

Mike Carroll Chairman

Tony Zand Vice Chairman

Pete Carmichael Committee Member

Oliver C. Chi Committee Member

Ronnie Dalgado Committee Member

Jeff Mitrovic Committee Member

Sid Ramani Committee Member

AGENDA

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE SPECIAL MEETING

November 7, 2023 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. 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 <u>REQUEST TO SPEAK FORM</u> 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 OFFICE THE CITY MANAGER'S AT 949-724-6691, 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

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 by the HID Operating Committee to be routine and will be enacted by one roll call vote. There will be no discussion of these items unless members of the HID Operating Committee request a separate discussion on specific items.

COMMITTEE BUSINESS

Public comments on Council 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.

2. MINUTES

ACTION:

Approve the minutes of a regular meeting of the HID Operating Committee held on September 19, 2023.

3. AMENDMENTS TO REGULAR MEETING SCHEDULE OF THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE FOR FISCAL YEAR 2023-24

ACTIONS:

- 1. Cancel the November 21, 2023, regular meeting.
- 2. Approve an amendment to the start time for regular meetings of the Hotel Improvement District Operating Committee from 3 p.m. to 8:30 a.m. for Fiscal Year 2023-24.

ADJOURNMENT

ADJOURNMENT

At 4:30 p.m., the Hotel Improvement District Operating Committee will determine which of the remaining agenda items can be considered and acted upon prior to 5:00 p.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 5:00 p.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 <u>cityofirvine.org</u> at least 7 days prior to the scheduled Committee meeting.

Hotel Improvement District Operating 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 <u>after</u> 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 3:00 p.m. Agendas are available at the following locations:

- City Clerk's Office
- Police Department
- Front Entrance of City Hall
- University Park Center (Culver/Michelson)
- Walnut Village Center (Culver/Walnut)
- Northwood Town Center (Irvine Blvd./Yale)
- City's web page at <u>cityofirvine.org</u>

I hereby certify that the agenda for the City of Irvine Hotel Improvement District Operating Committee was posted in the posting book located in the Public Safety Lobby of City Hall, 1 Civic Center Plaza, Irvine, California on <u>11/03/2023</u> by Ericka Lozada as well as on the City's web page.

ocuSigned by 11/3/2023 Ericka lozada

Ericka Lozada Recording Secretary

PRESENTATIONS

1

Hotel Improvement District (HID) Operating Committee Special Meeting HID Program Director's Report

