



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

May 19, 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 [HTTPS://CITYOFIRVINE.GOV/](https://cityofirvine.gov/).

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. ***ECONOMIC DEVELOPMENT OFFICE PRESENTATION***
3. ***IRVINE BARCLAY 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 March 17, 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. STREETLIGHT BANNER ADVERTISING CAMPAIGN

ACTION:

Discontinue the tourism-related streetlight banner advertising campaign.

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.gov 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.gov

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 5/12/2026 by Ericka Lozada as well as on the City's web page.

DocuSigned by:

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Ericka Lozada
Recording Secretary

CONSENT CALENDAR



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: May 19, 2026

TITLE: MINUTES

DocuSigned by:
Erica Lozada 5/12/2026
C603E51B14554D2...

Recording Secretary

RECOMMENDED ACTION

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



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

March 17, 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 8:36 a.m. on March 17, 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:	Brandon Parole
		Vice Chair:	Sid Ramani
		Chair:	Melinda Liu

Absent:	1	Committee Member:	Yuni Hunter
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Committee Member Hunter arrived at 8:40 a.m. following roll call.

PLEDGE OF ALLEGIANCE

Committee Member Parole led the Pledge of Allegiance.

PRESENTATIONS

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

Misty Bond, Executive Director of Destination Irvine, presented the Hotel Improvement District Program Director's Report, which included updates on hotel performance, budget status, group sales activity, marketing efforts, trade shows, media relations, and tourism initiatives.

Dave Lucey, Director of Sales, reported that Irvine hotels continue to maintain market share, with occupancy remaining steady year-over-year and average daily rates increasing compared to the same period last year. He also provided updates on recent trade shows, familiarization tours, and upcoming sports tourism opportunities, including FIFA World Cup-related activities.

Charles Behnke, National Account Director for Destination Irvine, presented updates on year-to-date group sales performance, noting increased estimated economic impact and steady room night production. He also shared updates on marketing partnerships, meeting planner familiarization tours, and upcoming promotional opportunities, including the California Cup.

Staff also reported that HID expenditures remain within the approved budget and highlighted continued efforts to promote Irvine through media engagements and the "Flipside" campaign.

Committee discussion included: clarification regarding the calculation of group sales economic impact and room night production, current hotel and travel market trends, FIFA-related community activation opportunities, and future discussion regarding Hotel Improvement District cultural event funding allocations.

By consensus of the members present, received and filed.

2. *NOBLE STUDIOS STATUS UPDATES*

Stephanie McKenna, Senior Client Success Manager with Noble Studios, Destination Irvine's agency of record provided a presentation regarding marketing and advertising strategies, including the "Flipside" campaign, paid media efforts, website engagement trends, hotel referral activity, meeting planner outreach, and emerging travel industry trends.

Committee discussion included: Destination Irvine's familiarization tour and content creator selection process, website and AI optimization efforts, evolving traveler search behaviors, the importance of maintaining

DestinationIrvine.com as a trusted information source, and opportunities to better understand online visitor search trends related to Irvine tourism.

By consensus of the members present, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

Curtis Drever, President of non-profit organization, Love Irvine, expressed appreciation for Destination Irvine’s efforts in hosting unique events.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chair Melinda Liu announced that she recently met with Craig Springer, President of the Irvine Barclay Theatre, regarding the future of the theatre and noted that a formal presentation is anticipated at the next Hotel Improvement District Operating Committee meeting.

Chair Liu also announced that her office will prepare a memorandum to initiate a study regarding Irvine’s tourism readiness and competitiveness for upcoming major events, including the FIFA World Cup, Super Bowl, and 2028 Olympics, in collaboration with University of California, Irvine and regional stakeholders. The study will evaluate tourism infrastructure, visitor readiness, and potential economic impacts.

COMMITTEE BUSINESS

3. MINUTES

ACTION: Moved by Committee Member Parole, 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 March 17, 2026.

ADJOURNMENT

Moved by Chair Liu, seconded by Vice Chair Ramani, and unanimously carried by those members present to adjourn the regular meeting at 9:38 a.m.

