

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Malini Perumal
Vice Chair: Sean Jariwala

Board Members:
Skye Devore
Courtney Bell
Tushar Patel
Deepesh Kholwadwala

Minutes from the March 2025 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, March 27, 2025, was held via Zoom video conference.

Malini Perumal, Board Chair, called the meeting to order at 3:30 PM MT.

In attendance:

Board Members

Malini Perumal
Courtney Bell
Skye Devore
Tushar Patel
Sean Jariwala
Deepesh Kholwadwala

City of Albuquerque

Daniel Schmuck, EDD
Cilia Aglialoro, Finance
Charlotte LaBadie, Finance
Henry Hoffman, EDD
Donna Sandoval, Finance
Gregory Segura, Legal
Kevin Sourisseau, Finance

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
Brooke Jung, Visit ABQ
Roberta Ricci, AHCC
Minerva Jurado-Perea, AHCC
Barbara Abeita, AHCC
Dominic Baca, AHCC

I. Welcome & Introductions – Malini Perumal, Board Chair

- Introduction of Michelle Roybal to the Lodgers' Tax Advisory Board. Michelle recently joined ASM Global as their Director of Sales and Marketing.

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

- **MOTION to Change the Agenda for the Election of a Vice-Chair:** Skye Devore

- **SECOND:** Tushar Patel

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Malini Perumal, Board Chair

MOTION to Approve February 2025 Minutes: Tushar Patel

SECOND: Deepesh Kholwadwala

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

- Total FY25 Estimated Occupancy Taxes at 13.32MM.
- January FY25 vs January FY24
 - Combined Monthly Total Revenue – 1.35 million. Down 8.78%.
 - Accumulative Change Total for FY25 up 2.75%.
 - Lodgers Tax Monthly Revenue down 4.43%. Delinquent Revenue down 94.26%. Short-Term Rentals Revenue down 478.05%. Hospitality Fee Revenue down 4.39%.
- Charlotte explains the details of liens placed on several hotels.
 - No new liens. 11 existing liens.
- Est. Delinquency Amount at \$2,392,550. Est. Delinquency Ratio 11.16%.

Contractor Reports

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

- February 2025 Report
 - Average Hotel Occupancy down 2.4% from January 2024.
 - 1,450,612 deplaned passengers in December. Up 1% vs December 2023.
 - 1.3 billion advertising impressions FYTD through February 2025. Impressions are trending higher than FY24 levels.
 - February website sessions up 81% vs February 2024. Social followers up 12% vs February 2024.
 - Tania highlights upcoming business.

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

- February
 - 2 conventions held. \$38K economic impact.
 - 47,971 impressions from advertisements in January. 1.7K Facebook followers. 806 Instagram followers. Instagram followers up 3.5% month over month.

VII. ASM Global Monthly Report – Ray Roa

- February
 - 29 total events. 23 at ACC & 6 at SPRK.
 - ACC Operated at a 57.22% occupancy rate. SPRK at 16.43%.

- Lead Source(s) for February Bookings: 75.86% ASMG, 20.69% VABQ, and 3.45% AHCC.
- Repeat Business - 16 groups returned.
- New Business - 13 were new.
- ASM Global/ACC booked a total of 6 future events in February. ASM Global/SPRK booked a total of 0 future event in February.
- In January 2025, the ACC & SPRK turned down 21 events. Lead Source(s) for turned-down events: 19.05% ASMG, 80.95% VABQ, 0% AHCC.

VIII. City Staff Report

- No updates

IX. New Business & Announcements

- Election for Vice Chair of the Lodgers' Tax Advisory Board
 - Malini Perumal and Deepesh Kholwadwala nominated Sean Jariwala as a candidate for Vice Chair.
 - **MOTION to Hold the Election for Vice Chair:** Courtney Bell
 - **SECOND:** Skye Devore
 - The board voted unanimously for Sean Jariwala as a new Vice Chair.
- The LTAB board thanked Tushar Patel for his service to the board, since he stepped of the Lodgers' Tax Advisory Board. The March meeting was Tushar's last LTAB board meeting.

X. Adjourn

MOTION to Adjourn: Malini Perumal

SECOND: Skye Devore

MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:50 PM MT

Minutes submitted by: _____
Daniel Schmuck, City Staff

Date: _____

Minutes approved by: _____
Board Chair

Date: _____