

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Malini Perumal

Vice Chair: Sean Jariwala

Board Members:

Skye Devore

Courtney Bell

Deepesh Kholwadwala

Minutes from the April 2025 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, April 24, 2025, was held via Zoom video conference.

Sean Jariwala, Vice Chair, called the meeting to order at 3:34 PM MT.

In attendance:

Board Members

Courtney Bell

Sean Jariwala

Deepesh

Kholwadwala

City of Albuquerque

Daniel Schmuck, EDD

Cilia Agliodoro,

Finance

Charlotte LaBadie,

Finance

Henry Hoffman, EDD

Gregory Segura, Legal

Kevin Sourisseau,

Finance

Ian Alden, Legal

Contractors

Ray Roa, ASM Global

Michelle Roybal, ASM

Global

Tania Armenta, Visit

ABQ

Ceela McElveny, Visit

ABQ

Michelle Drenker, Visit

ABQ

William Schudlich,

Visit ABQ

Angie Jepsen, Visit

ABQ

Minerva Jurado-Perea,

AHCC

Dominic Baca, AHCC

I. Welcome & Introductions – Sean Jariwala, Vice Chair

II. Adoption of Agenda – Additions/Deletions to Agenda – Sean Jariwala, Vice Chair

- **MOTION to Adopt the Agenda:** Deepesh Kholwadwala
- **SECOND:** Courtney Bell

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Sean Jariwala, Vice Chair

MOTION to Approve March 2025 Minutes: Courtney Bell

SECOND: Deepesh Kholwadwala

MOTION PASSED UNANIMOUSLY

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

- Total FY25 Estimated Occupancy Taxes at 14.88MM.
- February FY25 vs February FY24
 - Combined Monthly Total Revenue – 1.56 million. Down 2.82%.
 - Accumulative Change Total for FY25 up 2.13%.
 - Lodgers Tax Monthly Revenue down 3.92%. Delinquent Revenue up 12.61%. Short-Term Rentals Revenue up 4.23%. Hospitality Fee Revenue down 3.05%.
- Charlotte explains the details of liens placed on several hotels.
 - 1 new lien. 11 existing liens.
- Est. Delinquency Amount at \$2,402,259. Est. Delinquency Ratio 11.20%.

Contractor Reports

V. Visit Albuquerque Monthly Report – Tania Armenta, Ceela McElveny, William Schudlich, Marisol Lucero, & Michelle Drenker

- March 2025 Report
 - Average Hotel Occupancy down 3% from February 2024.
 - 1,776,590 deplaned passengers in February. Down 1% vs February 2024.
 - 1.5 billion advertising impressions FYTD through March 2025.
 - March website sessions up 81% vs March 2024. Social followers up 11% vs March 2024.
 - Tania highlights upcoming business.

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

- March
 - 1 conventions held. \$11K economic impact.
 - 39,683 impressions from advertisements. 1,757 Facebook followers. 890 Instagram followers. Instagram followers up 6% month over month.

VII. ASM Global Monthly Report – Ray Roa

- March
 - 24 total events. 18 at ACC & 6 at SPRK.
 - ACC Operated at a 38.58% occupancy rate. SPRK at 44.52%.
 - Lead Source(s) for March Bookings: 83.33% ASMG and 16.67% VABQ.
 - Repeat Business - 15 groups returned.

- New Business - 9 were new.
- ASM Global/ACC booked a total of 11 future events in March. ASM Global/SPRK booked a total of 3 future event in March.
- In January 2025, the ACC & SPRK turned down 13 events. Lead Source(s) for turned-down events: 61.54% ASMG, 38.46% VABQ.

VIII. City Staff Report

- No updates

IX. New Business & Announcements

X. Adjourn

MOTION to Adjourn: Deepesh Kholwadwala

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:46 PM MT

Minutes submitted by: _____
Daniel Schmuck, City Staff

Date: _____

Minutes approved by: _____
Board Chair

Date: _____