

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 the January 2024 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, January 25, 2024, 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
Deepesh Kholwadwala
Malini Perumal
Courtney Bell

City of Albuquerque

Justin Hilliard, EDD
Cilia Agliodoro, Finance
Monica Mitchell, EDD
Charlotte LaBadie, Finance
Laura Rummler, City Council
Matthew Montoya, City Attorney
Donna Sandoval, Finance
Renee Grout, City Council

Contractors

Tania Armenta, Visit ABQ
Ray Roa, ASM Global
Ceela McElveny, Visit ABQ
Minerva Jurado-Perea, AHCC
Dee Lujan, AHCC
William Schudlich, Visit ABQ
Dominic Baca, AHCC
Marisol Lucero, 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 November 2023 Minutes: Deepesh Kholwadwala

SECOND: Courtney Bell

IV. Chairman Reports

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

- Combined Monthly Total Revenue – 2.9 million for October FY24. Up 21.02% from FY23. 1.5 million for November FY24. Down 6.8% from FY23. FYTD up 4.38% compared to FY23 and up 19.05% from FY22.
- 87.79% drop in delinquent monthly revenue for Lodgers' Tax is responsible for the lower combined revenue in November FY24. All other Lodgers' Tax revenues rose.
- Note to change the name of the hotel at 601 Paisano Street. The name has been changed in the system already.
- 1,743 Short-Term Rentals as of 1/1/2024. Only 49% of STRs are compliant with permitting.
 - Discussion about code enforcement and whether it can be improved.

Contractor Reports

V. ASM Global Monthly Report –Ray Roa

- November
 - 18 total events. 16 at ACC. 2 at SPRK.
 - ACC operated 16% occupancy rate, SPRK at 7%.
 - 9 groups rebooked. 9 were recorded as new business.
 - 18 pieces of new business future events booked in November.
 - 20 opportunities were turned down in November.
- December
 - 15 total events. 14 at ACC. 1 at SPRK.
 - ACC operated 22% occupancy rate, SPRK at 3%
 - 9 groups rebooked. 6 were recorded as new business.
 - 17 pieces of new business future events booked in December
 - 16 opportunities were turned down in December
- January
 - 13 total events contracted in January.

VI. Visit Albuquerque (Albuquerque Convention and Visitors Bureau) Monthly Report – Ceela McElveny & Marisol Lucero

- October
 - Lodgers' Tax collections up 21% from FY23.
 - Occupancy Rate in October was 72%. Up 2% over FY22.
 - Average Daily Rate was \$156.86.
 - The strongest day was October 13 at 97.6%, the night before the eclipse.
- November
 - Lodgers' Tax collections down 7% from FY22.
 - Average Hotel Occupancy up 3% over FY22.
 - Average Daily rate up 6% over FY22.
 - Average Daily Rate was \$110.86. Still well below comp. set and U.S. average.
 - Lodgers' Tax collections up 4% FYTD.

- The Occupancy Rate in November was up 1% on the U.S. average at 59%.
- 453,446 Total Passengers in November. Up 12% vs. FY22.
- 45,400 Total November 2023 Leisure & Hospitality Employment.
- December
 - 37 Total Future Citywide Events booked FYTD, up 185 % vs FY23.
 - 94 Total Future Non-Citywide Events booked FYTD, down 3% vs. FY23.
 - 88 Future Sports Events Booked FYTD (Citywide & Non-Citywide), with an estimated \$38M Direct Spend.
 - 317% increase in Advertising Impressions FYTD 23.
 - 30% increase in Website User Sessions FYTD 23.
 - 26% increase in Social Media Followers FYTD23.
 - 33 Total Lost Events for December. Translates to \$14.8M Lost Est. Direct Spend.

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

- November
 - Annual KPI – Total Citywide Events booked at 150%. Total New Citywide Events booked at 100%. Total Non-Citywide Events booked at 50%. Total New Non-Citywide Events booked at 0%.
 - 2 Lost Business – \$808,870K Lost in Economic Impact.
 - 5 upcoming events in December. 2 in January. 1 in February.
 - 15.3% decrease in Reach on Facebook.
- December
 - 4 Future Tentative Bookings made in December
 - 2 upcoming events in January, 1 in February, and 2 in March.
 - Decrease in followers and reach on Facebook
 - Increase in followers and reach on Instagram

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 Chair and Vice Chair Nominations and Vote

- Board Chair - Deepesh Kholwadwala nominated himself. There were no other nominations.
- Vice Chair - Deepesh Kholwadwala nominated Malini Perumal. There were no other nominations.
- The Board voted unanimously to approve Deepesh Kholwadwala as Board Chair and Malini Perumal as Vice Chair.

X. Adjourn

MOTION to Adjourn: Deepesh Kholwadwala

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:16 PM MT

Minutes submitted by: _____
Justin Hilliard, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____