

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Fred Mondragon
Vice Chair: Tushar Patel

Board Members:
Jesse Herron
Philip Snyder
Cathryn McGill
Sean Jariwala
Kara Grant

Minutes from May 23, 2019 Meeting

The regular meeting of the City of Albuquerque Lodgers' Tax Advisory Board was held on Thursday, May 23, 2019 at 4 p.m., at the Albuquerque Convention Center, Anasazi Room, Fred Mondragon, Board Chair, called the meeting to order at 4:01p.m.

In attendance:

Board Members

Fred Mondragon
Jesse Herron
Kara Grant
Phillip Snyder
Tushar Patel
Sean Jariwala
Cathryn McGill

City of Albuquerque

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

Contractors

Jose Garcia, SMG
Tania Armenta, Visit ABQ
Jim Garcia, AHCC
Valerie Lind, Visit ABQ
John Lewis, AHCC

Guest(s):

None

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

- Motion to approve change to the change agenda accepted:

Motion to Approve Minutes by Tushar Patel

Second by Jesse Herron

Motion Passed – Approval of Minutes Carried Unanimously

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

- Motion To Approve April Minutes with minor adjustments added by Tania Armenta

Motion to Approve Minutes by Sean Jariwala

Second by Kara Grant

Motion Passed – Approval of Minutes Carried Unanimously

III. Treasurer's Report – Cilia Aglialoro

- Total revenue for lodgers tax for the month of March 2019, \$1.311 million – March 2018, \$1.178 million – an increase of 11.4%
- Total cumulative July 2018 through March 2019 = \$10.36M vs last year \$9.4M increase of 10.23%, w/o Airbnb 8.02%
- Hospitality March 2019- \$274,000 vs March 2018 \$249,000 = increase of 10.24%
- Hospitality and Lodgers, \$12.439M vs last year \$11.285M = increase of 10.23%
- 5 delinquencies and 3 liens = 2.99%
- o **Comments:**
 - Fred Mondragon: How do we compare with delinquencies to other similarly sized cities?
Cilia Aglialoro: We are working on report. The City is working on an RFP to get a company to help us figure out STR's listing are so we can reach out to owners, also reaching out to the STR businesses' and sites in Albuquerque to see if they'd be willing to negotiate a contract but if they don't respond we will have to go out individually to request – we will keep updates. Receivables have climbed. Our current collections are above what we anticipated.
- o **Board Q&A**
 - **QUESTION:** Tushar Patel: Where we are in the process of filing lien on Barcelona?
 - **ANSWER:** Cilia Aglialoro:- It was filed on March 1, 2019. Discussion about the details of what a City lien entails.
 - **QUESTION:** Fred Mondragon: Has the State set up a mechanism to collect from STRs?
 - **ANSWER:** It is up to the municipality. CABQ is working towards figuring out a solution. The State will be involved with GRT collection from STRs.

IV. Chairman Reports

Contractor Reports

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

- ACC 33 events, attendance 55,497
- ARSC 26 events, attendance 3,736
- Occupancy at ACC was 58% for the month of April, last year was 40%
- 14 repeat customers
- Occupancy for ARSC was 31.6% for the month of April
- Of the 34 events that occurred in the month of April, Fourteen (14) were repeat customers.
- In April, 2018 SMG booked a total of 16 future events at the ACC.
- In April, 2018 we booked a total of 6 future events at the ARSC.
- SMG turned down 16 pieces of business in April.
- In the month of May 2019, SMG anticipates a total of 59 events.
- o **Board Q&A + Comments**
 - Jose Garcia: For National Senior Games – working on event
 - NSG Headquarters in ACC. SMG has been working with the group on all aspects of the event.
 - Torch ceremony in Civic Plaza June 15th
 - Many events happening in June, car show etc.

