

# 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 November 2024 Meeting*

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The Lodgers' Tax Advisory Board meeting on Thursday, November 25, 2024, was held via Zoom video conference.

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

In attendance:

#### **Board Members**

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

#### **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  
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

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

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

**SECOND:** Courtney Bell

**MOTION PASSED UNANIMOUSLY**

### **III. Call to Approve Minutes – Deepesh Kholwadwala, Board 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 5.93MM.
- September FY25 vs September FY24
  - Combined Monthly Total Revenue – 1.93 million. Up 6.76%.
  - Accumulative Change Total for FY25 up 4.73%.
  - Lodgers Tax Monthly Revenue up 1.68%. Delinquent Revenue up 11225.77%. Short-Term Rentals Revenue down 21.11%. Hospitality Fee Revenue up 1.66%.
- Charlotte explains the details of liens placed on several hotels.
  - No new liens. 10 existing liens.
- Est. Delinquency Amount at \$1,903,663. Est. Delinquency Ratio 8.88%.

### **Contractor Reports**

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

- October 2024 Report
  - Average Hotel Occupancy down .7% from September 2023.
  - Average Daily Rate up 3% vs. September 2023.
  - Hotel Revenue CY24 YTD is \$344.98 million
  - The Occupancy Rate of 64.9% is .9% higher than the national average.
  - 1,012,794 deplaned passengers in October. Up 3% vs October 2023.
  - July website sessions up 82% vs October 2023. Social followers up 13% vs October 2023.
  - Visit Albuquerque Manifesto received a Rocky Mountain Emmy.

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

- October
  - 3 Conventions held.
- 869,123 impressions from advertisements in October. 1726 Facebook followers. 725 Instagram followers.

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

- October
  - 23 total events. 19 at ACC & 4 at SPRK.
    - ACC Operated at a 1.06% occupancy rate. SPRK at 15.48%.
    - Lead Source(s) for October Bookings: 86.96% ASMG, 12.04% VABQ.
    - Repeat Business - 14 groups returned.
    - New Business - 9 were new.
  - ASM Global/ACC booked a total of 15 future events in October 2024. ASM Global/SPRK booked a total of 2 future event in October 2024.

- In October 2024, the ACC & SPRK turned down 25 events. Lead Source(s) for turned-down events: 52% ASMG, 48% VABQ.
- November
  - 20 events contracted between ACC & SPRK

**VIII. City Staff Report**

- Daniel Schmuck - Nothing new to report.

**IX. Adjourn**

**MOTION to Adjourn:** Skye Dev

**SECOND:** Tushar Patel

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 4:46 PM MT

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

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