



# 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. 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:  
  
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Ericka Lozada  
Recording Secretary

# PRESENTATIONS

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# Hotel Improvement District (HID) Operating Committee Meeting

January 20, 2026



# WELCOME TO THE HID OPERATING COMMITTEE!

2

## Chair and Councilmember Melinda Liu

We are delighted to have you on our committee!

Thank you for your time, dedication, and support.



# Item #1: ANNUAL REPORTS FOR FISCAL YEARS 2023-2024 AND 2024-2025

February, 2026



Destination Irvine

# Item #1: Annual Reports Agenda

History of the Hotel Improvement District (HID)

Fiscal Year 2023–2024 Annual Report Recap

Fiscal Year 2024–2025 Annual Report Recap

# History of the HID

On November 12, 2002, the Irvine City Council adopted [Resolution 02-152](#): A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF IRVINE ESTABLISHING THE IRVINE HOTEL IMPROVEMENT DISTRICT AND LEVYING AN ASSESSMENT:

- The City assesses a two percent (2%) room rental assessment for all hotel room rentals in Irvine.
- The City distributes 1.5% to fund the Irvine Chamber of Commerce's Destination Irvine program to attract and recruit tourism and business to Irvine.
- The City distributes 0.5% to fund City of Irvine cultural programs.
- Assessed businesses (hotels) must be benefited by the assessment.

# History of the HID

On March 14, 2023, the Irvine City Council adopted [Resolution 23-27](#): A RESOLUTION OF THE CITY OF IRVINE, CALIFORNIA, MODIFYING IN PART CITY COUNCIL RESOLUTION 02-152 AND UPDATING PROCEDURES AND PROCESSES GOVERNING THE DISTRIBUTION OF PROCEEDS FROM THE IRVINE HOTEL IMPROVEMENT DISTRICT:

- The purposes of the uses of the two percent (2%) assessment was not changed.
- This resolution formed the City of Irvine Hotel Improvement District Operating Committee and shifted assessment funds from the Irvine Chamber of Commerce to the City of Irvine as follows:
  - 1.5% of the assessment to fund programs to attract and recruit business and tourism to Irvine (HID Directed Funding).
  - 0.5% of the assessment revenue to fund City of Irvine cultural programs (City Directed Funding).
  - Each year the HID Committee shall include in its disbursement to the City a portion of the HID Directed Funding to pay for the City's costs and expenses incurred (or forecast to be incurred) in (i) auditing and administering the assessment and staffing costs associated therewith, and (ii) in providing and staffing tourism and economic development programs, in an amount not to exceed eighteen percent (18%) of the Full Funding.

# History of the HID

- On July 1, 2023, the Hotel Improvement District, also known as Destination Irvine, its funding, its intellectual property, and its three dedicated staff members transitioned from the Greater Irvine Chamber of Commerce to form the City of Irvine's first tourism division.
  - Compared to FY 22/23 while still under the Chamber of Commerce, the budget allocated for tourism-related sales and marketing was increased by more than \$1 Million.
  - With the increased budget, professional marketing and public relations agencies were hired, advertising allocation increased, and, in January 2024, a fourth team member dedicated to Destination Irvine was hired.
- The HID is not subject to a fixed term or expiration date. Instead, the HID remains in effect in perpetuity, until formally disestablished through the procedures specified in Chapter 7.5, Section 2-7-766 of the Irvine Municipal Code.
  - This Section permits assessed businesses within the HID to petition the City Council in writing each December for the disestablishment of the HID. To successfully disestablish the HID, petitions must be received from the owners of businesses in the HID paying fifty percent (50%) or more of the assessments levied within the area.

## Accomplishments

Brand awareness of Irvine as a tourist destination was elevated through:

- Targeted advertising
- Visit California partnerships
- Meetings & sports planner engagement
- Hosting familiarization trips (FAMs) for traditional media, planners, and social media influencers
- Hosting events for hotel partners in unique-to-Irvine venues
- Creating video and photo content focused on leisure and sports travel.



# Fiscal Year 2023–2024 Annual Report Recap

## FY 2023-24 Actuals

The adopted FY 2023-24 budget was \$3,326,496 in anticipated collections. Collections were more than anticipated totaling \$3,406,455 for the Destination Irvine Program and \$4,546,146 in total HID collection. Actual expenses are shown below.

