

# 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 May 2025 Meeting*

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The Lodgers' Tax Advisory Board meeting on Thursday, May 22, 2025, was held via Zoom video conference.

Malini Perumal, Chair, called the meeting to order at 3:34 PM MT.

In attendance:

#### **Board Members**

Courtney Bell  
Sean Jariwala  
Deepesh Kholwadwala  
Malini Perumal

#### **City of Albuquerque**

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

#### **Contractors**

Ray Roa, ASM Global  
Michelle Roybal, ASM Global  
Maria Rainsdon, 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 – Malini Perumal, Chair**

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

- **MOTION to Adopt the Agenda:** Courtney Bell

- **SECOND:** Deepesh Kholwadwala
- MOTION PASSED UNANIMOUSLY**

### **III. Call to Approve Minutes – Malini Perumal, Chair**

**MOTION to Approve April 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 16.68MM.
- March FY25 vs March FY24
  - Combined Monthly Total Revenue – 1.79 million. Down 12.46%.
  - Gross Accumulative Change Total for FY25 up 0.33%.
  - Lodgers Tax Monthly Revenue down 12.23%. Delinquent Revenue down 66.76%. Short-Term Rentals Revenue down 10.72%. Hospitality Fee Revenue down 12.20%.
- Charlotte explains the details of liens placed on several hotels.
  - 1 new lien. 11 existing liens.
- Est. Delinquency Amount at \$2,608,139. Est. Delinquency Ratio 12.16%.

### **Contractor Reports**

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

- April 2025 Report
  - Average Hotel Occupancy down 3.9% from March 2024.
  - 1,987,211 deplaned passengers in March. Down 1% vs March 2024.
  - 1.6 billion advertising impressions FYTD through April 2025.
  - April website sessions up 69% vs April 2024. Social followers up 11% vs April 2024.
  - Tania highlights upcoming business.

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

- April
  - 4 conventions held. \$357K economic impact.
  - 30,475 impressions from advertisements. 1,757 Facebook followers. 890 Instagram followers. Instagram followers up 6% month over month.

### **VII. ASM Global Monthly Report – Ray Roa**

- April
  - 30 total events. 23 at ACC & 7 at SPRK.
    - ACC Operated at a 24.81% occupancy rate. SPRK at 54.67%.
    - Lead Source(s) for April Bookings: 86.67% ASMG, 10.00% VABQ, and 3.33% AHCC.

- Repeat Business - 20 groups returned.
- New Business - 10 were new.
- ASM Global/ACC booked a total of 20 future events in April. ASM Global/SPRK booked a total of 6 future event in April.
- In April 2025, the ACC & SPRK turned down 11 events. Lead Source(s) for turned-down events: 63.64% ASMG, 36.36% VABQ.

### **VIII. City Staff Report**

- No updates

### **IX. New Business & Announcements**

### **X. Adjourn**

**MOTION to Adjourn:** Courtney Bell

**SECOND:** Dheepesh Kholwadwala

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 4:33 PM MT

Minutes submitted by: \_\_\_\_\_  
Daniel Schmuck, City Staff

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

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

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