

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

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: _____