



AGENDA

Melinda Liu
Chair

Sid Ramani
Vice Chair

Pete Carmichael
Committee Member

Sean Crumby
Committee Member

Marina Dutton
Committee Member

Yuni Hunter
Committee Member

Brandon Parole
Committee Member

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

March 17, 2026

8:30 AM

**Quail Hill Community Center
39 Shady Canyon
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. 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.

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. ***HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT***
2. ***NOBLE STUDIOS STATUS UPDATES***

PUBLIC COMMENTS - NON-AGENDIZED ITEMS

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.

ANNOUNCEMENTS/COMMITTEE REPORTS

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.

COMMITTEE BUSINESS

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.

3. MINUTES

ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on January 20, 2026.

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 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

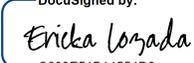
To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

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

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 3/10/2026 by Erica Lozada as well as on the City's web page.

DocuSigned by:

C603E51B14554D2
Erica Lozada
Recording Secretary

PRESENTATION

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Hotel Improvement District (HID) Operating Committee Meeting

March 17, 2026



Hotel Improvement District (HID) Agenda

1. Director's Report:

- Average Hotel Occupancy & ADR
- Budget vs. Forecast as of January 31, 2026
- Group Sales Data
- Tradeshows & Community Events
- FAMS and Notable Call-Outs
- Takeaways from Paris 2024 Olympics
- The Flipside of Irvine (Video)