November 7, 2023 destination irvine





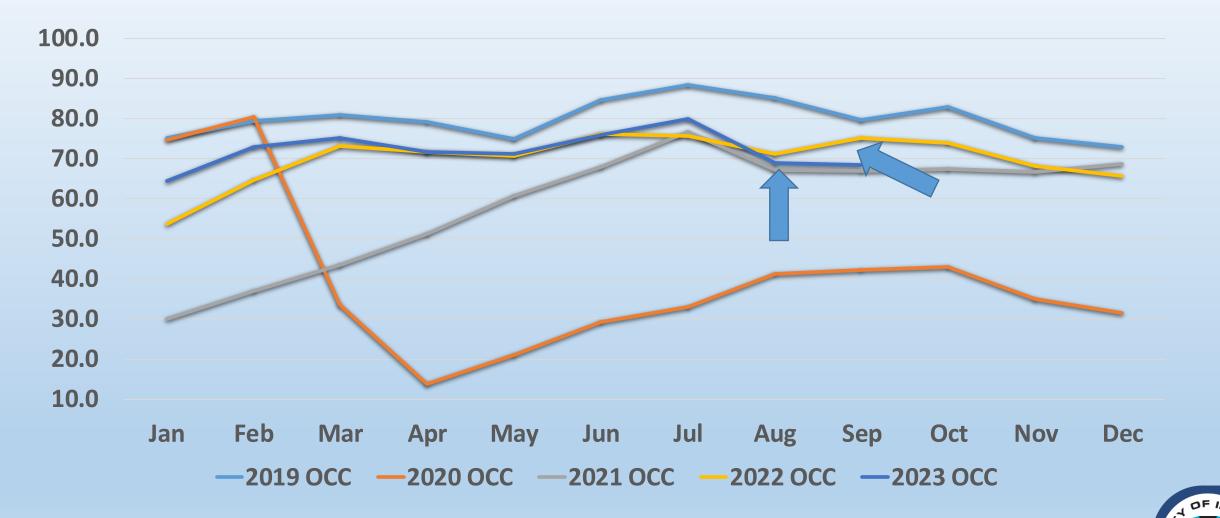
2019 – FYTD 2023 Occupancy & ADR







% Occupancy



Average Daily Rate (ADR)







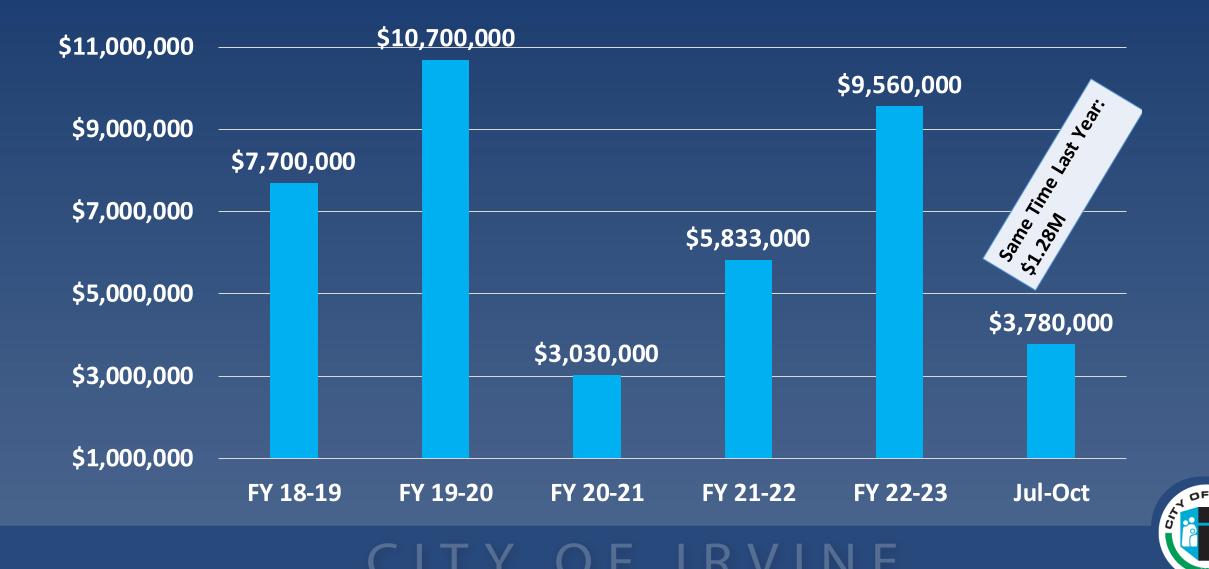
Sales Activities and Results







Group Sales Economic Impact



Room Nights Booked Through Sales Efforts



Sales Activities Fiscal Year To-Date

- 189 Leads sent
 - Same Time Last Year: 110
- Site Visits:
 5 Sports groups
 3 Corporate groups
 1 Hotel partner sales team immersion



Group Booking Incentive

- Since implementation in August 2022:
 - 26,466 room nights booked
 - 214 actualized and future groups
- Groups that have or will actualize this fiscal year (so far):
 - 10,548 room nights
 - 120 groups



Hotelier Engagement and Tradeshows





Hotelier Engagement

Hotelier Event on 10/19 at Championship Soccer Stadium:

- 41 hoteliers attended (16 of 23 hotels represented)
- Food truck & mocktail bar
- Great Park Framework Plan presentation
- Hotel Sales Incentive training
- Golf cart tours of Great Park