FY 2023 – 24 Actuals	
<b>REVENUES</b>	
Destination Irvine Program (1.5%)	\$3,406,455
City of Irvine Cultural Programs (0.5%)	\$1,139,691
One-time transfer from Irvine Chamber of Commerce	\$600,000
Other revenues (interest, reimbursed fees)	\$48,414
<b>Total HID Revenues (2%)</b>	<b>\$5,194,559</b>
<b>EXPENDITURES</b>	
Destination Irvine Program (1.5%)	\$2,817,054
City of Irvine Cultural Programs (0.5%)	\$1,139,691
Reserve (for the City’s economic development)	\$1,237,814
<b>Total Expenditures*</b>	<b>\$5,194,559</b>

\*includes budget carryovers and fund balance (reserves)

## FY 2024–25 Projections

The cost of providing improvements and activities for FY 2024–25 is consistent with City Council Resolution No. 02-152 and 23-27.

The anticipated total budget for FY 2024–25 is \$4,777,855, which includes anticipated collections and \$53,559 carried over from the previous year’s unspent encumbered contract.

FY 2024 – 2025 Projected Budget	
<b>REVENUES</b>	
Destination Irvine Program (1.5%)	\$3,583,391
City of Irvine Cultural Programs (0.5%)	\$1,194,464
<b>Total HID Assessments (2%)</b>	<b>\$4,777,855</b>

## Accomplishments

Overnight visitation continued to increase due to Destination Irvine's strategic sales and marketing efforts:

- Hotel occupancy increased by 4% compared to FY23/24.
- Media placements were secured nationally and regionally.
- Engaged with more than 150 media professionals.
- Generated 10,389 partner referrals through [DestinationIrvine.com](https://www.destinationirvine.com).
- Selected to attend Visit California's media and travel trade mission to Korea and China.
- Attended key tradeshows and identified many meeting planners who were previously unfamiliar with Irvine.



# Fiscal Year 2024–2025 Annual Report Recap

## FY 2024–25 Actuals

The adopted FY 2024–25 budget was \$4,777,855 in anticipated collections. Collections were more than anticipated totaling \$3,611,862 for the Destination Irvine Program and \$4,817,173 in total HID collection. Actual expenses are shown below.

FY 2024 – 25 Actuals	
<b>REVENUES</b>	
Destination Irvine Program (1.5%)	\$3,611,862
City of Irvine Cultural Programs (0.5%)	\$1,205,311
Other revenues (interest, reimbursed fees)	\$110,444
<b>Total HID Revenues</b>	<b>\$4,927,617</b>
<b>EXPENDITURES</b>	
Destination Irvine Program (1.5%)	\$3,177,865
City of Irvine Cultural Programs (0.5%)	\$1,205,311
Reserve (for the City’s economic development)	\$544,441
<b>Total Expenditures*</b>	<b>\$4,927,617</b>

\*includes budget carryovers and fund balance (reserves)

## FY 2025–26 Projections

The cost of providing improvements and activities for FY 2025–26 is consistent with City Council Resolution No. 02-152 and 23-27.

The anticipated total budget for FY 2025–26 is \$4,862,388 in anticipated collections.

FY 2025 – 26 Projected Budget	
<b>REVENUES</b>	
Destination Irvine Program (1.5%)	\$3,635,541
City of Irvine Cultural Programs (0.5%)	\$1,226,847
<b>Total HID Assessments (2%)</b>	<b>\$4,862,388</b>

# PRESENTATIONS

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**Item #2: HOTEL IMPROVEMENT  
DISTRICT PROGRAM  
DIRECTOR'S REPORT**



