



CITY OF ALBUQUERQUE

Office of the Mayor

One Civic Plaza NW, Albuquerque, NM 87103

Timothy M. Keller, Mayor

INTER-OFFICE MEMORANDUM

February 20, 2026

TO: Klarissa J. Peña, President, City Council

FROM: Timothy M. Keller, Mayor



SUBJECT: Mayor's re-appointment of Ms. Jennifer Brower to the Lodgers' Tax Advisory Board

I am submitting for your advice and consent the following name for re-appointment to the Lodgers' Tax Advisory Board in accordance with the City of Albuquerque Ordinance 4-4-13.

APPOINTEE NAME

Ms. Jennifer Brower
Albuquerque, NM 87110

TERM

August 1, 2028

Jennifer Brower is a strategic communications advisor known for her clear vision, collaborative leadership, and ability to guide clients toward meaningful results. She helps organizations align their goals, navigate complexity, and communicate with clarity and impact.

Jennifer brings deep expertise in marketing, digital strategy, public relations, and creative direction. She previously served as Senior Director of Marketing and Public Relations at Central New Mexico Community College and Associate Director of Marketing at Dion's. A two-time University of New Mexico graduate, she holds a bachelor's degree in Spanish and political science and an MBA. Before launching 2540 Group with her business partner in 2020, Jennifer spent years leading high-impact marketing efforts for mission-driven organizations in New Mexico.

A resident of District 7, Ms. Brower will continue to as an At-Large representative on the Board; her first full term will expire August 1, 2028.

The remaining members are:

Representing	Name	Term
At Large	Mr. Sean Jariwala	8/1/2024
At Large	Ms. Jennifer Danae Brower	8/1/2025
Lodging Industry	Mr. Devan Patel	8/1/2028
Lodging Industry	Mx. Malini Perumal	8/1/2024
Short-Term Rental Representative	Ms. Courtney Bell	8/1/2024
Tourist-Related Industry	Ms. Skye Morris-Devore	8/1/2025
Tourist-Related Industry	Mr. Deepesh Kholwadhwa	8/1/2026

Lodgers' Tax Advisory Board

Re-appointment of Ms. Jennifer Brower

Page 3.

A handwritten signature in blue ink, reading "Samantha Sengel", is written over a horizontal line.

Samantha Sengel, Chief Administrative Officer

2 / 23 / 26

Date