

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Deepesh Kholwadwala
Vice Chair: Malini Perumal

Board Members:
Sean Jariwala
Skye Devore
Courtney Bell
Tushar Patel

Minutes from the February 2024 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, February 22, 2024, was held via Zoom video conference.

Deepesh Kholwadwala, Board Chair, called the meeting to order at 4:00 PM MT.

In attendance:

Board Members

Sean Jariwala
Deepesh Kholwadwala
Malini Perumal
Courtney Bell
Skye Devore

City of Albuquerque

Justin Hilliard, EDD
Cilia Agliadoro, Finance
Monica Mitchell, EDD
Charlotte LaBadie, Finance
Laura Rummler, City Council
Henry Hoffman, EDD
Kevin Sourisseau, CFO
Renee Grout, City Council
Matthew Montoya, City Attorney

Contractors

Tania Armenta, Visit ABQ
Ray Roa, ASM Global
Ceela McElveny, Visit ABQ
Minerva Jurado-Perea, AHCC
Marisol Lucero, Visit ABQ
William Schudlich, Visit ABQ
Dominic Baca, 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: Courtney Bell

SECOND: Sean Jariwala

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Board Chair

MOTION to Approve January 2024 Minutes: Courtney Bell

SECOND: Sean Jariwala

IV. Chairman Reports

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

- Combined Monthly Total Revenue – 1.3 million for December FY24. Up 1.83% from FY23.
- Revenue down 4.5%. Short-term rentals up 46.66%.
- Charlotte explains liens placed on several hotels. 4 New Liens. 3 Existing Liens
- Total Occupancy Taxes Budgeted at 18.8MM. Delinquency ratio 3.71%.
- Discussion about code enforcement and lien procedures.
- Liens may need to be revised.
- Sean suggests adding a category on the Delinquent Lien Summary table that notes payment.
- Cilia explains that penalty fees may be too low.
- 1,745 STRs as of 2/1/2024. 50% of STRs are compliant with permitting.
- Sean noted, newly delinquent hotels have recent changes of ownership.

Contractor Reports

V. ASM Global Monthly Report –Ray Roa & Craig Barkdull

- January
 - 14 total events. 14 at ACC
 - ACC Operated at 52.43% occupancy rate. SPRK at 0%.
 - 8 groups returned. 6 were new to ACC.
 - Lead Source(s) for Jan. Bookings: 64% ASMG, 36% VABQ, & 0% AHCC.
 - ASM Global/ACC booked 13 future events in January 2024.
 - Turned down 32 events. Lead Source(s) for turned-down events: 71.8% ASMG, 21.9% VABQ, & 6.3% AHCC.
- February
 - 17 events contracted between ACC & SPRK

VI. Visit Albuquerque (Albuquerque Convention and Visitors Bureau) Monthly Report – Tania Armenta, Ceela McElveny, William Schudlich, & Marisol Lucero

- January 2024 Destination Dashboard
 - Lodgers' Tax Collections up 2% vs. December 2022.
 - Up 4% vs. FYTD 23. Up 18% vs. FYTD 22.
 - Average Hotel Occupancy down -1% vs. December 2022.
 - Average Daily rate up 3% vs. December 2022.
 - The leisure travel industry is slowing down across the country.
 - Occupancy rate 53% in line with the national average.
 - 437,117 Total Passengers (Sunport Airline Metrics – Dec. 2023) – up 17% vs. December 2022 and up 25% vs. December 2021.
 - The number of events is down 2 from last year, but room nights, attendance, and spending are up.

- 11 Future Citywide Events Booked FYTD. 52 Future Non-Citywide Events Booked FYTD.
- 142 Future Events Booked FYTD. Up 18% vs. FYTD 23.
- FYTD Marketing Numbers up 247% from FY23 for advertising impressions (1,078,993,427 total), up 27% for website user sessions, and up 25% for social media followers.
- 110 ACE Trainees FYTD.
- January Lost Business - 34 Total Lost Events. Translates to 11.8MM in Lost Est. Direct Spend.
- Tania highlights Track Events, Route 66, Destination Masterplan, and more.
- Ceela gives an overview of impression numbers. Visit ABQ entered the LA market.

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

- January
 - Annual KPI – Total Citywide Events booked at 150%. Total New Citywide Events booked at 100%. Total Non-Citywide Events booked at 75%. Total New Non-Citywide Events booked at 100%.
 - 2 upcoming events in February, 2 in March, and 4 in April.
 - 59.3% decrease in reach on Facebook.
 - 121,888 impressions from Advertisements in January 2024.

VIII. City Staff Report

- Justin Hilliard updated the board on the latest information he had received about board vacancies. Nothing else to report.

IX. Board Vote on Lodgers’ Tax Advisory Board Time Change

MOTION to Move Meeting Time to 3:30 PM: Skye Devore

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

X. Adjourn

MOTION to Adjourn: Skye Devore

SECOND: Sean Jariwala

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:12 PM MT

Minutes submitted by: _____
Justin Hilliard, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____

