



# REVISED AGENDA

Melinda Liu  
Chair

Pete Carmichael  
Committee Member

Sean Crumby  
Committee Member

Marina Dutton  
Committee Member

Yuni Hunter  
Committee Member

Brandon Parole  
Committee Member

Sid Ramani  
Committee Member

## CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

January 20, 2026

8:30 AM

Las Lomas Community Center  
10 Federation Way  
Irvine, CA 92603

### PARTICIPATION AT HOTEL IMPROVEMENT DISTRICT COMMITTEE MEETINGS

YOU MAY SUBMIT COMMENTS ON ANY AGENDA ITEM OR ON ANY ITEM NOT ON THE AGENDA, IN WRITING VIA MAIL TO "ATTN: HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE," 1 CIVIC CENTER PLAZA, IRVINE, CA 92606 OR BY EMAIL TO [ERLOZADA@CITYOFIRVINE.ORG](mailto:ERLOZADA@CITYOFIRVINE.ORG). COMMENTS SUBMITTED AT LEAST TWO HOURS PRIOR TO THE COMMENCEMENT OF THE MEETING WILL BE DISTRIBUTED TO COMMITTEE MEMBERS AT THE MEETING. YOU MAY ALSO PROVIDE LIVE COMMENTS VIA "ZOOM." FOR MORE INFORMATION, VISIT [WWW.CITYOFIRVINE.ORG/HIDCOMMITTEE](http://WWW.CITYOFIRVINE.ORG/HIDCOMMITTEE).

**REQUEST TO SPEAK IN PERSON:** IF YOU WOULD LIKE TO ADDRESS THE COMMITTEE ON A SCHEDULED AGENDA ITEM OR NON-AGENDIZED ITEM, PLEASE REGISTER BY COMPLETING A REQUEST TO SPEAK FORM AVAILABLE WITH THE RECORDING SECRETARY. WE RESPECTFULLY ASK THAT YOU IDENTIFY ON THE FORM YOUR NAME AND THE ITEM(S) ON WHICH YOU WOULD LIKE TO SPEAK. THE REQUEST TO SPEAK FORM ON THE KIOSK ASSISTS THE CHAIR IN ENSURING THAT ALL PERSONS WISHING TO ADDRESS THE COMMITTEE ARE RECOGNIZED. IT ALSO ENSURES THE ACCURATE IDENTIFICATION OF MEETING PARTICIPANTS IN THE COMMITTEE MINUTES. YOUR NAME WILL BE CALLED AT THE TIME THE MATTER IS HEARD BY THE COMMITTEE. CITY POLICY IS TO LIMIT PUBLIC TESTIMONY TO UP TO THREE MINUTES PER SPEAKER DEPENDING ON RELEVANT CIRCUMSTANCES, WHICH INCLUDES THE PRESENTATION

OF ELECTRONIC OR AUDIO-VISUAL INFORMATION. SPEAKERS MAY NOT YIELD THEIR TIME TO OTHER PERSONS.

**PLEASE TAKE NOTICE THAT: THE ORDER OF SCHEDULED AGENDA ITEMS BELOW AND/OR THE TIME THEY ARE ACTUALLY HEARD, CONSIDERED AND DECIDED MAY BE MODIFIED BY THE CHAIR OR THE COMMITTEE DURING THE COURSE OF THE MEETING, SO PLEASE STAY ALERT.**

**PLEASE NOTE: THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE IS MAKING EVERY EFFORT TO FOLLOW THE SPIRIT AND INTENT OF THE BROWN ACT AND OTHER APPLICABLE LAWS REGULATING THE CONDUCT OF PUBLIC MEETINGS, IN ORDER TO MAXIMIZE TRANSPARENCY AND PUBLIC ACCESS. FOR QUESTIONS OR ASSISTANCE, PLEASE CONTACT THE CITY MANAGER'S OFFICE AT 949-724-6246, OR VIA EMAIL AT [ERLOZADA@CITYOFIRVINE.ORG](mailto:ERLOZADA@CITYOFIRVINE.ORG). IT WOULD BE APPRECIATED IF WRITTEN COMMUNICATIONS OF PUBLIC COMMENTS RELATED TO ITEMS ON THE AGENDA, OR ITEMS NOT ON THE AGENDA, ARE PROVIDED PRIOR TO THE COMMENCEMENT OF THE MEETING.**

## **CALL TO ORDER**

## **ROLL CALL**

## **PLEDGE OF ALLEGIANCE**

## **PRESENTATIONS**

- 1. ANNUAL REPORTS FOR FISCAL YEARS 2023-2024 AND 2024-2025**
- 2. HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT**