## Item #2: Director's Report Agenda

Average Hotel Occupancy & ADR

Sales Activities and Results

Upcoming Tradeshows

Past Events

Olympic & FIFA site tours

California Welcome Center

Example Ads and Merch with New Brand

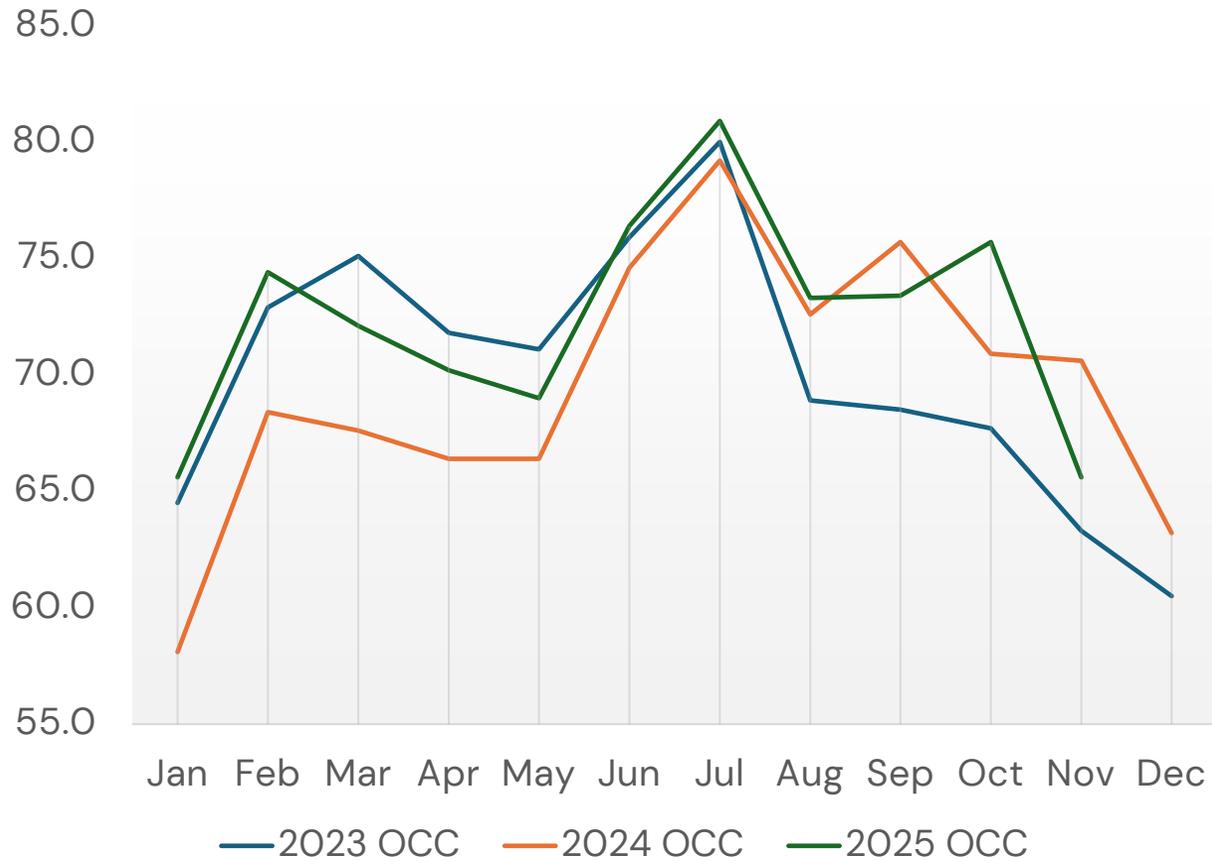
FY25-26 Budget vs. Actuals