2. Noble Studios Updates

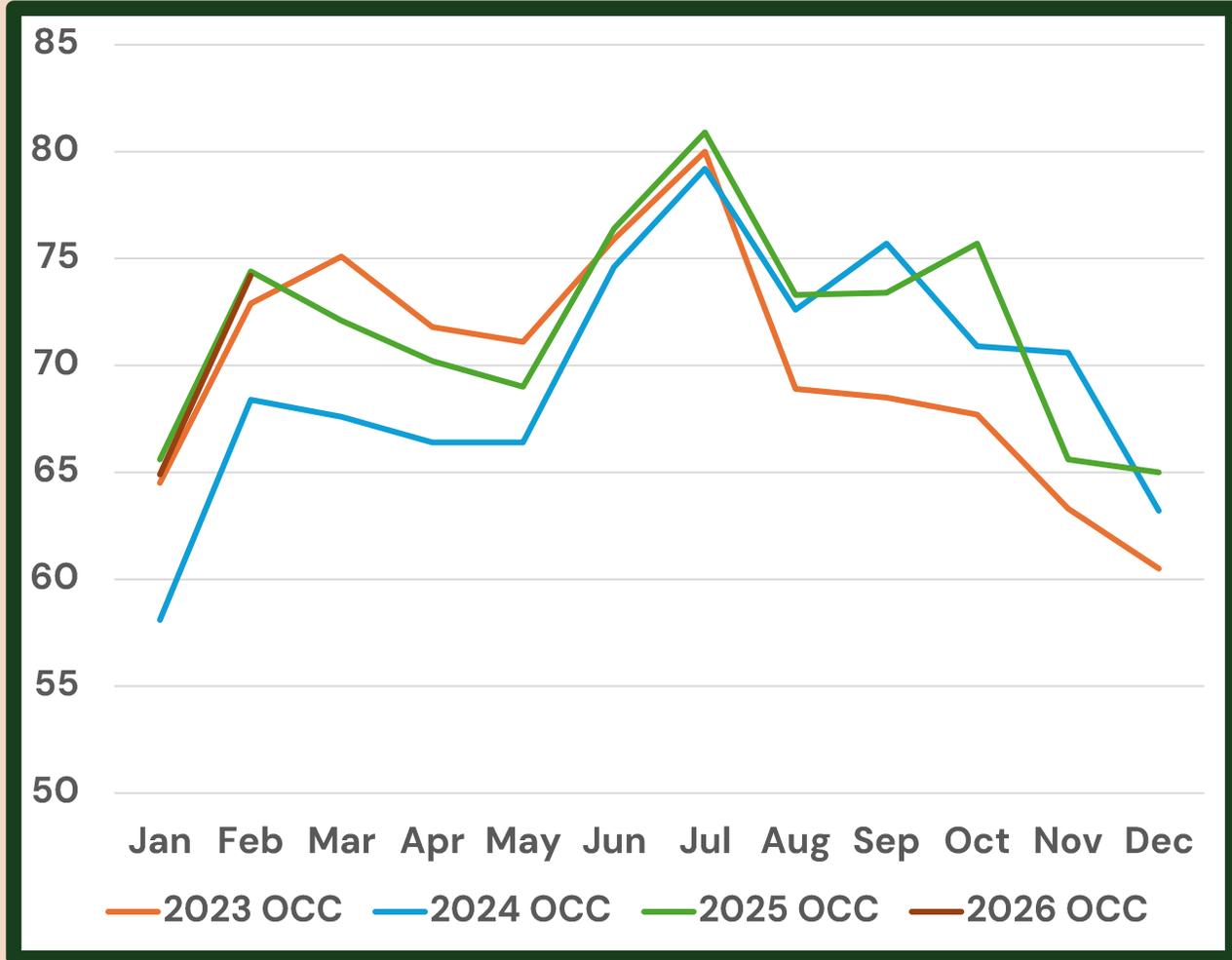
3. Minutes



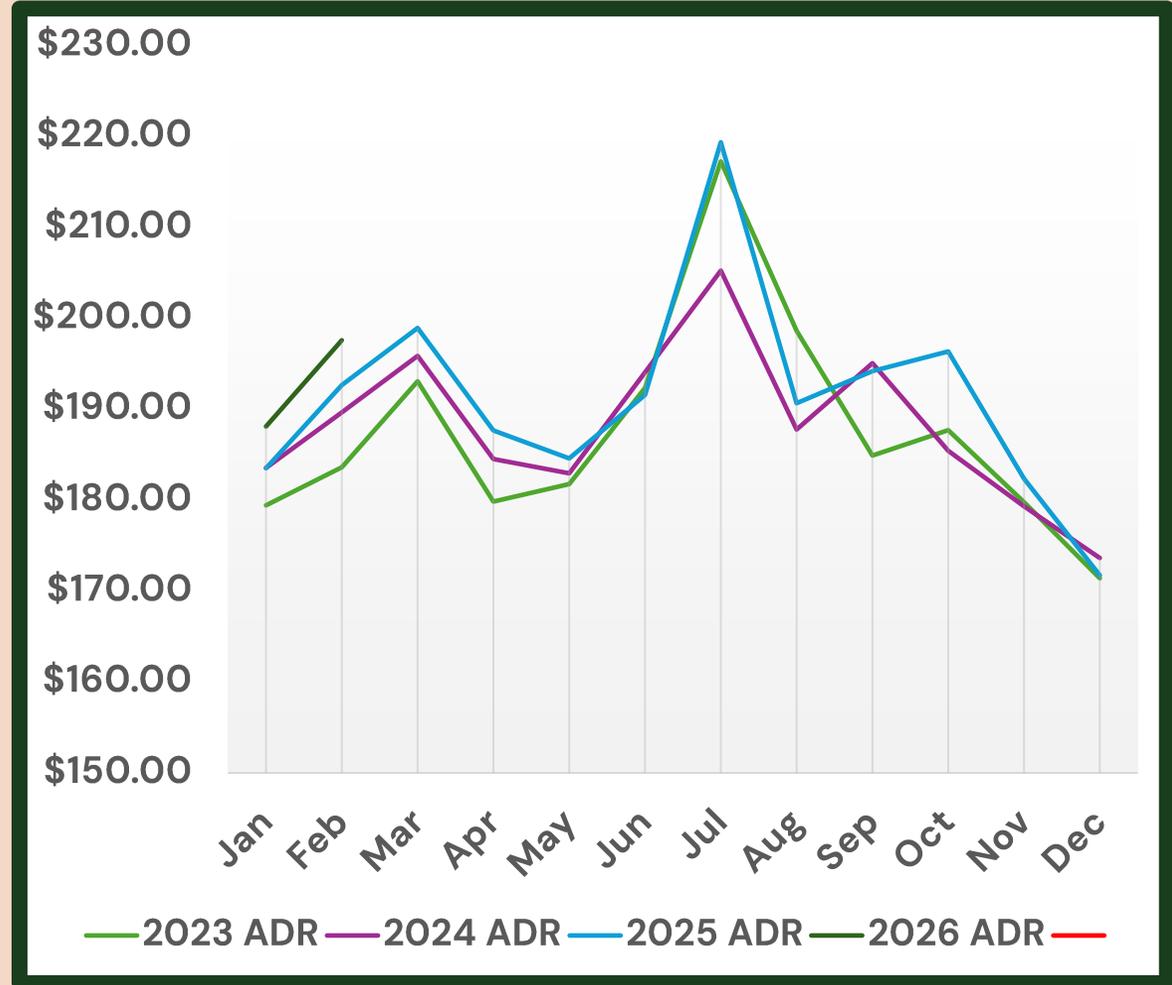
Average Hotel Occupancy & ADR



Average Hotel Occupancy



Average Daily Rates



Fiscal Year 2025–2026 Actuals as of January 31, 2026



9/16/2025

FY 2025-26 Revenue Budget vs Actuals

Revenues - 2% Assessment	FY 2025-26 Budget	FY 2025-26 Nov Actual	FY 2025-26 Dec Actual	FY 2025-26 Jan Actual	FY 2025-26 YTD Actuals	Revenue Balance
HID Activities & Economic Development	3,635,541	341,209	244,631	262,916	1,958,273	1,752,268
City of Irvine Cultural Events ⁽¹⁾	1,226,847	113,736	81,544	87,639	627,758	599,089
Total Revenue	4,862,388	454,945	326,175	350,555	2,586,031	2,351,357
Maximum Rev Allocation to HID Sales & Marketing	2,760,311	259,319	185,920	199,816	1,492,788	1,267,523

2% HID Assessment Revenues:

- 1.5% or \$3.6M (Directed Funding) of the 2% HID Assessment is used to fund programs to attract and recruit business and tourism to Irvine. The 1.5% also covers the four dedicated HID staff (considered direct costs)
- 0.5% of the 2% HID Assessment is used to fund Irvine’s cultural programs

City of Irvine Cultural Events (1)

- Goes to general fund – 100% of revenue is earmarked and used to provide partial financial support to the City’s cultural programs (i.e., Irvine Barclay Theater).

Maximum Revenue allocation to HID Sales & Marketing is calculated as HID Activities & Economic Development less the 18% City cap (which is 18% of the total revenue HID Activities & Economic Development + COI Cultural Events).