CHAIR, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

COMMITTEE BUSINESS

STAFF REPORT



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: May 19, 2026

TITLE: STREETLIGHT BANNER ADVERTISING CAMPAIGN

Signed by: Misty Bond 5/12/2026
DDA446473A5A460
HID Program Director

RECOMMENDED ACTION

1. Discontinue the tourism-related streetlight banner advertising campaign.

EXECUTIVE SUMMARY

On January 16, 2024, to inform the strategic placement of streetlight banners for advertising Destination Irvine and the City of Irvine's accolades, the Hotel Improvement District (HID) Operating Committee directed staff to research the number of streetlight poles in six key areas of Irvine and to research the traffic density in each area.

On May 21, 2024, the HID Operating Committee approved the installation of tourism-related streetlight banners. In December 2024, 466 banners were installed in high-traffic intersections throughout the City at a cost of \$45,246.56. Since installation in 2024, Destination Irvine has rebranded, banners are faded, some are damaged, many banners have recently been removed due to ongoing road construction, and the cost to replace them has gone up.

ANALYSIS

In December 2024, 466 tourism-related streetlight banners (Attachment 1) were installed in the following high-traffic areas:

- Airport Area: MacArthur Blvd, Campus, and Michelson
- Spectrum Center: Alton, Irvine Center Drive, Gateway Blvd, and Pacifica
- Business District: Jamboree, Main, Von Karman, and Red Hill Ave
- Healthcare Area: San Canyon, Alton, Barranca, and Laguna Canyon Road
- University of CA Area: Campus Drive, Jamboree, Culver, University Drive, MacArthur, Bridge Rd, Berkeley, California, Harvard, Bonita
- Great Park: San Canyon, Trabuco, Marine Way, Ridge Valley Rd

The cost of the 466 banners was \$45,246.56 (Attachment 2), or approximately \$97.10 per banner, which was taken from the HID's contingency reserve fund. Since there is no metric to measure the return on investment for an in-destination marketing campaign such as streetlight banners, we cannot validate an increase of awareness of Irvine from a visitor's perspective nor whether Irvine's visitor numbers or room nights increased because of the streetlight banner campaign.

ALTERNATIVES CONSIDERED

The HID Operating Committee could direct staff to produce new banners with Destination Irvine's new brand. The locations and number of banners can be modified from their current locations and counts.

FINANCIAL IMPACT

If the streetlight banner advertising campaign is discontinued, there will be no financial impact on the City or HID. Existing banners would be removed as part of our current scope of work with Gold Metropolitan Media.

If the HID Operating Committee directs staff to produce streetlight banners with Destination Irvine's new brand, the Agency of Record, Noble Studios, will be tasked with designing the banners. The cost to design the banners will be approximately \$971 (\$97.10 x 10 hours). Based on new pricing, the cost to install 466 banners would be \$45,784.50 (\$98.25 per banner).

Funds to cover new banners would come from Destination Irvine's FY26/27 sales and marketing budget, which is \$358,407.00 less than FY26/25.

The return on ad spend (ROAS) for these visual, in-market advertising campaigns is difficult or impossible to measure. Whether someone books a hotel room or spends money in Irvine after seeing the banners will always be unknown.

REPORT PREPARED BY Misty Bond, HID Program Director

ATTACHMENTS

1. Existing banners that are installed throughout the City.
2. Paid quote for current banner campaign.

ATTACHMENT

1

STREET SIDE



← Grommet for Hold

THESE ARE LOW RES SCREEN SHOTS FOR CONTENT PURPOSES ONLY. NOT FOR COLOR APPROVAL.

FULL SIZE PHYSICAL PROOFS CAN BE SUPPLIED FOR COLOR APPROVAL.

PROOF

← Grommet for Hold

Same Image Both Sides

File Notes:
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 Type: Vector
 Color: CMYK
 Finish Size: 35"x 72"
 3" Pole Pockets
 Originals: PDF