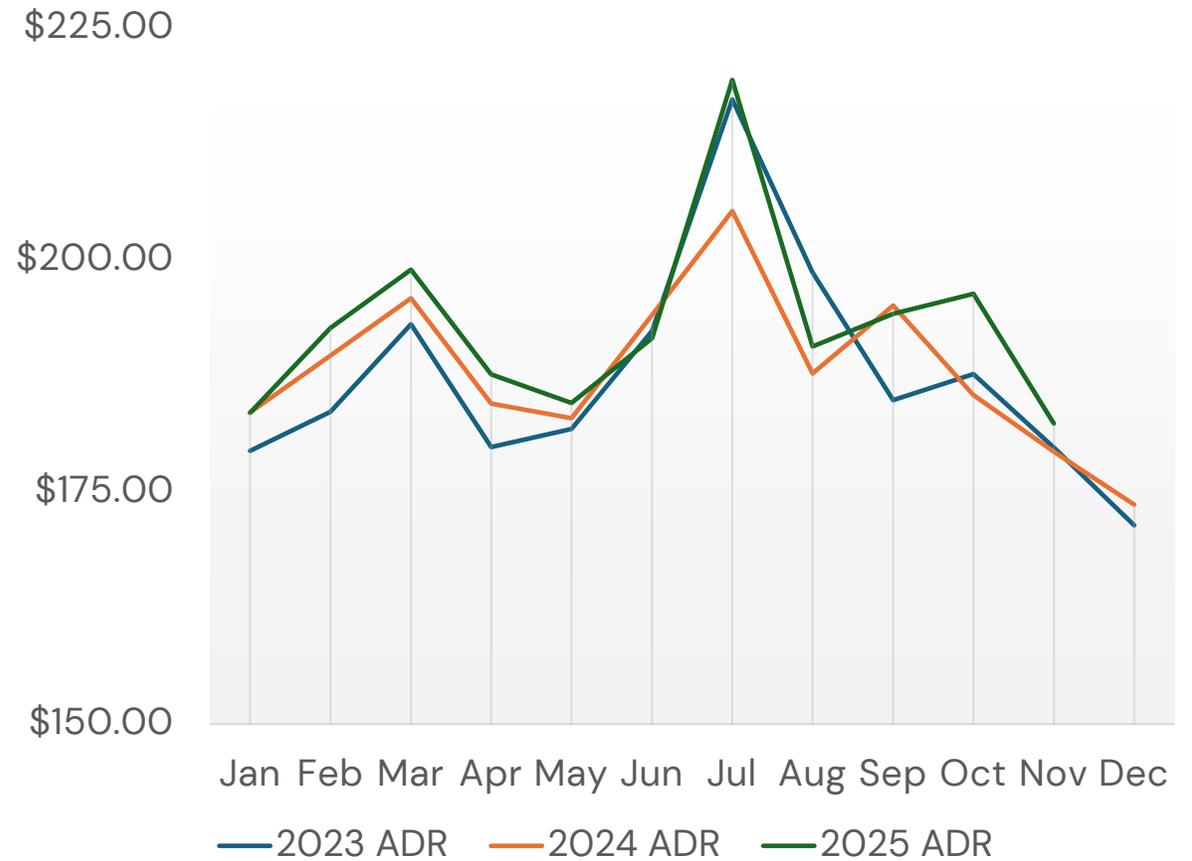
# Average Hotel Occupancy & ADR



## Average Hotel Occupancy



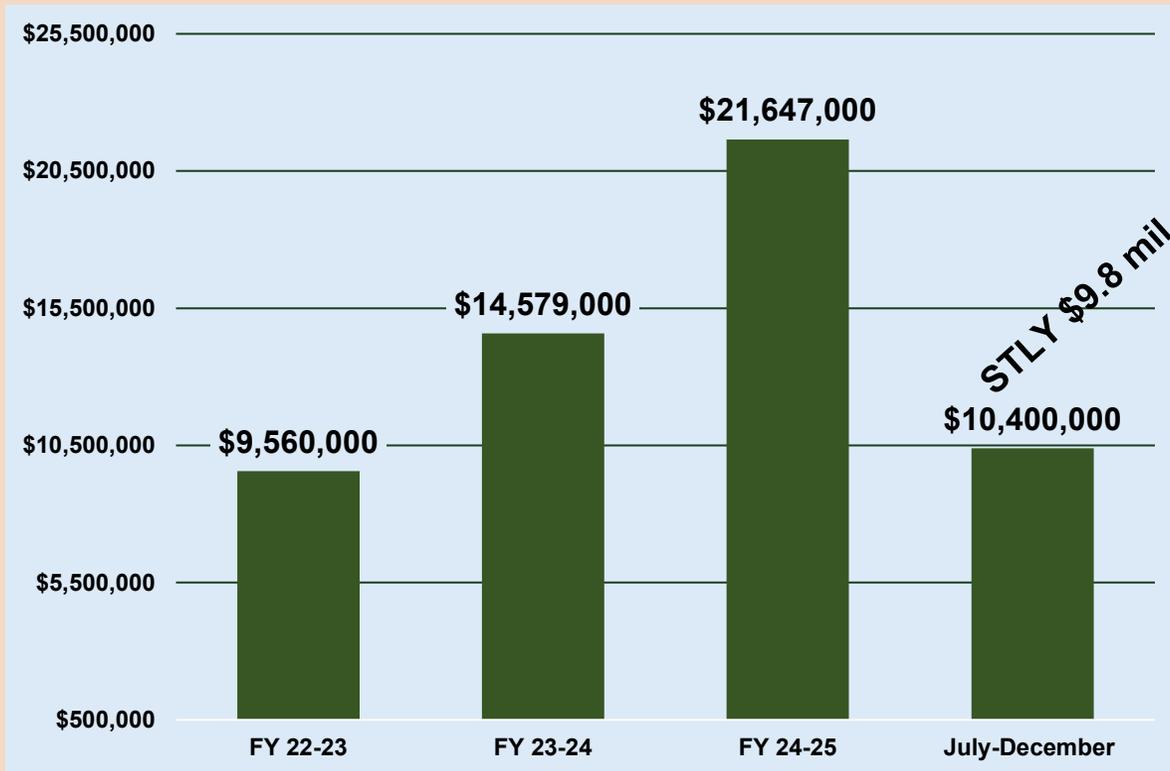