Hotelier Engagement

World Korean Business Convention @ ACC 10/11-10/13:

- City of Irvine had a booth in collaboration with FivePoint and Irvine Company
- 6 Hoteliers helped staff the booth

Irvine Global Village Festival on 10/14:

- 1 Hotelier helped staff the booth
- Countless contacts made
- 1 Raffle winner



Tradeshows attended since 9/19 Meeting:

- TEAMS
 - 66 client appointments
 - Attended with Orange County Sports Commission
 - Hosted one Irvine hotelier
- CalTravel Summit
 - Tourism advocacy and education
 - Hosted one Irvine hotelier



Tradeshows attended since 9/19 Meeting:

- Small Market Meetings Conference
 - 55 client appointments
 - Registration sponsor of the convention
 - Hosted one Irvine hotelier
- Connect West
 - B2B conference for event professionals based in California, Nevada, Utah, Arizona, and New Mexico



Remainder FY Tradeshows*

Event	Location	Dates	Who's Attending
Smart Meetings	Monterey	11/6-11/8	Dave
CalSAE	Sacramento	12/12-12/13	Dave & 3 Hoteliers
US Soccer Coaches			
Conference	Anaheim	1/10-1/14	Dave
Hosting private events for HB			
& HPN Meeting Planners	Phoenix	Feb or Mar	Dave & Hoteliers
Corporate Xpress	Woodland Hills	3/4-3/8	Dave
Sports ETA	Portland	4/22-4/25	Dave & Hotelier
IPW (partnering with Visit			
CA)	Los Angeles	5/6-5/7	Dave, Misty, & Hoteliers
HelmsBriscoe ABC	Las Vegas	5/14-5/18	Dave

CITY OF IRVINE

*Subject to change



Expedia Campaign Results





Expedia Campaigns July - September

	Room Nights	Gross Booking	ROAS (return on
		Revenue	ad spend)
Always On (dedicated to Irvine	4,106	\$902,600	\$64:\$1
hotels, only)			
Orange County Co-Op	5,990	\$1,325,000	\$54:\$1



Street Light Banners & Bus Shelters







Irvine Street Banners / Bus Shelters

At the September 19, 2023, HID Meeting, Chairman Carroll asked for an overview of the streetlight banner and bus stop advertising programs and how the HID might participate.



Irvine Street Banners / Bus Shelters

Street Light Banners

- Street banner program in place for City and community organization displays since April, 2011.
- Available to City of Irvine, other public agencies directly serving the community, or organizations operating under certain City-approved relationship agreements.
- Applicants are responsible for all costs, including use of professional banner installation company to install and remove banners.



IRVINE'S PARK SYSTEM IS RANKED #4 IN AMERICA



Learn about the City's dedication to preserving open space at cityofirvine.org/parks.

IRVINE IS RANKED THE SAFEST BIG CITY IN AMERICA



Learn about the City's commitment to safety at cityofirvine.org/awards.



IRVINE IS RANKED THE BEST CITY TO LIVE IN IN ORANGE COUNTY



Read about what makes Irvine a great place to live at cityofirvine.org/bestcity.

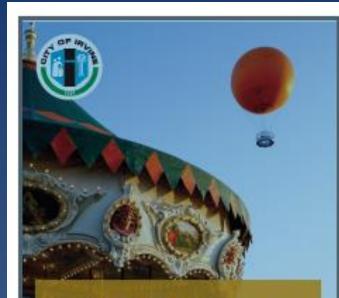


IRVINE IS RANKED THE 4th GREENEST CITY IN AMERICA



Learn about the City's plans to reduce greenhouse gas emissions at cityofirvine.org/caap.





THE GREAT PARK IS A PARK FOR ALL



Learn about the 500 acres open today and 300 acres in the next phase of development at yourgreatpark.org.



IRVINE IS RANKED THE **3rd HAPPIEST CITY** IN AMERICA



Find moments of joy and connect with your community at upcoming events and activities. Learn more at cityofirvine.org/events.