## **PUBLIC COMMENTS - NON-AGENDIZED ITEMS**

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Any member of the public may address the Hotel Improvement District Operating Committee on items within the Committee's subject matter jurisdiction, but which are not listed on this agenda. If 20 or fewer requests to provide public comments are submitted, each speaker shall be limited to three minutes. If between 21 and 30 speakers submit public comments, each speaker shall be limited to two minutes. If more than 30 speakers submit public comments, each speaker shall be limited to 90 seconds. The time limit per speaker shall be established based on the number of requests to speak submitted to the Recording Secretary before the first speaker is called. Requests to speak submitted after the first speaker is called shall receive 90 seconds. These time limits may be shortened or extended, or a cumulative limit on the time for all public speakers may be imposed, at the discretion of the Chair or by a majority vote of the Committee.

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## **ANNOUNCEMENTS/COMMITTEE REPORTS**

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Announcements and Committee Reports are for the purpose of presenting brief comments or reports, are subject to California Government Code Section 54954.2 of the Brown Act and are limited to 21 minutes per meeting, 3 minutes per member of the Hotel Improvement District Operating Committee. In addition, the Chair shall receive any necessary additional time to deliver announcements of community events and opportunities.

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## **COMMITTEE BUSINESS**

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Public comments on Committee Business items will be heard at the time the matters are considered. If 10 or fewer requests to speak are submitted, each speaker shall be limited to three (3) minutes per item. If between 11 and 15 speakers submit requests to speak, each speaker shall be limited to two (2) minutes per item. If 16 or more requests to speak are submitted, each speaker shall be limited to 90 seconds per item. The time limit per speaker shall be established based on the number of requests to speak submitted to the Recording Secretary before the first speaker is called. Requests to speak submitted after the first speaker is called shall receive 90 seconds. These time limits may be shortened or extended, or a cumulative limit on the time for all public speakers may be imposed, at the discretion of the Chair or by a majority vote of the Hotel Improvement District Operating Committee.

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### **3. *ELECTION OF VICE CHAIR FOR THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE***

#### **ACTION:**

Elect a Vice Chair for the Hotel Improvement District Operating Committee for the remainder of Fiscal Year 2025-26.

### **4. *MINUTES***

#### **ACTION:**

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on July 15, 2025.

## **ADJOURNMENT**

### **ADJOURNMENT**

**At 10:00 a.m.**, the Hotel Improvement District Operating Committee will determine which of the remaining agenda items can be considered and acted upon prior to 10:30 a.m. and will continue all other items on which additional time is required until a future Committee meeting. All meetings are scheduled to terminate at 10:30 a.m.

### **STAFF REPORTS**

As a general rule, staff reports or other written documentation have been prepared or organized with respect to each item of business listed on the agenda. Copies of these materials are on file with the Recording Secretary and are available for public inspection and copying once the agenda is publicly posted, (at least 7 days prior to a regular Hotel Improvement District Operating Committee meeting). Staff reports can also be downloaded from the City's website at [cityofirvine.org](http://cityofirvine.org) at least 7 days prior to the scheduled Committee meeting.

If you have any questions regarding any item of business on the agenda for this meeting, or any of the staff reports or other documentation relating to any agenda item, please contact Hotel Improvement District Operating Committee staff at (949) 724-6691.

### **SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA**

Any supplemental writings or documents distributed to a majority of the Committee regarding any item on this agenda after the posting of the agenda will be available for public review in the City Manager's Office,

1 Civic Center Plaza, Irvine, California, during normal business hours. In addition, such writings or documents will be made available for public review on the City's website and at the respective public meeting.

**SUBMITTAL OF INFORMATION BY MEMBERS OF THE PUBLIC FOR  
DISSEMINATION OR PRESENTATION AT PUBLIC MEETINGS**

Written Materials/Handouts

Any member of the public who desires to submit documentation in hard copy form may do so prior to the meeting or at the time he/she addresses the Committee. Please provide 15 copies of the information to be submitted and file with the Recording Secretary at the time of arrival to the meeting. This information will be disseminated to the Committee at the time testimony is given.

**CITY SERVICES TO FACILITATE ACCESS TO PUBLIC MEETINGS**

It is the intention of the City of Irvine to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Irvine will attempt to accommodate you in every reasonable manner. Please contact the City Manager's Office at (949) 724-6246.