## Average Daily Rates



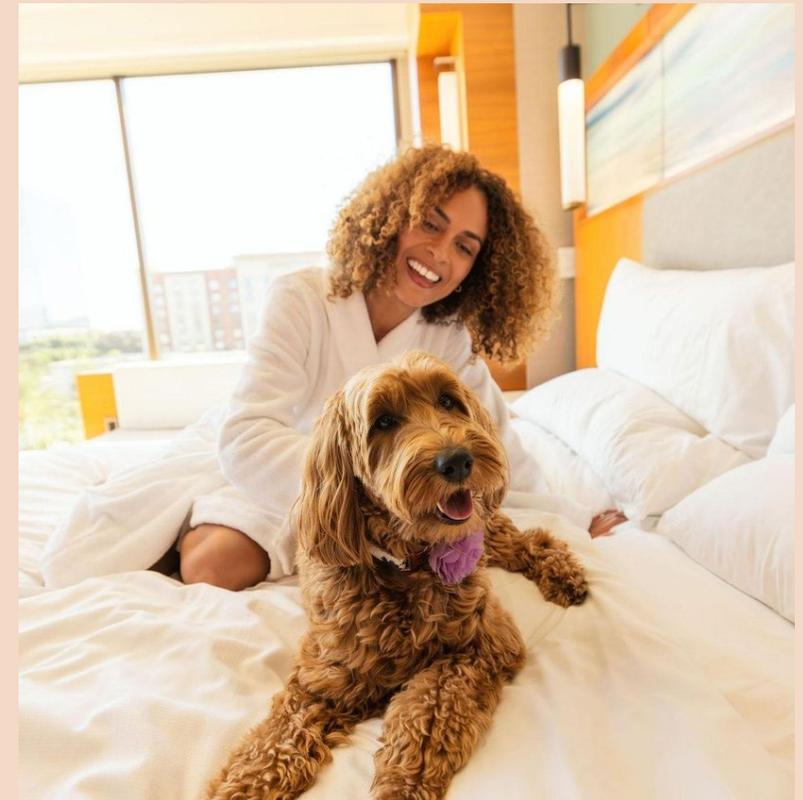
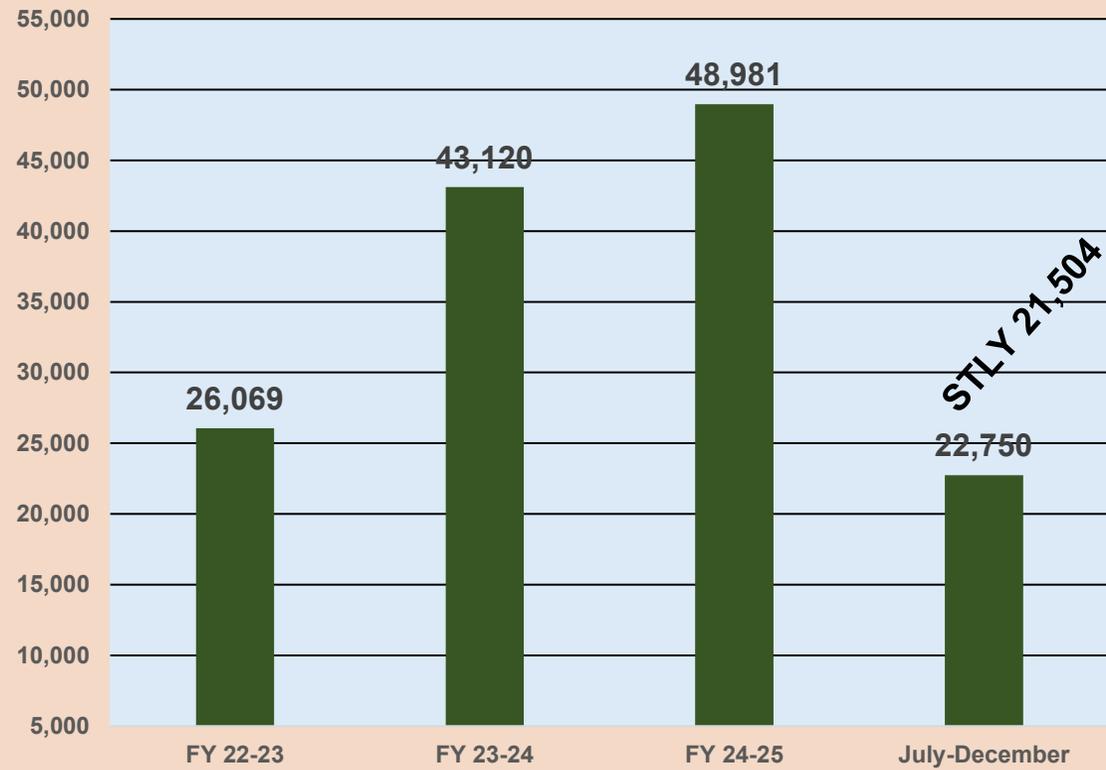
# Sales Activities and Results