VI. **Visit Albuquerque - Monthly Report** – Tania Armenta, Visit ABQ, provided board report.

- Hotel occupancy is up 4.1% increase US AVG .4% increase
- Average Daily Rate 5% increase average in daily rate YTD vs US average at 1.3%

- Meetings, Conventions, Sports - Booked Direct Spend down 8.1%, Booked Room Nights down 7%, Booked Attendance is up 3%, Total Booked Events are down 6%
- 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.
- 106 Sports Events Booked FYTD 60 Site Visits & 29 Group Tour Sites FYTD
- 16 New Citywides Booked FYTD and 45 Total Citywides Booked FYTD 194 Non-Citywides Booked FYTD
- Although the number of Group Tour numbers are down, the number of Group Tour Room Nights are up
- Advertising numbers are down, but that was anticipated due to a strategy shift.
- Earned media and press tours have been very impactful and successful.
- 37 media site visits booked FYTD.
- Social media up on all sites.
- Information Center Visits are down due to the organization being displaced at the Sunport.
- ACE Trainings are down only due to the fact that last FY the Convention Center had a mass training of employees and the current numbers are more in line with a typical year.
- **Board Q&A + comments**
 - Fred Mondragon: What is the projected date for moving into airport space? Hopefully before Senior Games.
 - Tania Armenta: Plan is to be operational **before Senior Games.**
 - Jesse Herron: Where will the Old Town information be located and what is the status?
 - Tania Armenta: Before Balloon Fiesta. We are moving to a standalone unit hacienda corner of Romero and Mountain.
 - New Senior Sales Manager, Tabitha Stallworth

VII. Albuquerque Hispano Chamber of Commerce- Monthly Report – Jim Garcia, AHCC, provided board report.

- April is always a great month for the AHCC.
- Gathering Of Nations – EDD commissioning study on economic impact AND ROOM NIGHTS.
- Puebla, Mexico– April 9th through May 6th- convention in Puebla. 1.4 million visitors. 40 million people in Puebla area. The typical rate for a exhibitor is \$150,000. Thanks to Randy Trask we were able to go at a low cost. EDD sent out a press release. ROI is pending.
- Non-ACC 2,796 room nights booked in April.
- ACC booked room nights: 420
- Most successful GON YTD
- 800 tribes represented
- Largest Pow Wow in US, second largest in the world. Event was incredibly successful.
- Also hosted 45th Annual State Bilingual Conference and have scheduled for next 4 years to come
- Attended Governor’s Conference on Tourism – Yuri Morales represented the AHCC to discuss international travel / tourism development.
- Volaris Airlines marketing for Chihuahua / Guadalajara is underway and a mayoral trip is planned for June.
- Lowrider convention coming June 2
- Mariachi Spectacular will occur 10-13th of July
- **Board Q&A**
 - **QUESTION** Fred Mondragon: Any idea when data on GON will be presented?
 - **ANSWER:** Jim Garcia: Waiting for preliminary info next week, no official date yet – using BBER

VIII. City Update – Christopher Chavez, City Staff, and Synthia Jaramillo, Director

- Synthia Jaramillo: We have contracted for the BBER Study –another month out on collecting all data, next couple of months.
- Synthia Jaramillo- I'd like to echo Mayor's gratitude for everyone's work on Senior Games.
- Chris Chavez: No replacement for Dora as of yet.

IX. New Business & Announcements

- Cathryn McGill announced that she is resigning from the board effective May 23, 2019. She explained that Mayor Keller appointed her to another board related to the upcoming Census.-The Complete Count Committee. Chairman Mondragon thanked Cathryn for her service and acknowledged the importance of the upcoming Census and the work she had done for the Lodgers' Tax Advisory Board.
- Greater Albuquerque Innkeeper Association Presentation Review- Chairman Mondragon reviewed the presentation that he and Chris Chavez gave at the May 2019 GAIA membership meeting. Topics included: Lodgers' Tax Advisory Board marketing priorities, Lodgers' Tax fund expenditures, National Senior Games, capital improvements at the Convention Center and various other topics.

X. Motion to Adjourn:

MOTION BY: Kara Grant

SECOND: Tushar Patel

MOTION PASSED: Unanimously

Meeting adjourned 5:16 pm.

Minutes submitted by: Christopher Chavez
Christopher Chavez, City Staff

Date: 5/23/19

Minutes approved by: 
Board Chair

Date: 7/25/19