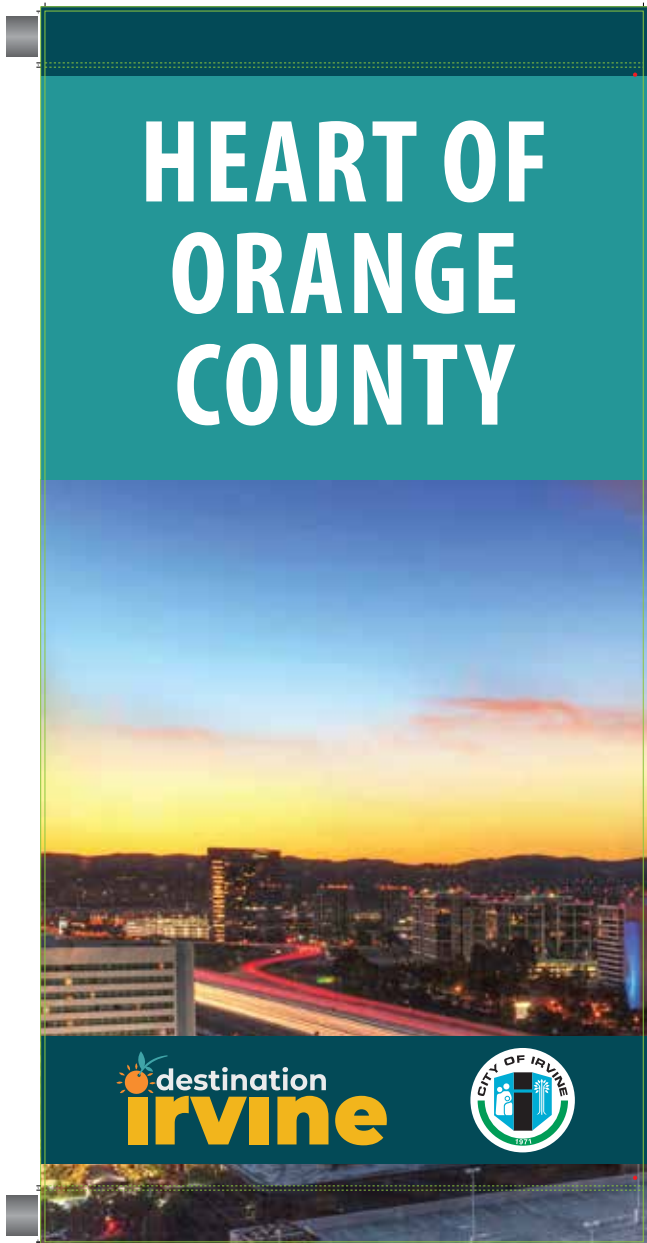
Approved as shown

Approved with changes noted
Show revised proof

NOT APPROVED
Contact ASAP

Client: City of Irvine	Today's Date: 11/11/2024
Project: Tourism CLPB	Page: 1/1
Notes:	

STREET SIDE



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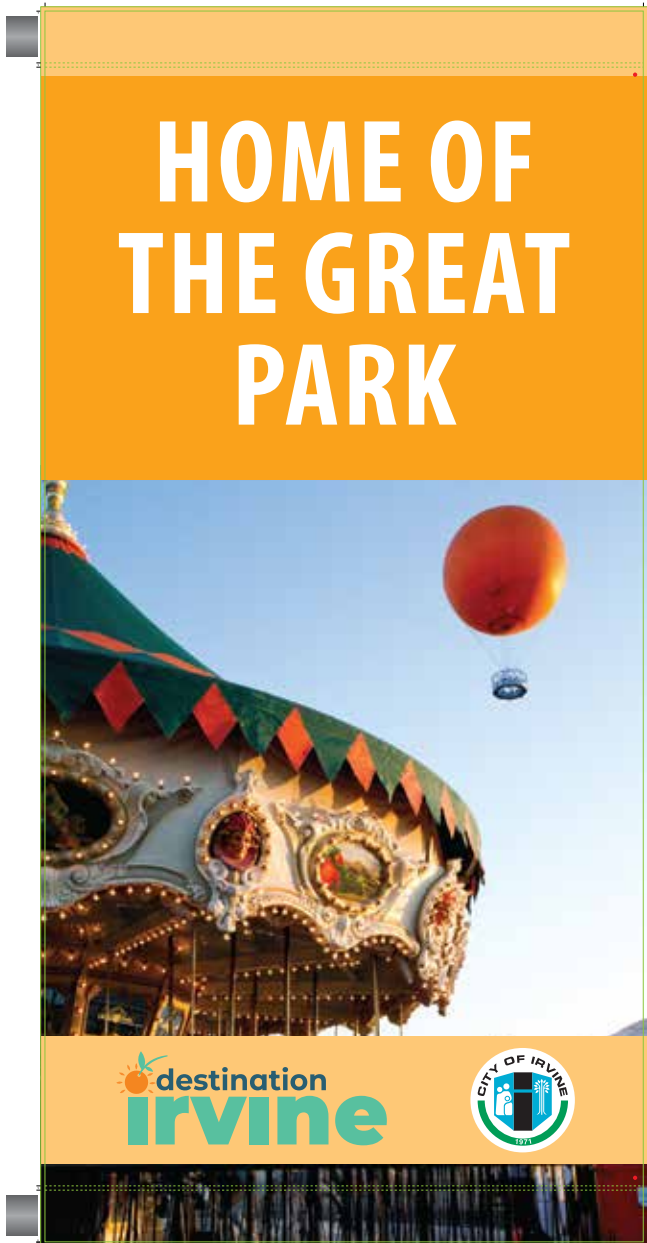
Approved as shown

