

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Malini Perumal
Vice Chair:

Board Members:
Sean Jariwala
Skye Devore
Courtney Bell
Tushar Patel
Deepesh Kholwadwala

Minutes from the February 2025 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, February 27, 2025, was held via Zoom video conference.

Malini Perumal, Board Chair, called the meeting to order at 3:37 PM MT.

In attendance:

Board Members

Malini Perumal
Courtney Bell
Skye Devore
Tushar Patel

City of Albuquerque

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

Contractors

Ray Roa, ASM Global
Marisol Fraire, ASM Global
Tania Armenta, Visit ABQ
Ceela McElveny, Visit ABQ
Michelle Drenker, Visit ABQ
William Schudlich, Visit ABQ
Roberta Ricci, AHCC
Minerva Jurado-Perea, AHCC
Dee Lujan, AHCC
Dominic Baca, AHCC
Ruben Garcia, AHCC

- I. **Welcome & Introductions – Malini Perumal, Board Chair**
- II. **Adoption of Agenda – Additions/Deletions to Agenda – Malini Perumal, Board Chair**

MOTION to Adopt the Agenda: Tushar Patel

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Malini Perumal, Board Chair

MOTION to Approve January 2025 Minutes: Malini Perumal

SECOND: Courtney Bell

IV. City Treasury Report(s) & Presentation – Cilia Aglialoro & Charlotte LaBadie

- Total FY25 Estimated Occupancy Taxes at 11.96MM.
- December FY25 vs December FY24
 - Combined Monthly Total Revenue – 1.37 million. Up 4.11%.
 - Accumulative Change Total for FY25 up 4.24%.
 - Lodgers Tax Monthly Revenue up 7.00%. Delinquent Revenue down 75.78%. Short-Term Rentals Revenue down 13.72%. Hospitality Fee Revenue up 6.99%.
- Charlotte explains the details of liens placed on several hotels.
 - No new liens. 11 existing liens.
- Est. Delinquency Amount at \$2,392,550. Est. Delinquency Ratio 11.16%.

Contractor Reports

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

- January 2025 Report
 - Total Lodgers' Tax Revenue + Hospitality Fee Collected at \$11,965,644 2025 FYTD. +4% from December 2023.
 - Average Hotel Occupancy down .8% from December 2023.
 - 1,450,612 deplaned passengers in December. Up 1% vs December 2023.
 - January website sessions up 78% vs January 2024. Social followers up 12% vs January 2024.
 - Tania highlights upcoming business.

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

- January
 - 47,971 impressions from advertisements in January. 1739 Facebook followers. 769 Instagram followers.

VII. ASM Global Monthly Report – Ray Roa

- January
 - 10 total events. 10 at ACC & 0 at SPRK.
 - ACC Operated at a 47.30% occupancy rate. SPRK at 0%.
 - Lead Source(s) for January Bookings: 80.00% ASMG, 20.00% VABQ.
 - Repeat Business - 6 groups returned.
 - New Business - 4 were new.
 - ASM Global/ACC booked a total of 15 future events in January. ASM

Global/SPRK booked a total of 6 future event in January.

- In January 2025, the ACC & SPRK turned down 25 events. Lead Source(s) for turned-down events: 68.00% ASMG, 32.00% VABQ, 0% AHCC.

VIII. City Staff Report

- Daniel Schmuck – Several board members' terms are set to expire soon. The guidance has been that they should remain in their positions until replacements can be found.

IX. Adjourn

MOTION to Adjourn: Skye Devore

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:26 PM MT

Minutes submitted by: _____ Date: _____
Daniel Schmuck, City Staff

Minutes approved by: _____ Date: _____
Board Chair