FY 2025-26 Expenditures

Expenditures (HID Marketing Budget Only)	FY 2025-26 Budget	FY 2025-26 Nov Actual	FY 2025-26 Dec Actual	FY 2025-26 Jan Actual	FY 2025-26 YTD Actuals	Expenditure Balance
Total Salaries & Benefits	831,197	57,810	64,333	91,122	476,719	354,478
Total Sales & Marketing Costs	2,364,224	46,627	191,422	228,618	1,789,603	574,621
Total Expenditures⁽¹⁾	3,195,421	104,437	255,755	319,741	2,266,321	929,100

Expenditures (HID City Admin & Econ Dev)	FY 2025-26 Budget	FY 2025-26 Nov Actual	FY 2025-26 Dec Actual	FY 2025-26 Jan Actual	FY 2025-26 YTD Actuals	Expenditure Balance
C&E HID Administration Cost ⁽²⁾	237,574	14,755	17,286	33,953	152,119	85,455
Total Expenditures	237,574	14,755	17,286	33,953	152,119	85,455

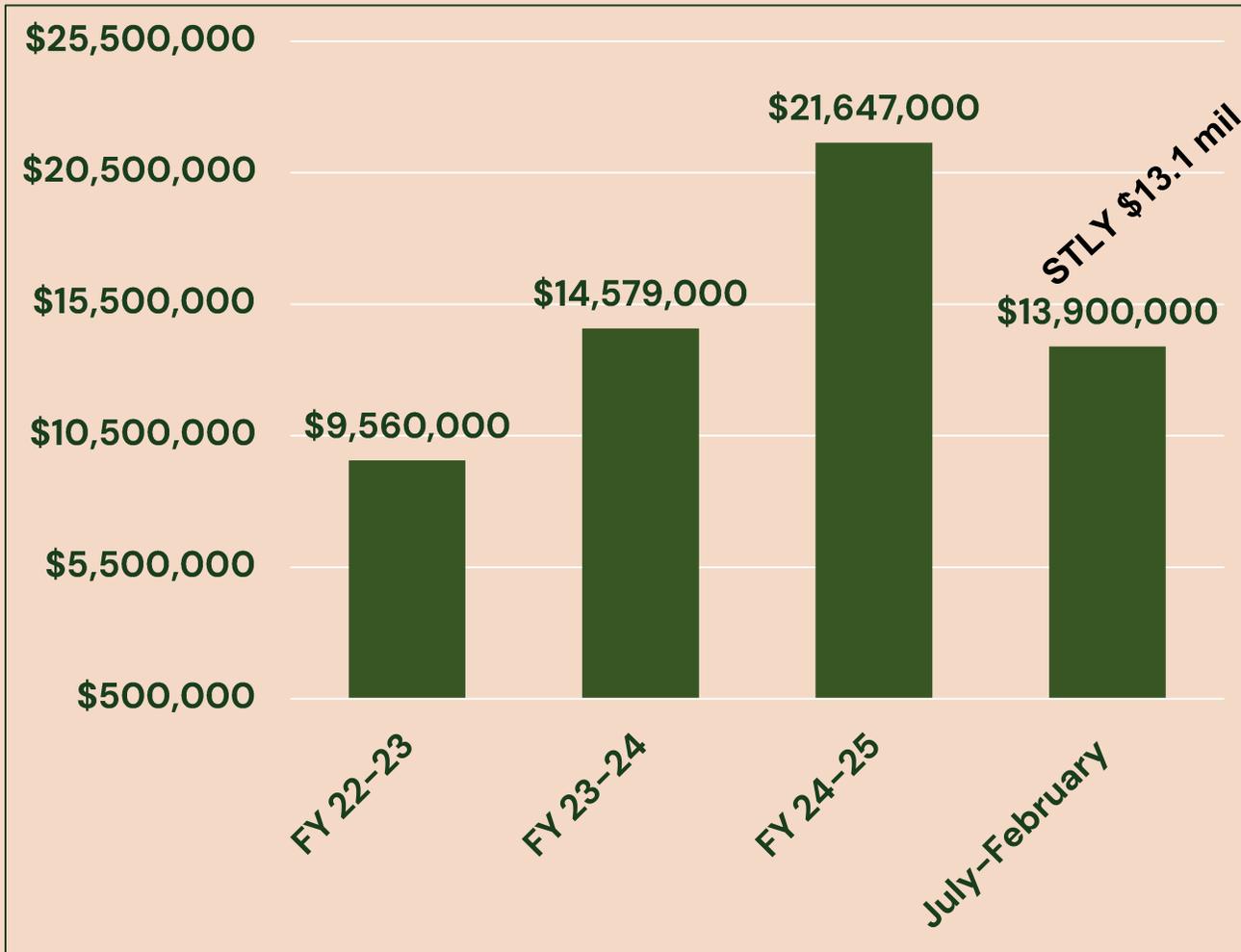
(1) Expenditure Balance does not include encumbered funds for contract services. Total encumbered funds as of January 31, 2026, are \$244,562.

(2) Administration includes Internal Service Fund Charges, S&B costs for CE Director 30%, MA II 30%, PIO 10%, Admin Assistant 5%, plus Internal Service Charges such as IT support. This table does not show the City Manager’s Office Economic Development Division’s operational cost.

