

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Sean Jariwala
Vice Chair: Deepesh Kholwadwala

Board Members:
Tushar Patel
Skye Devore
Malini Perumal
Courtney Bell

Minutes from October 2023 Meeting

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

Sean Jariwala, Board Chair, called the meeting to order at 4:00 PM MT.

In attendance:

Board Members

Sean Jariwala
Courtney Bell
Deepesh Kholwadwala

City of Albuquerque

Justin Hilliard, City EDD
Donna Sandoval, Finance
Cilia Aglialoro, Treasury
Laura Rummler, City Council
Charlotte LaBadie, Treasury

Contractors

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

I. Welcome & Introductions – Board Chair

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

MOTION to Adopt the Agenda: Deepesh Kholwadwala

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Board Chair

MOTION to Approve August 2023 Minutes: Deepesh Kholwadwala

SECOND: Courtney Bell

IV. Chairman Reports

City Treasury Report(s) & Presentation – Cilia Aglialoro & Charlotte LaBadie

- 1.86 Million for both lodgers and hospitality, with an increase of 2% from last year in FY22. Cumulative growth is 2.03 percent.
- 3.86% increase in current monthly rev.
- 3 entities with liens.
 - Revenue was reported, but nothing was being paid.
- Informational slide on hotels that were listed that were reporting revenue but not making any tax payments:
 - October 6th inspections for 11 hotels were conducted. 4 are still operating under STR
 - Mountain View Suites Inn and Park and French Quarter Hotel are under new management. Will be reporting soon under new management
 - 2 hotels, La Puerta Lodge and Grand View Hotel, were operating but in long-term status.
 - 2 hotels were flipped into housing units.
 - 3 are closed down, Motel 1, The Ramada, and Highway House Motel.
 - A letter will be sent to other establishments whom the city had issues getting in contact with.
- The chair requests an in-depth conversation to evaluate these losses.

Contractor Reports

V. ASM Global Monthly Report – Craig Barkdull

- September
 - 27 total events
 - 2 assemblies, 1 concert, 3 banquets, 1 convention, 3 sporting events, and others
 - Occupancy in 255 in ACC 60% occupancy at regional sports complex
 - 16 repeated businesses, 11 new businesses.
 - 27 future events booked throughout September.
 - Joy Junction Holiday Feast will be hosted in ACC.
 - Lucky Leaf Expo in 2024
 - Jerry Seinfeld in Feb, Sold out in presale!
 - 28 turned down events due to non-responsive clients; client chose alternative venue or date unavailability.
- November
 - Several concerts and events to bring over 1,500 people each.
 - Quarterly Total event bookings – 61% total
- What additions, insights, or trends are causing us to go down?
 - # of bodies going through the city and ACC vs # of programs is the difference.
 - Growth in entertainment is helping drive local bodies through the downtown area.

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

- September

- Hotel occupancy is less-up less than 1% down vs calendar year to date through August. last year.
- Airport passenger traffic for August was up 11% versus August 2022.
- 46,000 people employed in hospitality in August.
- Business Occurring for the month of September equated to 7,852 room nights, 15,00 in attendance, 23% increase in direct spending.
- Future city-wide events booked have booked include 3 new city-wides bringing 4.2 million in spending and 9 citywides in total FYTD.
- The team has booked 27 new non-city-wide events and 55 total non-citywides FYTD.
- 36 sports events have been secured, estimated \$10.7 million in spending FYTD.
- 17%~~5~~ increase in website users FYTD.
- Visit ABQ Team attended IMEX America along with the city of Tourism Santa Fe. ASM Global was also in attendance.
- Attended Outdoor Economics Conference in Santa Fe. E
- 14 events have been loss events FYTD, reasons include other locations preferred and date/space availability, and canceled events.
 - Balloon fiesta stats:
 - 8 nights to report to date, first weekend averaged 91% occupancy. Outpaces last year.
 - A thorough report will be available in future meetings.
 - What two days did not out-perform last year? First Saturday night (-1%) and Monday (-3.3%).

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

- **New CRM** – allow overall better reporting.
 - Previous year's data will be put in. How does 2588 room nights translate to 24 million? What formula is used? An economic impact calculator is used.
- New members of the Hispano team will be sent out to become familiar with the industry
- Upcoming events Hispano team will attend
 - Society of Chicanos, Hispanic, and Natives in Science
 - Striking Eagle Native American basketball tournament in December
 - USCC Conference
- Secretary of tourism, ABQ was a location that participated.

VIII. City Staff Report

- LTAX will be moved up for Nov and Dec.
- Chair expresses urgency to fill the vacant seat.

IX. Adjourn

MOTION to Adjourn: Tushar

SECOND: Courtney

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:00 PM MT

Minutes submitted by: _____
Justin Hilliard, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____