# Group Sales Economic Impact FY 25-26

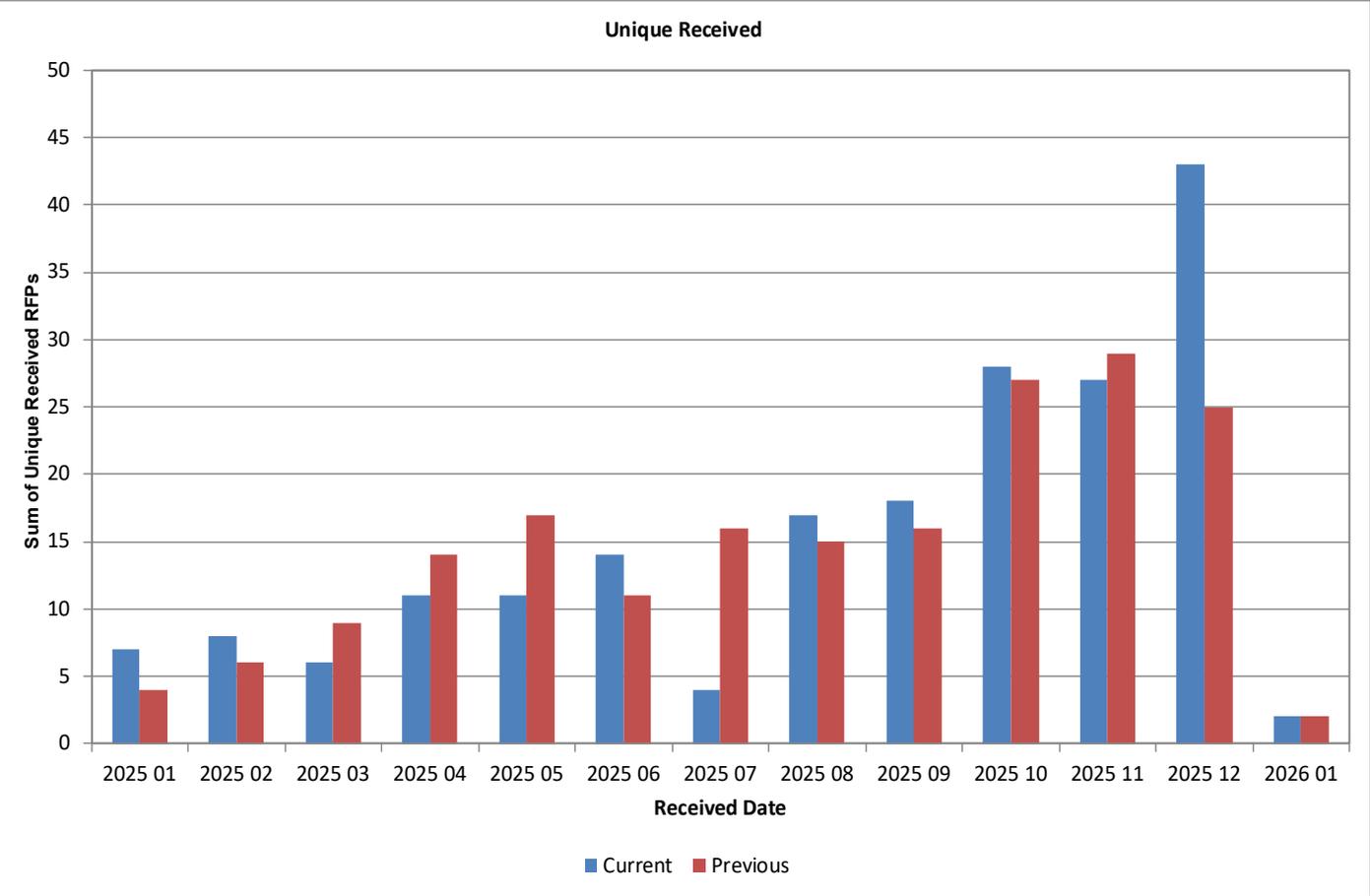


# Group Room Nights Booked FY 25-26



# January 2025 – January 2026

## CVENT Data: Unique Event Leads Received



Total \*Unique RFPs that hotels received in the last 12 months (January 2025 – January 2026)

\*196 Unique Leads in 2025: RFPs that are counted only once, no matter how many Irvine hotels received them.

# Upcoming Tradeshow



1/20/2026

# Tradeshows January–March 2026

Event	Location	Dates	Who's Attending
Sports Express	Fort Meyers, FL	1/12/26-1/15/26	Dave
PCMA (Attending with Visit California)	Philadelphia, PA	1/11/26-1/14/26	Charles
Trave Media's IMM	New York	1/20/26-1/22/26	Misty
Sports ETA Cheif Executive Summit 2026	Columbus, OH	1/26/26-1/28/26	Dave
Northstar (IPEC Independent Planner Community)	Phoenix, AZ	2/3/26-2/6/26	Charles
Visit CA Mexico Mission	Mexico	2/17/26-2/20/26	Charles
Visit California Outlook Forum 2026	Chula Vista, CA	3/10/26-3/12/26	Misty
RCMA Emerge 2026	Lexington, KY	2/10/26-2/12/26	Dave
Pharma Forum 2026	Boston, MA	3/22/26-3/25/26	Charles

# Past Events Since July



1/20/2026

# TEAMS & Associations West's Seasonal Spectacular



# Mid-Autumn Festival



# Taste of Irvine



# Visit California's China & Taiwan Trade Mission



# November Hotelier Event at Bosscat



Toured 7 countries for FIFA World Cup and 3 Countries for LA28.



# California Welcome Center:

- The City received an RFP to establish an official California Welcome Center in Irvine.
- In November, a proposal was submitted to establish the welcome center inside the Great Park Visitors Center.
- Visit California and their Welcome Center RFP Committee will tour the facility on January 28.
- A decision will be announced within 60 days of the site visit.

# Example Ads & Merch with New Branding



1/20/2026

Here for  
the cheers.

PLAN YOUR VISIT



IRVINE

Here for  
the cheers.

PLAN YOUR VISIT



IRVINE

Here  
for the  
cheers.



IRVINE

Plan your visit.



IRVINE

Plan your visit.

IRVINE

Here for the cheers.

PLAN YOUR VISIT



IRVINE



IRVINE

PLAN YOUR VISIT

Here for the  
cheers.

PLAN YOUR VISIT



IRVINE



Here for your son.

Also, here for your sun.



Here to fast track.

Also, here to fast track.