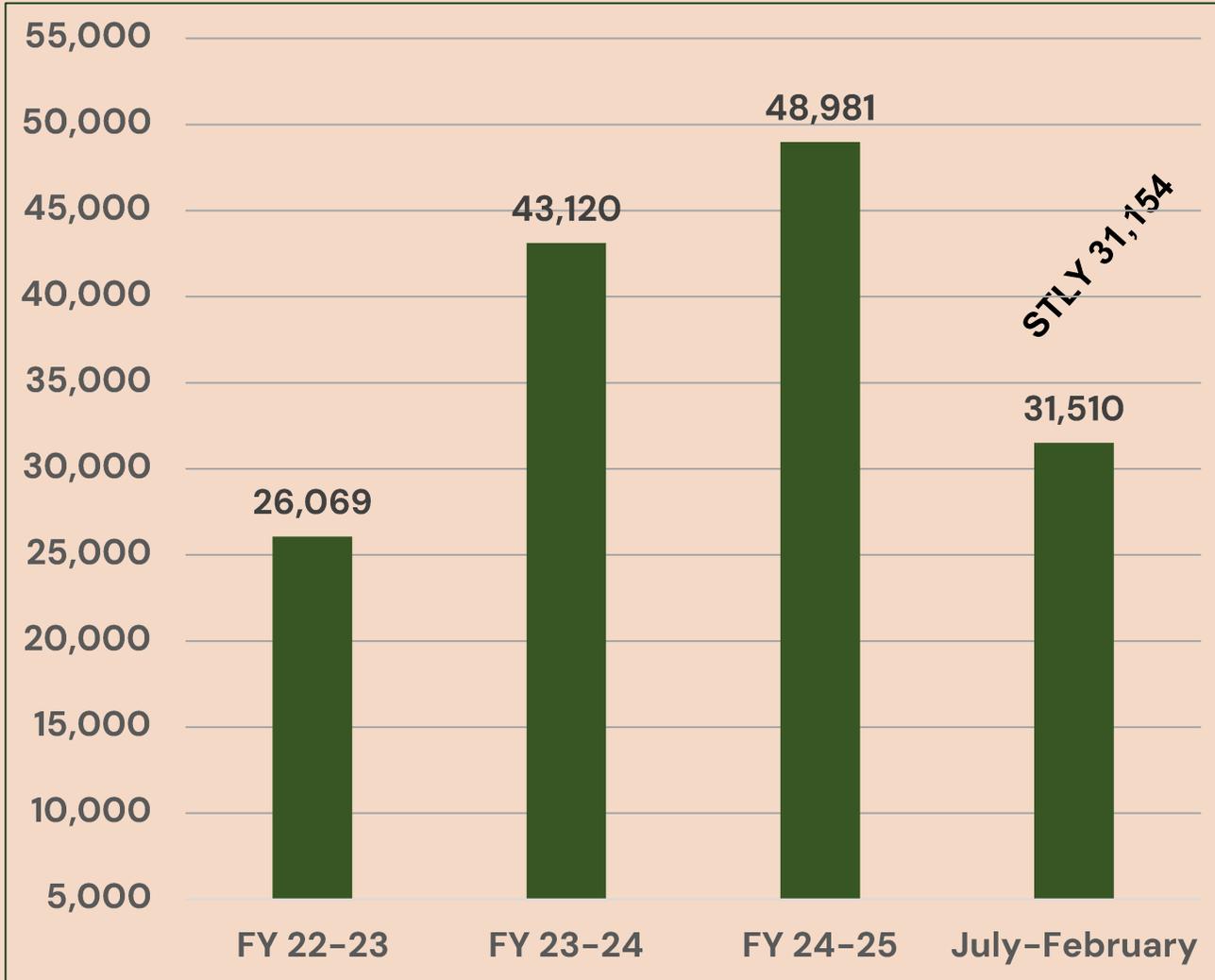
Group Sales Data



Group Sales Economic Impact FY 25-26



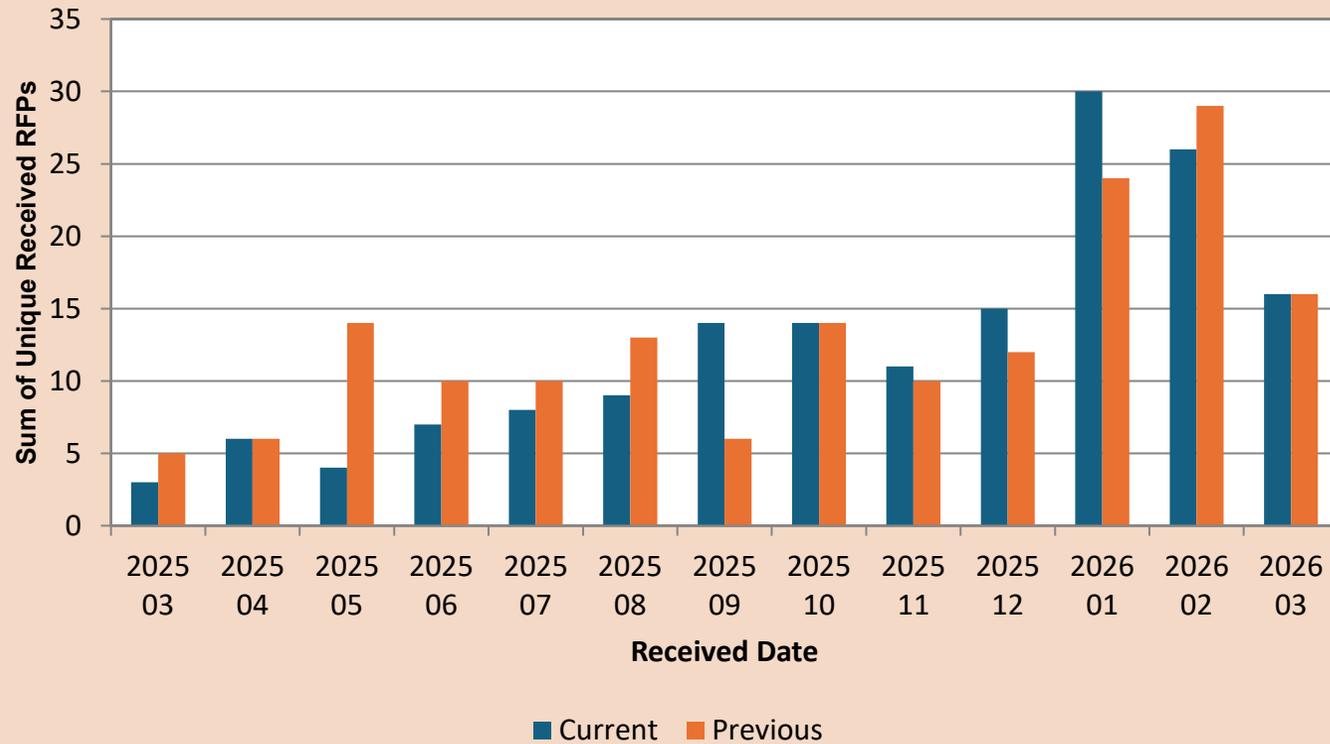
Group Room Nights Booked FY 25-26



CVENT Data: Unique Event Leads Received

March 2025 – March 2026

Unique Received



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

*158 Unique Leads in 2026: RFPs that are counted only once, no matter how many Irvine hotels received them.