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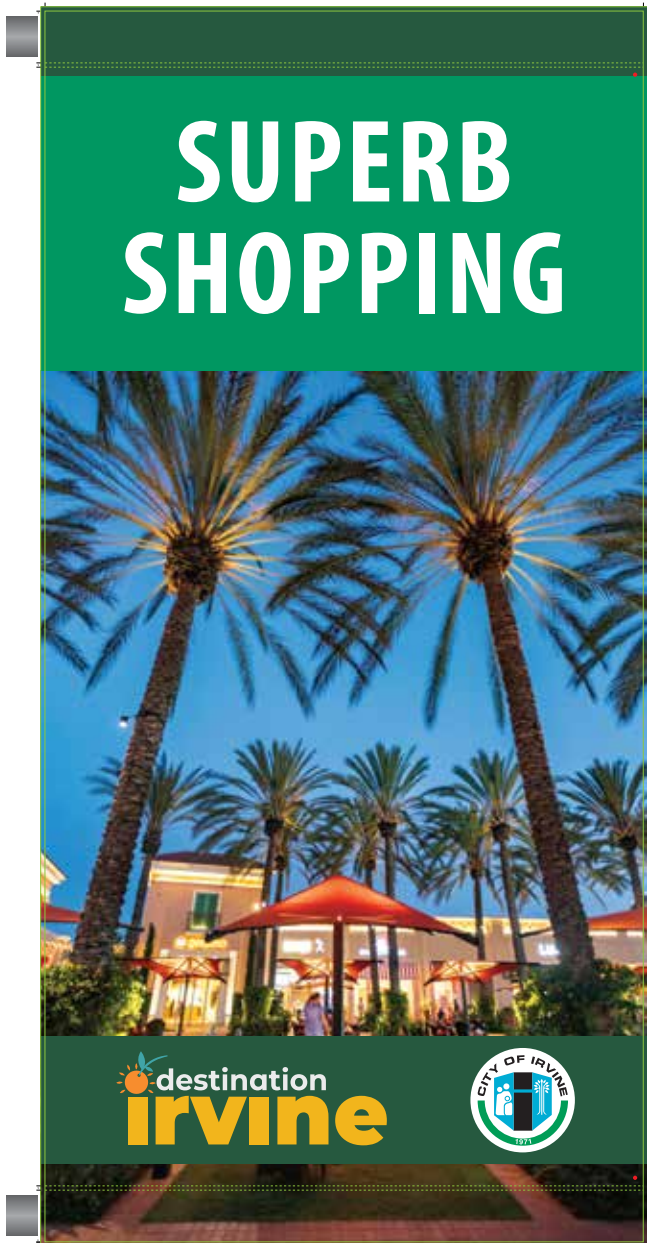
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 Originals: PDF