**COMMUNICATION AND ELECTRONIC DEVICES**

To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

**MEETING SCHEDULE**

Regular meetings of the Hotel Improvement District Operating Committee are held bi-monthly on the third Tuesday of each month at 8:30 a.m. Agendas are available at the following locations:

- City Clerk's Office
- Irvine Police Department
- Main Entrance of City Hall
- Lakeview Senior Center, 20 Lake Rd.
- Northwood Community Center, 4521 Bryan Ave.
- Rancho Senior Center, 3 Ethel Coplen Way
- William Woollett Jr. Aquatics Center, 4602 Walnut Ave.
- City's web page at [cityofirvine.org](http://cityofirvine.org)

I hereby certify that the agenda for the Regular City of Irvine Hotel Improvement District Operating Committee meeting was posted in accordance with law at the main entrance of City Hall, 1 Civic Center Plaza, Irvine, California on 1/14/2026 by Ericka Lozada as well as on the City's web page.

DocuSigned by:  
  
Ericka Lozada  
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Ericka Lozada  
Recording Secretary

# MINUTES

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# REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

**MEETING DATE:** JANUARY 20, 2026

**TITLE:** MINUTES

DocuSigned by:

*Ericka Lozada*

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1/13/2026

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Recording Secretary

## RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on July 15, 2025.



## MINUTES

# CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

**July 15, 2025**  
**Quail Hill Community Center**  
39 Shady Canyon Drive  
Irvine, CA 92603

### CALL TO ORDER

The special meeting of the Hotel Improvement District Operating Committee was called to order at 8:45 a.m. on July 15, 2025, at Quail Hill Community Center, 39 Shady Canyon Drive, Irvine, California; Chairman Carroll presiding.

### ROLL CALL

Present:	6	Committee Member:	Sean Crumby
		Committee Member:	Marina Dutton
		Committee Member:	Yuni Hunter
		Committee Member:	Brandon Parole
		Committee Member:	Sid Ramani
		Chairman:	Mike Carroll
Absent:	1	Committee Member:	Pete Carmichael

### PLEDGE OF ALLEGIANCE

Committee Member Crumby led the Pledge of Allegiance.

## **PRESENTATIONS**

### **1. HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT**

Dave Lucey, Hotel Improvement District (HID) Director of Sales, reported on sales activities, with group sales and economic impact surpassing Fiscal Year 2023-24 numbers.

Charles Behnke, Hotel Improvement District (HID) Sales Manager, presented CVENT lead data for Fiscal Year 2024–2025, noting that April, May, and June each generated approximately 30 leads per month. CVENT is an event management and marketing platform used to track, manage, and report on leads generated through meetings, events, and trade shows. He also provided an overview of upcoming trade shows scheduled for July through September 2025.

Misty Bond, Hotel Improvement District (HID) Program Director, provided a website performance overview for May 2025, noting an increase in analytics and confirming that the website is actively tracking RFP submissions and partner referrals. She also reported on Fiscal Year 2024–2025 public relations efforts with Uniquely Driven (public relations agency), which resulted in 25 media placements, and shared that three confirmed media trips are scheduled for July and August.

Melissa Haley, Director of Communications and Engagement, provided an update on Fiscal Year 2024-25 budget and introduced the Economic Development Pilot Grants Program initiative.

Committee discussion included: Hillary Ahluwalia from the City Manager's Office provided further details on the Economic Development Pilot Grants Program and Great Park potentially hosting the California Junior College Baseball State Championship.

**By consensus of the members present**, received and filed.

### **2. NOBLE STUDIOS STATUS UPDATES**

Stephanie McKenna, Senior Client Success Manager and Cody Craft, Senior Designer, reported on Destination Irvine's new brand identity.

**By consensus of the members present**, received and filed.

## **PUBLIC COMMENTS – NON-AGENDIZED ITEMS**

There were no public comments.

## **ANNOUNCEMENTS/COMMITTEE REPORTS**

There were no announcements and reports.

## **COMMITTEE BUSINESS**

**3. *SALES AND MARKETING SUBCOMMITTEE APPOINTMENT UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE FOR FISCAL YEAR 2025-2026***

**ACTION:** Appointed Committee Members Dutton and Ramani to serve on the Hotel Improvement District Operating Committee subcommittee.

**4. *APPROVAL OF THE FISCAL YEAR 2025-2026 HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE MEETING SCHEDULE***

**ACTION:** Moved by Committee Member Ramani, seconded by Chairman Carroll, and unanimously carried by those members present to:

Approve Hotel Improvement District Operating Committee meeting schedule to be the third Tuesday, every other month at 8:30 a.m. – 10:30 a.m.

**5. *MINUTES***

**ACTION:** Moved by Committee Member Ramani, seconded by Committee Member Dutton, and unanimously carried by those members present to:

Approve the minutes of a special meeting of the Hotel Improvement District Operating Committee held on May 27, 2025.

## **ADJOURNMENT**

**Moved by Committee Member Crumby, seconded by Chairman Carroll, and unanimously carried by those members present to adjourn the regular meeting at 9:33 a.m.**

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CHAIR, HID OPERATING COMMITTEE

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RECORDING SECRETARY

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DATE