Expedia & Visit California Campaign FYTD

Our Expedia & Visit California campaign has generated 22,252 room nights with average length of stay (LOS) of 2 nights and average daily rate (ADR) of \$198. Total hotel revenue generated: \$4,409,080

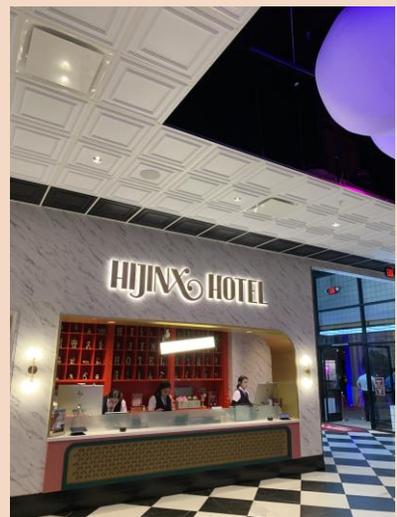
Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$193,184	12.0M	6,462	0.05%	\$4.6M	23.6
EG Reach Products	Ad Spend	Impressions	Clicks	CTR	Viewability	
	\$80,673	2.0M	1,544	0.08%	97%	
Other Display	Ad Spend	Impressions	Link Clicks	CTR	Reach	Engagement
	\$51,750	1.6M	31,635	1.93%	1,019,537	37,204

Tradeshows & Community Events



1/20/2026

Hijinx Hotel & Holey Moley Event



Tradeshows & Local Events March-May 2026

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Tradeshows	Location	Dates	Who's Attending
Pharma Forum 2026	Boston, MA	3/22/26-3/25/26	Charles
Destinations International CEO Summit	Newport Beach, CA	3/30/26-4/1/26	Misty
Go West 2026	Las Vegas, NV	4/1/26-4/3/26	Charles
Cal Cup 2026	Irvine, CA	4/13/26-4/16/26	ALL
Sports ETA 2026	Las Vegas, NV	4/21/26-4/23/26	Dave
Helmsbriscoe 2026	Los Angeles, CA	4/27/26-4/30/26	Charles
MPI WeCon 2026	Pasadena, CA	5/6/26-5/8/26	Dave
Small & Boutique Meetings by Northstar	Anchorage, AK	5/28/26-5/31/26	Charles

Local Events	Location	Dates	Who's Attending
Quarterly Hotelier Event	Hijinx Hotel & Holey Moley	3/5/2026	ALL
USA Hockey Nationals 16U	Irvine, CA	3/25/26-3/27-26	Dave & Hoteliers

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FAMs and Notable Call-Outs



1/20/2026

FAMs and Notable Call-Outs

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Junior College Baseball State Finals

- February 11 and March 12 site tour of hotels.
- This event is secured at the Great Park Baseball Complex Memorial Day weekend of this year.
- Irvine will host 3-4 travelling teams.
- This will be the first time the JC State finals will not be hosting at a Junior College.

HPN Meeting Planner

- Hosted in Irvine from February 25 – 27.
- The FAM included site visits of hotels and venues as well as Irvine's global dining scene.
- The planner left with a deeper understanding of Irvine's offerings and will certainly share his experience with fellow planners.

Rugby World Cup

- February 27 site tour with the Rugby governing body.
- Toured the Great Park, including the Championship Soccer Stadium.
- Rugby World Cup is considering the Carson-Dignity Health Sports Complex as a host city for September/October 2031 (Sept/ Oct)
- If confirmed, Irvine could be the host to team base camps, similar to FIFA World Cup.

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FAMs and Notable Call-Outs

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Barry Choi, Canadian journalist and travel/points advisor, visited Irvine and highlighted his trip on Canadian television:

- *CTV News - Vancouver (8,230,076 Unique Views per Month):*
<https://www.ctvnews.ca/vancouver/video/2026/03/10/why-irvine-should-be-your-next-california-getaway/>
- *CTV News - Calgary (8,230,076 Unique Views per Month):*
<https://www.ctvnews.ca/calgary/video/2026/03/09/travel-destination-irvine-california/>

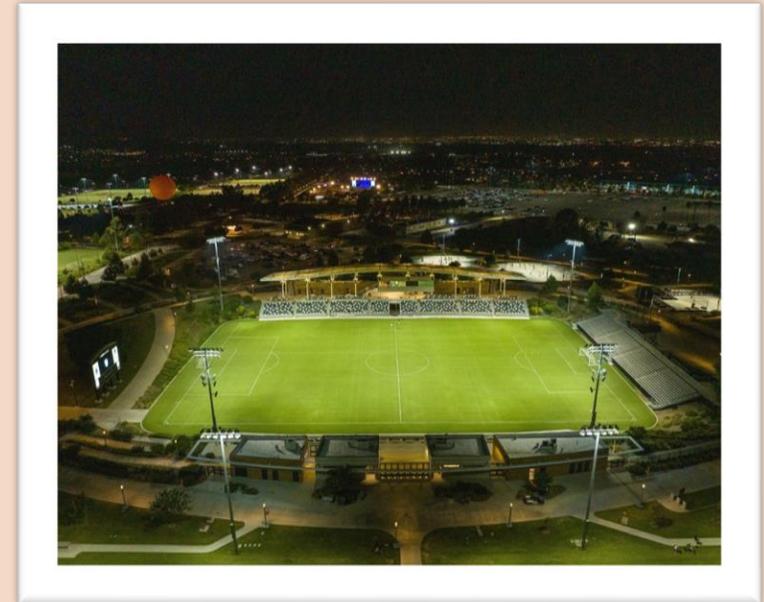
Former pro bicyclist introduced to us by Shimano, Phil Gaimon, visited Irvine and road with our own gold medal Olympian, Tony Cruz:

- Phil has a combined following of 269,000 followers across YouTube and Instagram.
- YouTube LINK: [Irvine, California Welcomes Bikes! WORST RETIREMENT EVER with Former Pro Tony Cruz](#) with more than 29,000 views
- Instagram LINK: [Phil Gaimon Post](#) with 369 likes

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FAMs and Notable Call-Outs

United States Men's National Team (USMNT) have selected the Great Park as their FIFA World Cup Base Camp!



FAMs and Notable Call-Outs

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April 13 – April 17, Destination Irvine is hosting the 23rd Annual California Cup:



- 80 Attendees
- Representatives from Visit CA's Japan and Canada offices will attend.
- Decision makers from travel trade companies in Korea, United Kingdom, Canada, Denmark, Netherlands, France, Brazil, Switzerland, Spain, India, and Czech Republic will also attend.
- Other California destinations, hotels, and attractions make up the 1:1 client to supplier ratio.
- Three full days of golf, including at Strawberry Farms, site visits of Irvine hotels and venues, and experiences at Irvine's top attractions like the Wild Rivers Water Park and the Irvine Spectrum Center.
- Final night event will take place during the Taste of Irvine on April 16 followed by the awards ceremony at the Irvine Marriott.

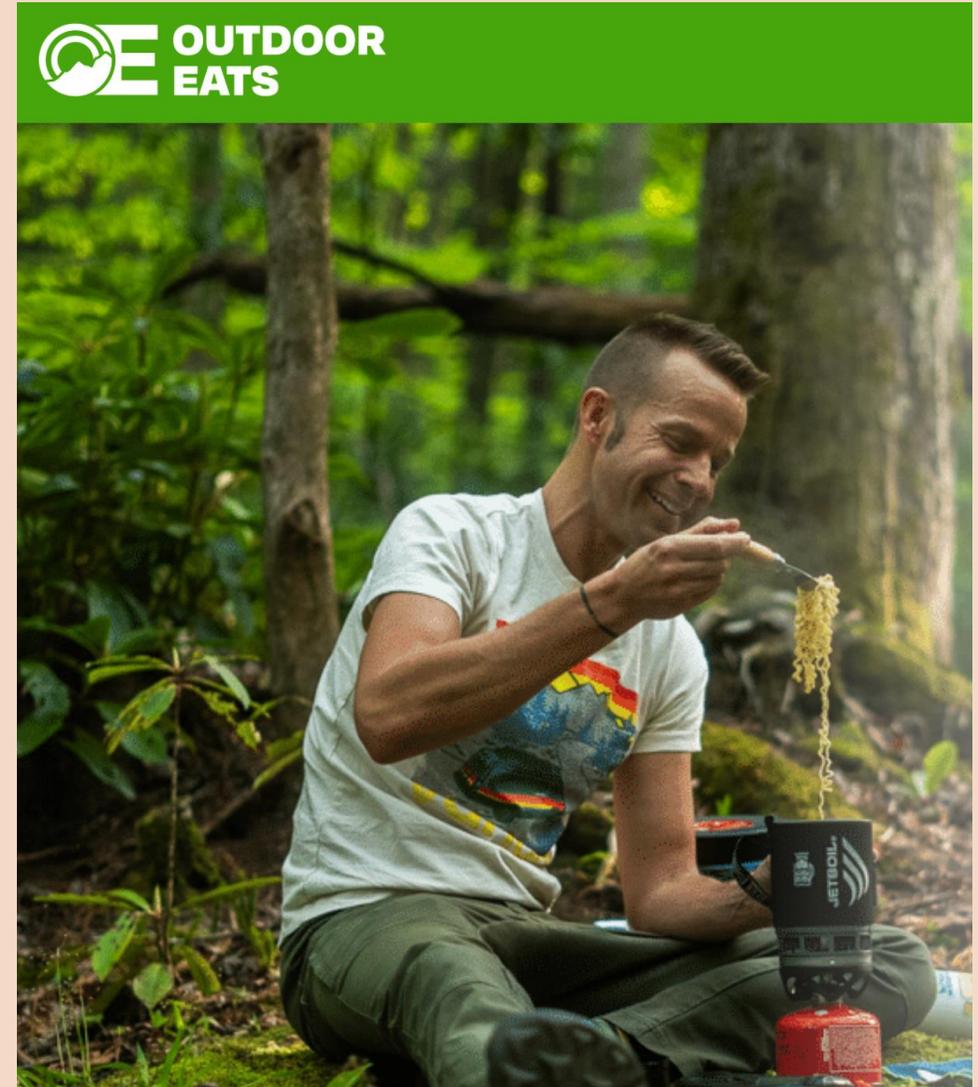
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FAMs and Notable Call-Outs

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Chef Corso's Outdoor Eats:

- March 26 – 30: Filming an Irvine edition of the TV show that will appear on multiple networks like Outdoor Network, PBS, and others and will live on multiple websites.
- The episode will feature Chef Corso and an Irvine Ranch Conservancy guide exploring Bommer Canyon and creating a no-cook, no-heat recipe.
- Chef Corso will provision ingredients from Tanaka Farms with Farmer Kenny Tanaka.
- Chef from Ten Sushi will join Chef Corso on a walk through the Jeffrey Open Space Trail.
- Tony Cruz will join Chef Corso on bike ride along Shady Canyon Trail.