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 Originals: PDF



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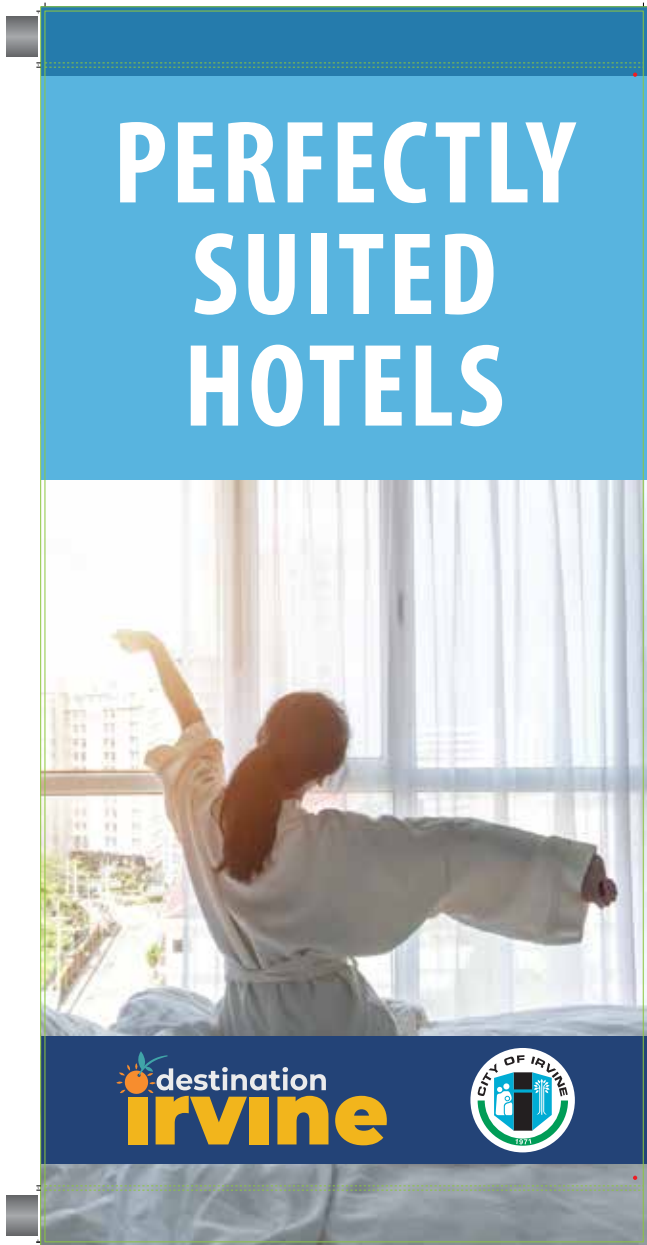
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 Originals: PDF



