

# 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 October 2024 Meeting*

The Lodgers' Tax Advisory Board meeting on Thursday, October 24, 2024, was held via Zoom video conference.

Malini Perumal, Vice Chair, called the meeting to order at 3:27 PM MT.

In attendance:

#### **Board Members**

Malini Perumal  
Sean Jariwala  
Courtney Bell  
Skye Devore  
Tushar Patel

#### **City of Albuquerque**

Daniel Schmuck, EDD  
Cilia Aglialoro, Finance  
Charlotte LaBadie, Finance  
Justin Hilliard, EDD  
Henry Hoffman, EDD  
Andrew Coon, City Attorney  
Kevin Sourisseau, CFO  
Donna Sandoval, Finance

#### **Contractors**

Ray Roa, ASM Global  
Marisol Fraire, ASM Global  
Briana Salazar, ASM Global  
Tania Armenta, Visit ABQ  
Ceela McElveny, Visit ABQ  
Brooke Jung, Visit ABQ  
Michelle Drenker, Visit ABQ  
William Schudlich, Visit ABQ  
Prashnim Set, Visit ABQ  
Minerva Jurado-Perea, AHCC  
Dominic Baca, AHCC

**I. Welcome & Introductions – Malini Perumal, Vice Chair**

**II. Adoption of Agenda – Additions/Deletions to Agenda – Malini Perumal, Vice Chair**

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

**SECOND:** Courtney Bell

**MOTION PASSED UNANIMOUSLY**

**III. Call to Approve Minutes – Malini Perumal, Vice Chair**

**MOTION to Approve August 2024 Minutes:** Skye Devore  
**SECOND:** Sean Jariwala

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

- Total FY25 Estimated Occupancy Taxes at 1.86MM.
- Combined Monthly Total Revenue – 2.15 million for August FY25. Down .3% from FY24.
- Accumulative Change Total for FY25 up 3.77% over FY24.
- Lodgers Tax Monthly Revenue down 2.63%. Delinquent Revenue up 82.21%. Short-Term Rentals Revenue down 13.41%. Hospitality Fee Revenue down 2.65%.
- Charlotte explains the details of liens placed on several hotels.
  - 1 new lien. 19 existing liens 2 liens released.
- Est. Delinquency Amount at \$1,931,742. Est. Delinquency Ratio 9.01%.

**Contractor Reports**

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

- August 2024 Report
  - Average Hotel Occupancy down .9% from August 2023.
  - Average Daily Rate up 3% vs. August 2023.
  - Hotel Revenue CY24 YTD is \$306.38 million
  - The Occupancy Rate of 63.9% is .1% higher than the national average.
  - 734,614 deplaned passengers in September. Up 4% vs September 2023.
  - July website sessions up 65% vs September 2023. Social followers up 20% vs September 2023.
  - Visit Albuquerque Annual Meeting will take place on November 12, 2024.

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

- August
  - 4 Conventions held.
- September
  - 6 Conventions held.
- 82,420 impressions from advertisements in September. 1721 Facebook followers. 698 Instagram followers.

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

- August
  - 7 total events. 4 at ACC & 3 at SPRK.
    - ACC Operated at a 1.06% occupancy rate. SPRK at 15.48%.
    - Repeat Business - 5 groups returned.
    - New Business - 2 were new.
    - Lead Source(s) for July Bookings: 100% ASMG.
  - ASM Global/ACC booked a total of 11 future events in August 2024. ASM

Global/SPRK booked a total of 2 future event in August 2024.

- In August 2024, the ACC & SPRK turned down 13 events. Lead Source(s) for turned-down events: 46.15% ASMG, 30.77% VABQ, & 23.08% AHCC.
- September
  - 27 events contracted between ACC & SPRK.
  - ASM Global/ACC booked a total of 18 future events in September 2024. ASM Global/SPRK booked a total of 3 future event in September 2024.
- October
  - 23 events contracted between ACC & SPRK

**VIII. City Staff Report**

- Daniel Schmuck - Nothing new to report.

**IX. Adjourn**

**MOTION to Adjourn:** Skye Devore

**SECOND:** Sean Jariwala

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 4:33 PM MT

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

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