Here to circle back.



Here for the cheers.



Also, here to circle back.



Also, here for the cheers.



Here for the sweets.



Also, here for the suites.

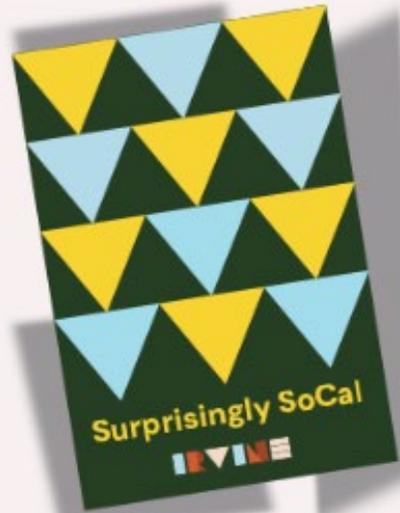


Here to play.



Also, here to play.







# FY25–26 Budget vs. \*Actuals

\*Actuals as of November 30, 2025



1/20/2026

# FY 2025-26 Revenue Budget vs Actuals

<b>Revenues - 2% Assessment</b>	<b>FY 2025-26 Budget</b>	<b>FY 2025-26 Sep Actual</b>	<b>FY 2025-26 Oct Actual</b>	<b>FY 2025-26 Nov Actual</b>	<b>FY 2025-26 YTD Actuals</b>	<b>Revenue Balance</b>
HID Activities & Economic Development	3,635,541	318,709	313,255	341,209	1,450,726	2,259,815
City of Irvine Cultural Events <sup>(1)</sup>	1,226,847	106,236	104,418	113,736	458,575	768,272
<b>Total Revenue</b>	<b>4,862,388</b>	<b>424,946</b>	<b>417,673</b>	<b>454,945</b>	<b>1,909,301</b>	<b>3,028,087</b>
Maximum Rev Allocation to HID Sales & Marketing	2,760,311	242,219	238,074	259,319	1,107,052	1,653,259

(1) General Fund - 100% of revenue is usually earmarked and used to provide partial financial support to the City’s cultural programs such as Barclay Theater.

# FY 2025-26 Expenditures

Expenditures (HID Marketing Budget Only)	FY 2025-26 Budget	FY 2025-26 Sep Actual	FY 2025-26 Oct Actual	FY 2025-26 Nov Actual	FY 2025-26 YTD Actuals	Expenditure Balance
Salaries & Benefits	831,197	62,278	61,907	57,810	321,086	510,111
Overtime Salaries	0	0	0	0	178	(178)
Supplies	3,436	12,812	13,889	4,475	62,608	(59,172)
Contract Services	1,660,124	107,741	464,473	6,300	1,125,192	534,932
Training/Business Expenses	700,664	57,683	37,778	35,851	181,762	518,902
Miscellaneous	0	0	0	0	0	0
<b>Total Expenditures</b>	<b>3,195,421</b>	<b>240,514</b>	<b>578,047</b>	<b>104,437</b>	<b>1,690,826</b>	<b>1,504,595</b>

Expenditures (HID City Admin & Econ Dev)	FY 2025-26 Budget	FY 2025-26 Sep Actual	FY 2025-26 Oct Actual	FY 2025-26 Nov Actual	FY 2025-26 YTD Actuals	Expenditure Balance
C&E HID Administration Cost	237,574	14,599	28,261	14,755	100,880	136,694
<b>Total Expenditures</b>	<b>237,574</b>	<b>14,599</b>	<b>28,261</b>	<b>14,755</b>	<b>100,880</b>	<b>136,694</b>

\* C&E HID Administration Cost includes Internal Service Fund charges, salary and benefit costs for Communications & Engagement support staff, and internal service costs such as IT support. This table does not include operating costs for the City Manager’s Office Economic Development Division.



# Thank you!

[destinationirvine.com](http://destinationirvine.com)



# COMMITTEE BUSINESS

# MINUTES



# REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

**MEETING DATE:** JANUARY 20, 2026

**TITLE:** MINUTES

DocuSigned by:  
*Erica 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
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### 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.

## **ACCOUNCEMENTS/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

\_\_\_\_\_  
RECORDING SECRETARY

\_\_\_\_\_  
DATE