

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Todd Walters
Co-Chairman: Harry Tipton

Board Members:
Brenda Moore
Debi Owen
Damen Kompanowski
Jesse Herron

Minutes from March 23, 2017 Meeting

Damen Kompanowski, Board Member, called the meeting of the Lodgers' Tax Advisory Board session to order at 4:04 p.m. March 23, 2017 at the Albuquerque Convention Center, Acoma Room.

In attendance:

Board Members

Damen Kompanowski
Debi Owen
Brenda Moore
Jesse Herron

City of Albuquerque

Dora Dominguez, EDD
Jerry Romero, City Budget Office
Gary Oppedahl, EDD
Nick Koerber, EDD

Contractors

Jose Garcia, SMG
Elise Rogers, Visit ABQ
Ernie C'de Baca, AHCC
Yuri Morales, AHCC
Cecilia Marquez, AHCC
Kinsey Cooper, NHCC

Board Members: Todd Walters and Harry Tipton were not able to attend

Special Presentations: Lindsay Lancaster, Indian Pueblo Cultural Center

Guest:

WELCOME AND INTRODUCTIONS -

- I. **Approval of Agenda:** Damen Kompanowski, Board Member, chaired the meeting. Hearing no additions /deletions to the agenda there was a call to approve the agenda.
MOTION by: Debi Owen, Board Member
SECOND: Brenda Moore, Board Member
MOTION PASSED: Unanimously

 - II. **Approval of Minutes:** Approval of February 23, 2017 There were no additions/deletion to the Minutes
MOTION by: Debi Owen, Board Member
SECOND: Brenda Moore, Board Member
MOTION PASSED: Unanimously
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in its response to the ever-changing social media and digital atmosphere and directly enhance its investment and promotional efforts in real-time.

- IPCC noted all City funds received for marketing and tourism promotions are leveraged with at minimum equal match. In the case of outdoor advertising and television promotions (given the larger cost) IPCC leveraged match of City funding is \$100 to \$1 leveraged match.

After the presentation the item was opened for questions from the Lodgers' Tax Advisory Board. Those questions included questions by City Staff on behalf of the Board Chairman who was unable to attend.

- Any data or plans for creating a system that will track museum admissions would be great. If admission data could be broken out between out of state visitors and in-state visitors would be better
- What plan is there to grow room night's verses providing a new experience for individuals already staying at an Albuquerque hotel?
- Please provide data to show group sales leads are increasing
- What is IPCC plan for growing as a destination for hotel guests?

Other questions included ideas for strengthening efforts to attract visitors by focusing on the "add one more night" to your stay initiative. The idea was referenced as an easy sell and opportunity that would require additional tracking mechanism. The effort was referenced as difficult to track and would depend on relationships with local hotels to help track.

- IPCC was acknowledged for increased attendance attributed to the museum renovation and the creation of iconic museum exhibits both the permanent and those rotating exhibits.
- Idea of creating Hotel Concierges program was also received as a positive idea. The program is a customized effort between IPCC and local hotels to create program best suited to tour groups
- IPCC effort to partner with Albuquerque Trolley for group pickup and drop off services from local hotels was recently implemented as a new effort to coordinate tourism experiences with groups staying at local hotels.
- IPCC was acknowledged for its work to provide year-round Native American dancers as a tangible tourism attraction.
- Question about how social media content is selected and how much promotion for non-IPCC related events the social media marketing efforts could also include.
- Questions/advice from the Board included the need to clearly define what the added funding request will fulfill for IPCC and its marketing efforts. A copy of the letter submitted to the City was identified as useful in providing this information.
- Question/concern that once funding increase is/if approved what assurances are there that the program created, supported and executed expertly by Lindsay would remain? Board concurred with an affirmation of the work attributed to Lindsay's efforts and trusts all reporting and data collection advice would be implemented under her leadership. Assurances the program would continue to grow was expressed as a wish...
- Question with regards to the Holiday Inn on IPCC property and its exemption from lodgers' tax was asked. IPCC will provide additional information specific to the property and its arrangement with IPCC Governing Board. There was reference to a willingness by IPCC to discontinue listing the hotel on the IPCC website was offered as a suggestion.
- Board requested a copy of the letter submitted to the City by IPCC outlining the funding request and the enhanced marketing efforts to be increased. As requested the letter sent via email to Board by City Staff on March 28, 2017.