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Takeaways from Paris 2024 Olympics



1/20/2026

Takeaways from Paris 2024 Olympics

23

At Visit California's annual conference, Corinne Menegaux, the General Director for the Paris Office of Tourism shared key takeaways from Paris 2024 Olympics:

- Only 15% of Olympic event attendees were international. The vast majority were national or local residents.
- There were significant challenges around hotel pricing. Hotels doubled or tripled their rates resulting in many unsold rooms, last-minute.
- The Paris Olympic Committee released large portions of their contracted room blocks.
- Visitation in the two months before and after the Olympics dropped compared to previous year.
- Overall, Paris visitation was 1.5% less during the 2024 Olympic year versus 2023.

23

The Flipside of Irvine





Hotel Improvement District (HID) Operating Committee Meeting

March 17, 2026



Item #2: Noble Studios Updates



Item #3: MINUTES

ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on January 20, 2026.





PRESENTATION

2



Noble Studios and Destination Irvine Performance Update

Driving Hotel Demand Through Digital Marketing

Noble in a Nutshell

We're a Creative Digital Performance Marketing agency, helping passionate organizations achieve inspiring results

- 22 Years In Business
- 70+ Person Team
- Offices In Reno, Las Vegas & Bristol, UK

And I'm Stephanie McKenna, Senior Client Success Manager for Destination Irvine!

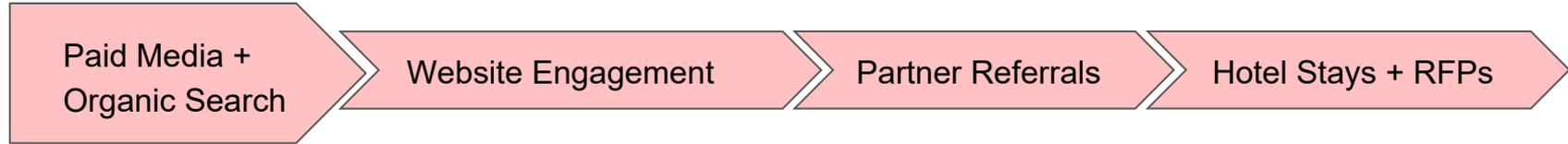


Key Message

Destination Irvine's marketing strategy is designed to reach high - intent leisure travelers and meeting planners, convert them through the website, and ultimately drive hotel stays and event bookings.



Performance to Capture Travel Intent



Digital marketing campaigns reach travelers actively researching destinations, hotels, and experiences, driving the majority of website discovery.

Once on the site, visitors engage with trip - planning content such as Things to Do, events, and dining as they begin shaping their Irvine itinerary.

As travelers narrow their plans, they explore specific partners including hotels, attractions, and restaurants through outbound referrals.

These actions ultimately translate into demand signals for Irvine hotels through lodging exploration and meeting inquiries.

Destination Irvine's marketing strategy captures travel intent early and guides visitors toward **partner engagement, and meeting bookings.**

hotel stays,

Driving Meetings & Events Demand

The Meetings page is consistently one of the most visited pages with Paid media driving RFP submissions.

- January 2026: Delivered 44 unique CVENT RFPs
- December 2025: Delivered 39 unique CVENT RFPs

THE PULSE ON MEETINGS:

Planners remain cautiously optimistic despite growing economic and political concerns. A recent Northstar + Cvent Meetings Industry PULSE Survey reported **33% of planners are currently booking new events** and **another 33% are actively sourcing venues.**

Average planning timeline: ~11 months



Travelers Are Actively Planning What to Do in Irvine

The Things to Do section has consistently been the **top driver of trip - planning activity and partner referrals** across the past year.

- Accounted for **68% of all partner referrals in FY25**
- Continued strong momentum through the holiday and winter season
 - **2.5K referrals in November**
 - **2.6K referrals in December**
 - **2.1K referrals in January**

What this signals:

Travelers are not just browsing, they are actively exploring activities and experiences before deciding where to stay.



Website Helps Travelers Explore Where to Stay

Website engagement shows that travelers are moving beyond inspiration and actively researching Irvine hotels as part of their trip planning process.

Hotel and lodging pages have become some of the strongest drivers of partner engagement across the site.

Overall traffic to the hotels landing page saw significant growth in 2025 of **+606% YoY**.

Lodging referrals* surged in December with **806 referrals (+571% YoY)** and in January with **569 referrals (+399% YoY)**.



*Lodging referral is click to stakeholder website



Recent performance data reveals several trends in how travelers are discovering Irvine, planning their trips, and engaging with local hotels and experiences.

Understanding these patterns helps us focus marketing efforts where they can drive the greatest impact for Irvine

Travel Trends Shaping Visitor Behavior

Drive-Market Travel Remains Strong

Travelers continue to favor destinations within driving distance, especially for shorter leisure trips.

Regional travel and short-haul trips continue to dominate U.S. leisure travel demand.

Shorter, More Frequent Trips

Instead of one large vacation, travelers are increasingly taking multiple shorter trips throughout the year.

1-3 night stays and weekend getaways continue to represent a growing share of leisure travel.

High-Intent Digital Trip Planning

Travelers are increasingly using search, social media, and now AI tools to plan their trips.

AI-driven discovery traffic is rapidly emerging.

Capturing travelers at the moment they begin planning is where destination marketing plays its biggest role.

