentation – Cilia Aglioloro

- Total FY23 revenue from July-March \$2,038,103.16, 11.53% increase (\$210,684.42) vs FY22
- March FY23- Current monthly revenue for Lodgers' Tax \$1,509,329.81

- Cumulative Total Lodgers' Tax revenue July 2022-March 2023: \$13,224,939.44
- Few delinquent hotels with liens. Holiday Inn Express lien paid off.
- 66 STRs paying directly without marketplace provider
- In March 2023, the Planning Department sent out a series of letters to remind businesses to make payments.
- Compliance from STR's has grown from 39% in 9/1/22 to 59% in 5/1/23. New round of letters to be distributed.

Contractor Reports

V. ASM Global Monthly Report – Craig Barkdull

- April 2023
 - 31 events in ACC and 8 from ARSC
 - 26% sporting events, 19% meetings.
 - 17% occupancy at ACC and 60% occupancy at ARSC
 - 21 repeat groups to ACC and ARSC, 10 new pieces of business
 - 22 future events, 29 turned down events.

VI. Visit Albuquerque (Albuquerque Convention and Visitors Bureau) Monthly Report – Tania Armenta/ Ceela McElveny

- 18 events in the month of April bringing in 10,200 rooms and spending of \$4.9M.
- 4 new citywide events, 37 total citywide events
- 104 sports events bringing \$43.4M in direct spending.
- 196 total events scheduled – a 23 % increase from last year.
- 145% growth in advertising vs last year.
- 155 people trained in customer experience class this year.
- 196 leads in the month. 23% higher than last year.
- Strong marketing initiatives placed in cities LA, Denver and Phoenix, thanks to marketing funds.
- Visit ABQ is working with Parks and Recreation Department to add amenities to maximize opportunity for more tourism within sporting areas like tennis courts and pickleball courts.

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

- 6 bookings for April. Generated 6,002 room nights and \$2.9M in economic impact to the city.
- FY24 goal is to book 3 events.
- NM Governors Tourism Conference was attended and workshop training is to be expected.
- Hispano chambers team is expected to attend WEC Conference June 12-15.
- Also expected to attend National Association of Latino Elected and Appointed Officials July 10th – 13th.

- New CRM system to be launched May 18th with followed date to launch the extranet on June 13th.
- Hispano chambers will appear in Latina style Magazine, KRQE, KOAT, Navajo Nation Newspaper and Native Radio Spots.

VIII. City Staff Report

- Leah Black is vacating her board seat due to accepting a position as the Outreach Manager at the Sunport.
- EDD staff will check with Administration about board vacancies.

IX. Adjourn

MOTION to Adjourn: Leah Black

SECOND: Sean Jariwala

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:00 PM MT

Minutes submitted by: _____
Chris Chavez, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____