The next meeting action item would be to review the IPCC questions and answers provided. Motion to table action until the April meeting was approved.

No further questions from the Board

Marketing Activities Reported: Cecilia Marquez announced; International Gathering of Nations PowWow scheduled for April 28th – 29th kicks off with Miss Indian World pageant. Chamber is recruiting volunteers required to staff the event. A total of 225 volunteers will be needed to support PowWow. This year's event will feature the making of a National Geographic film.

Announcements:

No Questions from the Board

VI. Visit Albuquerque (Albuquerque Convention and Visitors Center) - Elise Rogers, Visit ABQ provided the report and provided an overview of report handouts.

Upcoming Tradeshows/Industry Meeting list taken from the report handouts included:

- Mar 14-15: MIC of Colorado Educational Conference & Trade Show, Denver, CO
 - Mar 14-15: Meetings Quest Tradeshow, Atlantic City, NJ
 - Mar 14-17: Experient EnVision, Cleveland, OH
 - Mar 27-30: NASC Symposium, Sacramento, CA
 - Apr 4-5: Kansas City MPI Global Meetings Industry Day/Destination Celebration, (1 hotel partner)
 - Apr 18-20: Helms Briscoe Annual Business Conference & Partner Fair, Chicago, IL
 - Apr 20: MPI-NM & NMSAE Hospitality Showcase & Education Program, Albuquerque, NM
 - Apr 30-May 3: Conference Direct Annual Partner Meeting, Baltimore, MD
 - April/May 2017: Experient – Twinsburg Mission, Twinsburg, OH
 - April/May 2017: Smith Bucklin – Chicago Mission, Chicago, IL
 - May 5: NM Society of Association Executives Annual Meeting & Showcase, Albuquerque, NM
 - May 8-10: NM Governors Conference on Hospitality & Tourism, Albuquerque, NM
 - Jun 3-7: IPW, Washington, DC (3 hotel slots open)
 - Jun 6-8: SGMP National Education Conference, Ft Lauderdale, FL
 - Jun 11-14: PCMA Education Conference, New York City, NY
- Jun 12-16: CVent CONNECT, Las Vegas, NV (2 hotel slots open)
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March - 11 New City-wide events booked that added 44,433 room nights; 39,538 attendees and a direct spend of \$28M

Other news: Gathering of Nations on the 28th and 29th to include documentary of Native American culture on National Geographic; producer will be at the Gathering of Nations PowWow to interview attendees on the issue of Native American mascot and the controversy of using negative stereo types as team mascot/images. PowWow as the center piece for a national news documentary on a timely and current event issue was viewed as very positive and speaks highly of the national and international prominence of the event.

No Questions from the Board

VII. Open Board Seat Update/Status – Dora Dominguez, ED Staff reported having met the owner of Downtown Historic Bed and Breakfast, Steve Grant who indicated interest in the open board seat. Mr. Grant was referred to the Mayors’ website link to enter his application. Dora will report on the status of his application at next months’ board meeting.

VIII. New Business:

No further questions from the Board.

Motion to Adjourn:

MOTION by: Debi Owen, Board Member
SECOND: Brenda Moore, Board Member
MOTION PASSED: Unanimously

Meeting adjourned 6:10 pm

Minutes submitted by: 
Dora Dominguez, City Staff

Date: 4/27/17

Minutes approved by: 
Harry Tipton, Vice Chair

Date: 4/27/2017