

# City of Albuquerque

## *Lodgers' Tax Advisory Board*



**Chairman:** Deepesh Kholwadwala  
**Vice Chair:** Malini Perumal

**Board Members:**  
Sean Jariwala  
Skye Devore  
Courtney Bell  
Tushar Patel

### *Minutes from the August 2024 Meeting*

The Lodgers' Tax Advisory Board meeting on Thursday, August 22, 2024, was held via Zoom video conference.

Deepesh Kholwadwala, Board Chair, called the meeting to order at 3:33 PM MT.

In attendance:

#### **Board Members**

Deepesh Kholwadwala  
Malini Perumal  
Sean Jariwala  
Courtney Bell  
Skye Devore  
Tushar Patel

#### **City of Albuquerque**

Daniel Schmuck, EDD  
Cilia Agliadoro, Finance  
Charlotte LaBadie, Finance  
Justin Hilliard, EDD  
Monica Mitchell, EDD  
Matthew Montoya, City Attorney  
Kevin Sourisseau, CFO

#### **Contractors**

Ray Roa, ASM Global  
Ceela McElveny, Visit ABQ  
Marisol Fraire, ASM Global  
Marisol Lucero, Visit ABQ  
Tania Armenta, Visit ABQ  
Scott Craighead, Visit ABQ  
Dee Lujan, AHCC  
Michelle Drenker, Visit ABQ  
Dominic Baca, AHCC  
William Schudlich, Visit ABQ

#### **I. Welcome & Introductions – Deepesh Kholwadwala, Board Chair**

- Deepesh outlines goals for LTAB

#### **II. Adoption of Agenda – Additions/Deletions to Agenda – Deepesh Kholwadwala, Board Chair**

**MOTION to Adopt the Agenda:** Skye Devore

**SECOND:** Tushar Patel

**MOTION PASSED UNANIMOUSLY**

#### **III. Call to Approve Minutes – Deepesh Kholwadwala, Board Chair**

**MOTION to Approve July 2024 Minutes:** Skye Devore  
**SECOND:** Malini Perumal

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

- Combined Monthly Total Revenue – 2.15 million for June FY24. Up 8.88% from FY23.
- Accumulative Change Total for FY24 up 6.31% over FY23
- Lodgers Tax Monthly Revenue up 5.63%. Delinquent Revenue up 145.51%. Short-Term Rentals Revenue up 6.37%. Hospitality Fee Revenue up 5.65%.
- Charlotte explains the details of liens placed on several hotels.
  - No new liens. 11 existing liens. 3 liens released.
- Total FY24 Estimated Occupancy Taxes at 20.94MM. Est. Delinquency Amount at \$1,686,474. Est. Delinquency Ratio 8.05%.

**Contractor Reports**

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

- Minerva outlines AHCC’s 2025 marketing plan.
- July
  - 3 Non-Citywide Events held.
  - 5 Conventions held.
- Local Events – 4 events in July, 2 in August, and 6 in September.
- Marketing Performance – 117,099 impressions from Advertisements in July 2024. Social Media – 1,718 followers on Facebook and 671 followers on Instagram.

**VI. ASM Global Monthly Report – Ray Roa**

- July
  - 11 total events. 9 at ACC & 2 at SPRK.
    - ACC Operated at a 9.91% occupancy rate. SPRK at 11.61%.
    - Repeat Business - 8 groups returned.
    - New Business - 3 were new.
    - Lead Source(s) for July Bookings: 63.64% ASMG, 27.27% VABQ, & 9.09% AHCC.
  - ASM Global/ACC booked a total of 13 future events in July 2024. ASM Global/SPRK booked a total of 4 future event in July 2024.
  - In June 2024, the ACC & SPRK turned down 17 events. Lead Source(s) for turned-down events: 58.82% ASMG, 41.18% VABQ, & 0% AHCC.
- August
  - 8 events contracted between ACC & SPRK.

**VII. Visit Albuquerque Monthly Report – Tania Armenta, Ceela McElveny, William Schudlich, Marisol Lucero, Michelle Drenker & Scott Craighead**

- July 2024 Report
  - Lodgers’ Tax Collections up 6% vs. June 2023.
  - Average Hotel Occupancy flat with June 2023.
  - Average Daily Rate up 4% vs. June 2023.

- Hotel Revenue CY24 YTD is \$229.23 million
- New Hotels
  - 1 opened in July
  - 1 opened in August
  - 1 opening 2024
  - 1 opening TBD
- The Occupancy Rate of 64.9% is 2.4% higher than the national average.
- 2,734,350 deplaned passengers in June. Up 10% vs June 2023.
- July website sessions up 51% vs July 2023. Social followers up 21% vs July 2023.

**VIII. City Staff Report**

- Daniel Schmuck - Nothing new to report.

**IX. Adjourn**

**MOTION to Adjourn:** Sean Jariwala

**SECOND:** Skye Devore

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 5:05 PM MT

Minutes submitted by: \_\_\_\_\_ Date: \_\_\_\_\_  
Daniel Schmuck, City Staff

Minutes approved by: \_\_\_\_\_ Date: \_\_\_\_\_  
Board Chair