



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 Mrs. Malini Perumal 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

Mrs. Malini Perumal
Albuquerque, NM 87113

TERM

August 1, 2027

Malini joined Total Management Systems in 1999 and has since been instrumental in optimizing revenue opportunities for all hotels in the portfolio. The company heavily relies on her expertise to drive revenue efforts, ensuring financial success. As a creative and strategic thinker, Malini excels in all aspects of strategic marketing and positioning of each hotel within their respective markets and competitive sets.

She is responsible for constructing and updating all hotel websites and oversees both local and national advertising campaigns across print and electronic media. Malini also prepares and manages pre-opening and post-opening marketing budgets, ensuring planned activities and expenses are well-coordinated. Her exceptional revenue management skills have led to outstanding occupancy rates, average daily rates (ADR), and Revenue Per Available Room (RevPAR) across all hotels, consistently outperforming competitive sets as evidenced by Smith Travel Report Indexes. Malini earned her Bachelor of Business Administration from the University of San Diego, CA in 1999 and holds the Certified Hotel Administrator designation.

A resident of District 4, Mrs. Perumal will continue to serve as a lodging industry representative on the Board. Her second full term will expire August 1, 2027.

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 Kholwadwala	8/1/2026

Re-Appointment of Mrs. Malini Perumal

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Samantha Sengel, Chief Administrative Officer

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Date