



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

AGENDA

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

July 21, 2026

8:30 AM

Irvine Civic Center

**1 Civic Center Plaza, Room L102
Irvine, CA 92606**

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@CITYOFTIRVINE.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. ***OFFICE OF ECONOMIC DEVELOPMENT PRESENTATION***
3. ***UNIQUELY DRIVEN PRESENTATION***

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.

CONSENT CALENDAR

All matters listed under Consent Calendar are considered to be routine and will be enacted by one roll call vote. There will be no discussion of these items unless members of the committee request specific items to be removed from the Consent Calendar for separate discussion.

4. MINUTES

ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on May 19, 2026.

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.

5. HOTEL IMPROVEMENT DISTRICT (HID) FY 2026-27 SALES AND MARKETING BUDGET ADJUSTMENT

ACTION:

Recommend the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the city-directed (18%) portion of Hotel Improvement District (HID) revenue to the HID Sales and Marketing budget.

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 7/14/2026 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



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 21, 2026

TITLE: MINUTES

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Erica Lorzada 7/14/2026
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Recording Secretary

RECOMMENDED ACTION

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on May 19, 2026.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

May 19, 2026
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 8:31 a.m. on May 19, 2026 at Quail Hill Community Center, 39 Shady Canyon Drive, Irvine, California; Chair Liu presiding.

ROLL CALL

Present:	6	Committee Member:	Pete Carmichael
		Committee Member:	Sean Crumby
		Committee Member:	Marina Dutton
		Committee Member:	Yuni Hunter
		Vice Chair:	Brandon Parole
		Chair:	Melinda Liu

Absent:	1	Vice Chair:	Sid Ramani
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Committee Member Hunter arrived at 8:37 a.m. following roll call.

PLEDGE OF ALLEGIANCE

Committee Member Crumby led the Pledge of Allegiance.

PRESENTATIONS

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

Misty Bond, Executive Director; Dave Lucey, Director of Sales; and Charles Behnke, National Account Director, provided updates on organizational changes, hotel performance, sales and marketing activities, group sales, tourism initiatives, digital marketing, trade shows, familiarization tours, budget status, and the proposed Fiscal Year 2026–2027 budget.

The committee discussed the proposed budget, including administrative cost allocations, reserve funds, and the reduction in hotel promotional funding. Staff explained the methodology for maintaining reserve funds and the integration of the Hotel Improvement District into the City's Office of Economic Development.

The HID Committee recommended allocating \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget.

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

Allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget.

2. *OFFICE OF ECONOMIC DEVELOPMENT PRESENTATION*

Karin Koch, Director of Economic Development, presented an overview of the City's newly established Office of Economic Development, highlighting its strategic priorities, innovation ecosystem initiatives, business attraction and retention efforts, the Irvine Navigator Program, and the planned integration of the Hotel Improvement District into the Office of Economic Development.

The committee discussed opportunities to enhance economic development, streamline business services, and leverage technology to support business growth and tourism. Staff also outlined several current and future economic development projects and initiatives.

By consensus of the members present, received and filed.

3. *IRVINE BARCLAY PRESENTATION*

Craig Springer, President of the Irvine Barclay Theatre, and Chris Adriance, Vice President of Marketing, presented an overview of the

theater's operations, community programming, partnerships with Irvine hotels, audience demographics, and future facility expansion plans.

The committee discussed the use of Hotel Improvement District cultural funding for the Irvine Barclay Theatre and requested additional data regarding the theater's measurable impact on hotel occupancy and tourism. Staff indicated that data would be compiled and presented at a future meeting.

By consensus of the members present, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There are no public comments.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chair Liu commended the HID team for the successful California Cup event and its collaboration with the Taste of Irvine organizers. Staff reported plans to continue partnering with event organizers to expand the event in future years.

CONSENT CALENDAR

4. MINUTES

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

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on March 17, 2026.