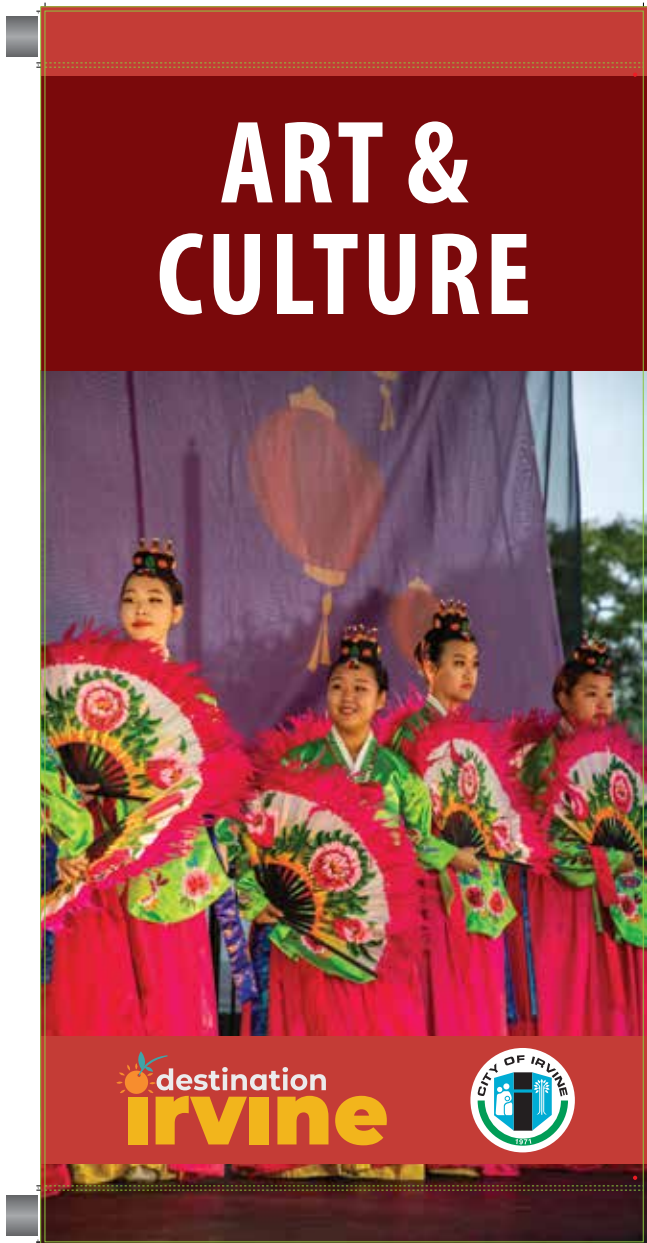
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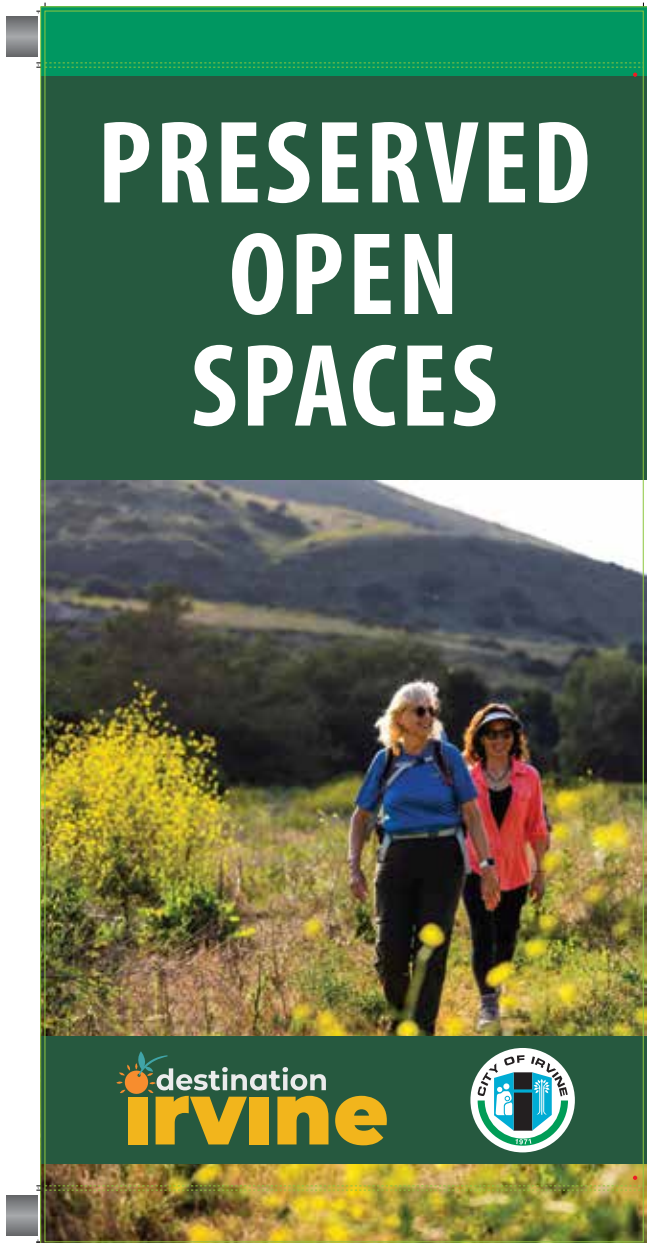
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 Originals: PDF



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PROOF

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Same Image Both Sides

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 3" Pole Pockets
 Originals: PDF



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ATTACHMENT



Quote/Sales Order

Date: 10/8/2024
 Job #: AG 5240

21051 Warner Center Lane
 Suite 250
 Woodland Hills, CA 91367
 (Tel) (800) 755-9466 (Fax) (818) 348-1956

Bill To:	
City of Irvine PO Box 19575 Irvine, CA 92623 Attn: Corey Lakin	Prior Customer: Yes No Credit OK by:

Ship To	
For installation	Terms Due Upon Acceptance of order Explain:

Sale Type	Launch Date	Removal Date:	Customer P.O.	Account REP	FOB
	11/25/2024			AG	

Quantity	Description	Unit Price	Amount
466	"Tourism" City Light Pole Banners 3'(w) x 6'(h) - Printed on outdoor vinyl 39 of A/A, B/B, D/D, E/E, F/F, H/H, I/I, J/J, K/K, L/L 38 of C/C and G/G (11) Images - All 4 Color Process	65.75	30,639.50T
466	Installation, maintenance, and removal of Multicultural single wings. Maintenance includes normal wear & tear for up to 90 days (maintenance due to any unforeseen circumstances will be extra).	26.25	12,232.50

Sales tax subject to change based on current sales tax rate at time of invoicing. Prices subject to change after review of supplied art. All claims for errors or allowances must be made in writing within 10 days from receipt of goods. No goods returnable without written consent.	Sales Tax:	\$2,374.56
	TOTAL AMT. DUE	\$45,246.56

Order confirmation sent Date:
 Received:

Authorized by: _____