Experience-Led Travel

Travelers are prioritizing activities, dining, and local experiences when choosing destinations.

The 'Things to Do' section remains the most engaged area of the website, led by family-friendly activities.

Thank you!

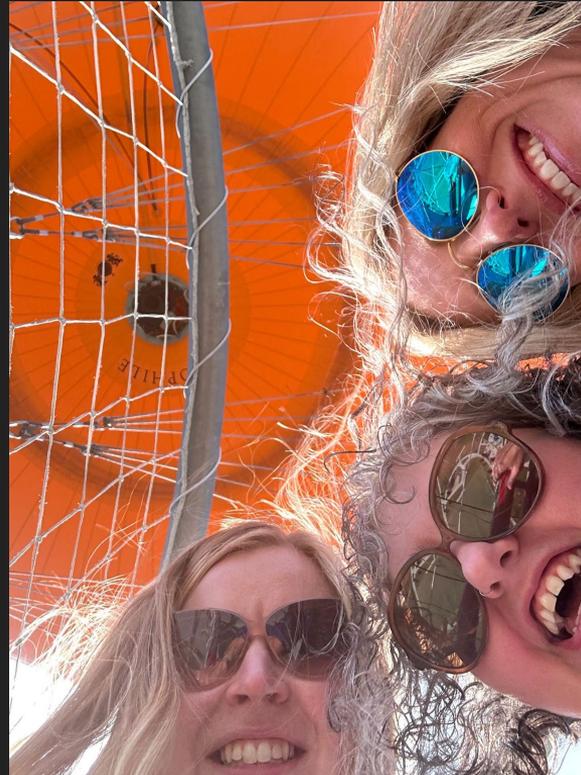
Contact

Stephanie McKenna

Sr. Client Success Manager, Client Experience

Email: stephanie.mckenna@noblestudios.com

Phone: 775-564-8747



MINUTES



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: MARCH 17, 2026

TITLE: MINUTES

DocuSigned by:

Erica Lozada

3/10/2026

C603E51B14554D2

Recording Secretary

RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on January 20, 2026.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

January 20, 2026
Las Lomas Community Center
10 Federation Way
Irvine, CA 92603

CALL TO ORDER

The regular meeting of the Hotel Improvement District Operating Committee was called to order at 8:38 a.m. on January 20, 2026, at Las Lomas Community Center, 10 Federation Way, Irvine, California; Chair Liu presiding.

ROLL CALL

Present:	7	Committee Member:	Pete Carmichael
		Committee Member:	Sean Crumby
		Committee Member:	Marina Dutton
		Committee Member:	Yuni Hunter
		Committee Member:	Brandon Parole
		Vice Chair:	Sid Ramani
		Chair:	Melinda Liu

PLEDGE OF ALLEGIANCE

Vice Chair Ramani led the Pledge of Allegiance.

PRESENTATIONS

1. ANNUAL REPORTS FOR FISCAL YEARS 2023-2024 AND 2024-2025

Misty Bond, Hotel Improvement District Program Director, provided an overview of the Hotel Improvement District program, including its history, transition from the Greater Irvine Chamber of Commerce to the City of Irvine in 2023, and a summary of fiscal years 2023-2024 and 2024-2025 accomplishments and financials. Highlights included increased tourism marketing efforts, higher-than-anticipated assessment collections, growth in hotel occupancy, and expanded media outreach.

By consensus of the members present, received and filed.

2. HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT

Charles Behnke, Hotel Improvement District Sales Director, reported on hotel occupancy and Average Daily Rate (ADR) trends, sales activities, economic impact, and lead generation, noting stable year-over-year performance despite minor weather-related impacts. Updates were also provided on events, trade shows, site tours, and the Fiscal Year 2025-2026 budget status.

Dave Lucey, Hotel Improvement District Sales Director, provided updates on upcoming trade shows and recent events. Staff will attend several industry events, including travel media, international tourism, and faith-based conference markets. Recent activities included participation in major sports conferences, community events such as the Mid-Autumn Festival, and the sold-out Taste of Irvine event, which helped introduce the program's new branding and build partnerships with local businesses. He also reported hosting multiple international delegation site tours related to the FIFA World Cup and LA28 Olympic Games.

Misty Bond, Hotel Improvement District Program Director, reported on participation in Visit California's trade mission to China and Taiwan, where staff met with travel professionals and airline executives to promote Irvine as a destination and strengthen international tourism partnerships. She also provided an update on a proposal to establish an official California Welcome Center at the Great Park, which has advanced to the site visit stage, and shared examples of the program's new branding, digital advertising campaign, and merchandise being developed for hotels and visitor promotion.

Melissa Haley, Director of Communications and Engagement, reported that Fiscal Year 2025-2026 expenditures through November 30, 2025, remain within the approved budget. She reviewed the funding structure of

the 2% hotel assessment, noting that 1.5% supports tourism sales, marketing, and program staffing, while 0.5% funds the City of Irvine's cultural programs. She also noted that City administrative costs remain well below the allowed 18% cap.

Committee discussion included: post-trip reports from trade shows to highlight successes and Return on Investment, FIFA, and Olympic activation plans for the City, ongoing partnership with the Orange County Sports Commission, and the proposed California Welcome Center at the Great Park.

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

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

Elect Committee Member Ramani as Vice Chair of the Hotel Improvement District Operating Committee for the remainder of Fiscal Year 2025-2026.

4. *MINUTES*

ACTION: Moved by Committee Member Crumby, seconded by Vice Chair Ramani, and unanimously carried by those members present to:

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

ADJOURNMENT

Moved by Chair Liu, seconded by Vice Chair Ramani, and unanimously carried by those members present to adjourn the regular meeting at 9:22 a.m.

CHAIR, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE