

# 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 March 2024 Meeting*

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The Lodgers' Tax Advisory Board meeting on Thursday, March 28, 2024, was held via Zoom video conference.

Sean Jariwala, Board Member, called the meeting to order at 3:32 PM MT.

In attendance:

**Board Members**

Sean Jariwala  
Courtney Bell  
Skye Devore

**City of Albuquerque**

Justin Hilliard, EDD  
Cilia Agliadoro, Finance  
Kevin Sourisseau, CFO  
Charlotte LaBadie, Finance  
Donna Sandoval, Finance  
Henry Hoffman, EDD  
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  
Craig Barkdull, ASM Global

**I. Welcome & Introductions – Sean Jariwala, Board Member**

**II. Adoption of Agenda – Additions/Deletions to Agenda – Sean Jariwala, Board Member**

**MOTION to Adopt the Agenda:** Skye Devore

**SECOND:** Courtney Bell

**MOTION PASSED UNANIMOUSLY**

**III. Call to Approve Minutes – Sean Jariwala, Board Member**

**MOTION to Approve February 2024 Minutes:** Skye Devore

**SECOND:** Courtney Bell

#### **IV. Chairman Reports**

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

- Combined Monthly Total Revenue – 1.5 million for January FY24. Up 15.72% from FY23.
- Lodgers Tax Revenue up 9.27 %. Delinquent Revenue up 3709.54%. Short-Term Rentals Revenue down 251.49%. Hospitality Fee Revenue up 9.31%.
- Charlotte explains the details of liens placed on several hotels.
  - 5 New Liens. 3 Existing Liens.
  - Total FY24 Estimated Occupancy Taxes at 18.79MM. Est. Delinquency Amount at \$1,258,694. Delinquency ratio 6.70%.
- 1,837 STRs as of 3/1/2024 (5% growth). 49% of STRs are compliant with permitting.
- Discussion about code enforcement.
- Skye suggests removing delinquent hotels from the VisitABQ website. Tania said her team would discuss it.

#### **Contractor Reports**

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

- February
  - 17 total events. 15 at ACC & 2 at SPRK.
    - ACC Operated at a 47.76% occupancy rate. SPRK at 11%.
    - Repeat Business - 10 groups returned.
    - New Business – 7 were new.
    - Lead Source(s) for Feb. Bookings: 82% ASMG, 18% VABQ, & 0% AHCC.
  - ASM Global/ACC booked a total of 22 future events in February 2024. ASM Global/SPRK booked a total of 6 future events in February 2024.
  - In February 2024, the ACC & SPRK turned down 33 events. Lead Source(s) for turned-down events: 76% ASMG, 15% VABQ, & 9% AHCC.
  - ASM represented at 4 events.
- March
  - 22 events contracted between ACC & SPRK.
  - ASM represented at 5 events.

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

- February 2024 Destination Dashboard
  - Lodgers' Tax Collections up 16% vs. January 2023.
  - Up 5% vs. FYTD 23. Up 19% vs. FYTD 22.
  - Average Hotel Occupancy up 2% vs. January 2023.
  - Average Daily Rate up 7% vs. January 2023.
  - The Occupancy Rate of 53% is in line with the national average.
  - 348,907 Total Passengers (Sunport Airline Metrics – January. 2024) – up 7% vs. January 2023 and up 30% vs. January 2022.

- The number of meetings/events in February 2024 is down 7% from February 2023. Est. Direct Spend is up 4%.
- 11 new Future Citywide Events Booked FYTD. 61 new Future Non-Citywide Events Booked FYTD.
- 152 Future Events Booked FYTD. Up 18% vs. FYTD 23.
- 2024 FYTD Advertising Impressions are up 247% (1,264,049,193 total), Website User Sessions are up 27% (2,187,953 total), and Social Media Followers are up 25% (337,324 total) compared to 2023 FYTD.
- 129 ACE Trainees FYTD.
- February Lost Business - 3 Total Lost Events (1,578 Lost Room Nights, 585 Lost Attendees). Translates to \$680K in Lost Est. Direct Spend.
- Tania highlights tradeshows, collaborations, positive media coverage, the Balloon Fiesta ad campaign, and more.

**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 200%.
  - 4 upcoming events in March, 3 in April, and 1 in May.
  - 1.3K% increase in reach on Facebook.
  - Marketing Performance - 141,826 impressions from Advertisements in February 2024. CTR of 1.94%.
  - Discussion about digital marketing and access to CRM extranet for hotel owners.

**VIII. City Staff Report**

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

**IX. Adjourn**

**MOTION to Adjourn:** Skye Devore

**SECOND:** Courtney Bell

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 4:24 PM MT

Minutes submitted by: \_\_\_\_\_  
Justin Hilliard, City Staff

Date \_\_\_\_\_

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

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