COMMITTEE BUSINESS

5. STREETLIGHT BANNER ADVERTISING CAMPAIGN

Misty Bond, Executive Director, recommended to discontinue the tourism-related streetlight banner advertising campaign due to Destination Irvine's rebranding, banner deterioration, roadway construction impacts, increased replacement costs, and the inability to measure the campaign's return on investment

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

Discontinue the tourism-related streetlight banner advertising campaign.

ADJOURNMENT

Moved by Committee Member Crumby, seconded by Committee Member Hunter, and unanimously carried by those members present to adjourn the regular meeting at 9:29 a.m.

CHAIR, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: JULY 21, 2026

TITLE: HOTEL IMPROVEMENT DISTRICT (HID) FY 2026-27 SALES
AND MARKETING BUDGET ADJUSTMENT

Signed by:

Misty Bond
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7/14/2026

HID Program Director

RECOMMENDED ACTION

Recommend the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the city-directed (18%) portion of Hotel Improvement District (HID) revenue to the HID Sales and Marketing budget.

EXECUTIVE SUMMARY

At the May 19, 2026, Hotel Improvement District (HID) Committee meeting, the Committee received the Director's Report, which included a presentation on the draft Fiscal Year (FY) 2026–27 HID Sales and Marketing budget and plan for review.

The proposed FY 2026–27 HID Sales and Marketing budget reflects a reduction of \$328,407 from the FY 2025–26 budget, primarily due to increased administrative costs, requiring adjustments across several program areas. During its discussion, the HID Committee recommended using \$200,000 from the City-directed portion of the HID fund balance on a one-time basis to offset the FY 2026–27 budget shortfall.

This action formalizes the HID Committee's recommendation that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget. The HID fund balance is sufficient to support this action.

ANALYSIS

The draft FY 2026–27 HID Sales and Marketing budget reflects a reduction of \$328,407 compared to FY 2025–26, primarily due to increased administrative costs that reduce funding available for sales and marketing programs. To address this reduction, the HID Committee recommended using \$200,000 from the City-directed portion of the HID fund balance on a one-time basis to support the FY 2026–27 Sales and Marketing budget.

The proposed allocation would help maintain priority sales and marketing activities that support hotel occupancy and visitor spending in Irvine while accommodating increased administrative costs. The HID fund balance is sufficient to support the recommended allocation from the City-directed (18%) portion of HID revenues, and the proposed use is consistent with the purpose of funding hotel-related sales and marketing activities.

The recommended action formalizes the HID Committee's recommendation that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of HID revenue to the HID Sales and Marketing budget. If approved, staff will work with the HID Committee to prioritize expenditures within the revised FY 2026–27 budget and continue evaluating future budget needs.

ALTERNATIVES CONSIDERED

The Committee may decline to recommend that the City Council authorize the City Manager, or designee, to allocate \$200,000 from the fund balance of the City-directed (18%) portion of Hotel Improvement District (HID) revenue to the HID Sales and Marketing budget and instead direct staff to develop a revised FY 2026–27 Sales and Marketing budget. A revised budget could include additional program reductions, restructuring of activities, or identification of alternative funding sources. While this option would preserve the existing fund balance, it could delay implementation of the FY 2026–27 HID Sales and Marketing Plan and reduce the level of marketing support available to Irvine hotels during the fiscal year.

FINANCIAL IMPACT

The recommended action recommends the City Council to authorize a one-time allocation of \$200,000 from the fund balance of the City-directed eighteen percent (18%) portion of Hotel Improvement District (HID) revenues to the FY 2026–27 HID Sales and Marketing budget. Sufficient funds are available in the HID fund balance to support this recommendation

If ultimately approved by the City Council, the recommended action would authorize a one-time allocation of \$200,000 from the fund balance of the City-directed eighteen percent (18%) portion of Hotel Improvement District (HID) revenues to the FY 2026–27 HID Sales and Marketing budget. Sufficient funds are available in the HID fund balance to support the proposed allocation.

REPORT PREPARED BY

Misty Bond, HID Program Director