

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Fred Mondragon
Vice Chair: Tushar Patel

Board Members:
Jesse Herron
Philip Snyder
Kara Grant
Sean Jariwala

Minutes from June 27, 2019 Meeting

The regular meeting of the City of Albuquerque Lodgers' Tax Advisory Board was held on Thursday, June 27, 2019 at 4 p.m., at the Albuquerque Convention Center, Anasazi Room, Tushar Patel, Board Vice Chair, called the meeting to order at 4:11 p.m.

In attendance:

Board Members

Sean Jariwala
Jesse Herron
Tushar Patel
Phillip Snyder

City of Albuquerque

Alan Varela, City Assistant Attorney
Cilia Aglioloro, City Treasurer
Christopher Chavez, EDD

Contractors

Jose Garcia, SMG
Tania Armenta, Visit ABQ
Yuri Morales, AHCC
Ceela McElveny, Visit ABQ
John Lewis, AHCC

Guest(s):

Charlie Gray, GAIA

I. Adoption of Agenda – Additions/Deletions to Agenda – Vice Chair

- Motion to approve agenda with changes accepted:

Motion to Approve Minutes by Sean Jariwala

Second by Jesse Herron

Motion Passed – Approval of Minutes Carried Unanimously

II. Call To Approve Minutes – Additions/Deletions to Agenda – Vice Chair

- Motion To Approve April Minutes:

Motion to Approve Minutes by Jesse Herron

Second by Sean Jariwala

Motion Passed – Approval of Minutes Carried Unanimously

III. Treasurer's Report – Cilia Aglioloro

- Total revenue for lodgers tax for the month of April 2019, \$1.232 million – April 2018, \$1.105 million – an increase of 11.51%
- Total cumulative July 2018 through April 2019 = \$11.645M vs last year \$9.4M increase of 9.97%, w/o Airbnb 7.89%
- Hospitality April 2019- \$246,522 vs April 2018 \$221,073 = increase of 7.88%
- Hospitality and Lodgers FYTD, \$13.975M vs last year \$12.708M = increase of 9.97%
- 4 delinquencies and 3 liens = 2.40% of Delinquent Establishments vs Total Establishments

- o **Board Q&A + comments**

- o Tushar Patel: What is the progress with collecting from other STR (Short Term Rental) companies?
- o Cilia Agliodoro: The City has a call scheduled on July 2, 2019 with Expedia to discuss.
- o Alan Varela: VRBO had reached out to STR operators and their platform announcing that they will start collecting State GRT based on the legislation passed this past legislative session. The State will distribute the municipality's portion of GRT. The City is responsible for its collection of Lodgers' Tax. The City is working on legislation that City Council will potentially address in September. The City legislation will create the framework for the collection from STRs and will also mirror the language found in the State legislation.
- o Sean Jariwala: Route 66 Hostel was on the delinquency list, but are no longer. What happened?
- o Alan Varela: The owners changed the ownership and name to avoid paying the past dues monies owed. There is no recourse.

IV. **Chairman Reports**

Contractor Reports

V. **Albuquerque Hispano Chamber of Commerce (AHCC)- Monthly Report – Yuri Morales, AHCC, provided board report.**

- Chihuahua delegation is currently in town
- AHCC has its Annual Golf Tournament happening today.
- The AHCC is involved with the International Pow Wow happening in Anaheim, CA
- Non-center booked room nights May 2019: 920
- US Hispanic Chamber of Commerce will be conducting a site visit in advance of their 2019 conference.

- o **Board Q&A**

- QUESTION: Sean Jariwala: Is it correct that Volaris announced that there will no longer be a Chihuahua flight?
- ANSWER: Yuri Morales: That is correct. The Hispano Chamber will continue pursuing other flights to Mexico.

VI. **SMG Monthly Report– Jose Garcia, SMG, provided the board report.**

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- ACC 42 events, attendance 59,992
- ARSC 13 events, attendance 9,188
- Occupancy at ACC was 31% for the month of May 2019, last year was 32%
- 19 repeat customers
- Occupancy for ARSC was 30.6% for the month of May
- Of the 42 events that occurred in the month of May, Nineteen (19) were repeat customers.
- In May 2019, SMG booked a total of 21 future events at the ACC.
- In May 2019, SMG booked a total of 3 future events at the ARSC.

- SMG turned down 10 pieces of business in May
- In the month of June 2019, SMG anticipates a total of 22 events. This number is lower than usual due to the National Senior Games.

○ **Board Q&A + Comments- NONE**

VII. Visit Albuquerque – Monthly Report – Tania Armenta, Visit ABQ, provided board report.

- Hotel occupancy is up 4.1% increase
- Average Daily Rate 5.1% increase average in daily rate YTD vs US average at 1.3%
- Meetings, Conventions, Sports – Booked Direct Spend down 3.6%, Booked Room Nights down 3%, Booked Attendance is up 1%, Total Booked Events are down 8%
- It is important to note that the down numbers are only for partial year and Visit ABQ anticipates that those numbers will improve by the end of the FY. The organization is aggressively working to increase the numbers.
- 135 Sports Events Booked FYTD 60 Site Visits & 29 Group Tour Sites FYTD
- 18 New Citywides Booked FYTD and 53 Total Citywides Booked FYTD
- 223 Non-Citywides Booked FYTD
- Although the number of Group Tour numbers are down, the number of Group Tour Room Nights are up
- 39 media site visits booked FYTD.
- Social media up on all sites.
- Senior Games was a huge success.
- Visit ABQ is running a report specifically on the impact of the Senior Games.
- June numbers will be phenomenal.

○ **Board Q&A + comments**

- QUESTION: Jesse Herron: Is there an electronic version of visitors guide?
- ANSWER: Tania Armenta: Yes, as well as a pdf version of certain sections.
- QUESTION: Jesse Herron: Are you filling the vacant position left by Elise Rogers?
- ANSWER: Tania Armenta: We have posted the position, however, we are reviewing staff organization and structure in addition to our priorities and what we need in our team now. Updates to come on that.

City Update –

- Chris Chavez: I am only aware of one person that has applied for the vacant board position left by Cathryn McGill's departure. It will be at least a couple of months before the next person is appointed and approved by City Council.
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VIII. New Business & Announcements - NONE

IX. Motion to Adjourn:

MOTION BY: Jesse Herron

SECOND: Sean Jariwala

MOTION PASSED: Unanimously

Meeting adjourned 4:53 pm.

Minutes submitted by: Christopher Chavez
Christopher Chavez, City Staff

Date: 6/27/19

Minutes approved by: 
Board Chair

Date: 8/22/19