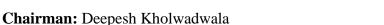
## **City of Albuquerque**

### Lodgers' Tax Advisory Board



Vice Chair: Malini PerumalSean JariwaSkye Devor

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:

<b>Board Members</b>	City of Albuquerque	<u>Contractors</u>
Malini Perumal	Daniel Schmuck, EDD	Ray Roa, ASM Global
Sean Jariwala	Cilia Aglialoro, Finance	Marisol Fraire, ASM Global
Courtney Bell	Charlotte LaBadie, Finance	Briana Salazar, ASM Global
Skye Devore	Justin Hilliard, EDD	Tania Armenta, Visit ABQ
Tushar Patel	Henry Hoffman, EDD	Ceela McElveny, Visit ABQ
	Andrew Coon, City Attorney	Brooke Jung, Visit ABQ
	Kevin Sourisseau, CFO	Michelle Drenker, Visit ABQ
	Donna Sandoval, Finance	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.
  - o 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
  - o Average Hotel Occupancy down .9% from August 2023.
  - o Average Daily Rate up 3% vs. August 2023.
  - o Hotel Revenue CY24 YTD is \$306.38 million
  - o The Occupancy Rate of 63.9% is .1% higher than the national average.
  - o 734,614 deplaned passengers in September. Up 4% vs September 2023.
  - o July website sessions up 65% vs September 2023. Social followers up 20% vs September 2023.
  - o Visit Albuquerque Annual Meeting will take place on November 12, 2024.

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

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

#### VII. ASM Global Monthly Report - Ray Roa

- August
  - o 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.
  - o 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.
- o 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
  - o 27 events contracted between ACC & SPRK.
  - o 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
  - o 23 events contracted between ACC & SPRK

#### VIII. City Staff Report

Daniel Schmuck - Nothing new to report.

**Board Chair** 

Minutes approved by:

IX.	Adjourn		
мот	TON to Adjourn: Skye Devore		
SEC	OND: Sean Jariwala		
MOT	TION PASSED UNANIMOUSLY		
Meeti	ng adjourned 4:33 PM MT		
Minu	tes submitted by:	Date:	
	Daniel Schmuck, City	Staff	