

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 January 2024 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, January 23, 2025, was held via Zoom video conference.

Deepesh Kholwadwala, Board Chair, called the meeting to order at 3:35 PM MT.

In attendance:

Board Members

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

City of Albuquerque

Monica Mitchell, EDD
Daniel Schmuck, EDD
Max Gruner, EDD
Cilia Aglialoro, Finance
Charlotte LaBadie, Finance
Justin Hilliard, EDD
Henry Hoffman, EDD
Kevin Sourisseau, CFO
Donna Sandoval, Finance
Gregory Segura, Legal

Contractors

Ray Roa, ASM Global
Tania Armenta, Visit ABQ
Ceela McElveny, Visit ABQ
Brooke Jung, Visit ABQ
Michelle Drenker, Visit ABQ
William Schudlich, Visit ABQ
Angie Jespen, Visit ABQ
Roberta Ricci, AHCC
Minerva Jurado-Perea, AHCC
Dee Lujan, AHCC
Ernie C'deBaca, AHCC
Dominic Baca, AHCC
Ruben Garcia, AHCC

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

MOTION to Adopt the Agenda: Courtney Bell
SECOND: Tushar Patel

MOTION PASSED UNANIMOUSLY

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

MOTION to Approve August 2024 Minutes: Malini Perumal

SECOND: Courtney Bell

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

- Total FY25 Estimated Occupancy Taxes at 10.59MM.
- November FY25 vs November FY24
 - Combined Monthly Total Revenue – 1.62 million. Up 5.62%.
 - Accumulative Change Total for FY25 up 4.26%.
 - Lodgers Tax Monthly Revenue down 1.38%. Delinquent Revenue up 380.83%. Short-Term Rentals Revenue down 20.50%. Hospitality Fee Revenue down 1.24%.
- Charlotte explains the details of liens placed on several hotels.
 - 1 new lien. 10 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

- December 2024 Report
 - Total Lodgers' Tax Revenue + Hospitality Fee Collected at \$10,595,522 2025 FYTD. +4% from November 2023.
 - Average Hotel Occupancy down .7% from November 2023.
 - 1,225,769 deplaned passengers in November. Up 1% vs November 2023.
 - July website sessions up 80% vs November 2023. Social followers up 12% vs November 2023.
 - Tania highlights upcoming sports events.

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

- November
 - 3 Conventions held.
 - 34,736 impressions from advertisements in November. 1726 Facebook followers. 736 Instagram followers.
- December
 - 4 Conventions held.
 - 39,535 impressions from advertisements in December. 1732 Facebook followers. 756 Instagram followers.

VII. ASM Global Monthly Report – Ray Roa

- November
 - 19 total events. 15 at ACC & 4 at SPRK.

- ACC Operated at a 1.06% occupancy rate. SPRK at 15.48%.
 - Lead Source(s) for November Bookings: 89.48% ASMG, 5.26% VABQ, 5.26% AHCC.
 - Repeat Business - 11 groups returned.
 - New Business - 8 were new.
 - ASM Global/ACC booked a total of 17 future events in November 2024. ASM Global/SPRK booked a total of 5 future event in November 2024.
 - In November 2024, the ACC & SPRK turned down 20 events. Lead Source(s) for turned-down events: 85% ASMG, 5% VABQ, 5% AHCC, 5% Hotel Referral.
- December
 - 19 total events. 19 at ACC & 0 at SPRK.
 - ACC Operated at a 42.82% occupancy rate. SPRK at 0%.
 - Lead Source(s) for December Bookings: 94.74% ASMG, 5.26% VABQ.
 - Repeat Business - 12 groups returned.
 - New Business - 7 were new.
 - ASM Global/ACC booked a total of 21 future events in December 2024. ASM Global/SPRK booked a total of 0 future event in December 2024.
 - In December 2024, the ACC & SPRK turned down 13 events. Lead Source(s) for turned-down events: 61.54% ASMG, 38.46% VABQ, 0% AHCC.

VIII. City Staff Report

- Daniel Schmuck - Nothing new to report.

IX. New Business & Announcements

- Board Vote for Chair & Vice Chair
 - Malini Perumal is unanimously elected Board Chair. The Vice Chair election is deferred to the next meeting.

X. Adjourn

MOTION to Adjourn: Tushar Patel
SECOND: Courtney Bell
MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:56 PM MT

Minutes submitted by: _____
 Daniel Schmuck, City Staff

Date: _____

Minutes approved by: _____
 Board Chair

Date: _____