IRVINE IS DESIGNATED A BIKE-FRIENDLY COMMUNITY



Learn how the City is improving bike paths and safety at cityofirvine.org/sharestheway.



Irvine Street Banners / Bus Shelters

Bus Shelters

- City has an agreement with Clear Channel Outdoor for advertising and maintenance of bus stops.
- In exchange for their exclusive rights to advertise, Clear Channel cleans and maintains bus stops and provides the City with advertising profits.
- City gets 20 free shelter posters per year, which are currently accounted for by the City's HR team.



Irvine Street Banners / Bus Shelters

Bus Shelters

- City can get additional advertising posters (pending availability) at \$50 per poster.
- In 2024, Clear Channel will place up to 10 digital ad shelters with rotating static images; City can post ads on a space available basis at no charge.



Traditional Ad Panel & Poster







Digital Ad Shelter







Wraps





Madden Media Updates







Madden Media Anticipated Timeline:

	Nov	Dec	Jan	Feb	Mar
SEM (all segments)	Launch	Ongoing	Ongoing	Ongoing	Through June
SEO for website redesign	Ongoing	Website development	Website development	Website development	Website development; launch in May
Visit USA Campaigns	Development	Development	Launch	Ongoing	Through June
Sports Advertising	Development	Development	Launch	Ongoing	Through June
Meetings & Corporate Advertising	Development	Development	Launch	Ongoing	Through June
Brand Strategy Presentation	11/7/23				
Brand Launch			New Brand		
Media & Launch Party				Late Feb or	early March



Subcommittee Update







HID Subcommittee

- First meeting held on 10/26/23.
- Subject matter expert, John Lambeth, Founder & CEO of Civitas Advisors, attended virtually to discuss drafting the HID Operating Committee Bylaws.
- First draft of proposed bylaws will be presented to the subcommittee in the coming weeks.



Hotel Improvement District (HID) Operating Committee Special Meeting HID Program Director's Report

November 7, 2023 destination irvine





MINUTES





MEETING DATE:	NOVEMBER 7, 2023
TITLE:	MINUTES
DocuSigned by: Ericka Lozada C003E51B14554D2	11/3/2023

Recording Secretary

RECOMMENDED ACTION:

Approve the minutes of a regular meeting of the Hotel Improvement District Operating Committee held on September 19, 2023.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

September 19, 2023 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 3:09 p.m. on September 19, 2023, at Las Lomas Community Center, 10 Federation Way, Irvine, California; Vice Chairman Zand presiding.

ROLL CALL

- Present: 7 Committee Member: Committee Member: Committee Member: Committee Member: Committee Member: Vice Chairman: Chairman:
- Pete Carmichael Oliver C. Chi Ronnie Dalgado Jeff Mitrovic Sid Ramani Tony Zand Mike Carroll*

* Chairman Carroll arrived at 3:33 p.m. and assumed the role of presiding officer upon his arrival.

PLEDGE OF ALLEGIANCE

Committee Member Ramani led the Pledge of Allegiance.

CONSENT CALENDAR

Moved by Committee Member Chi, seconded by Committee Member Dalgado, unanimously carried (Committee Member Carmichael abstained) to approve the HID Operating Committee Consent Calendar Item No. 1.

1. MINUTES

ACTION:

Approved the minutes of a regular meeting of the HID Operating Committee held on July 18, 2023.

PRESENTATIONS

2. HOTEL IMPROVEMENT DISTRICT PROGRAM DIRECTOR'S REPORT

Misty Bond, Hotel Improvement District Program Director, shared updates from Madden Media's ongoing research and marketing plan, recruitment for the HID Sales Manager position, creation of bylaws for the HID Operating Committee, and intra-departmental collaborations.

Committee discussion included: inquiring about the code enforcement process on AirBnB listings.

By consensus, received and filed.

3. HOTEL IMPROVEMENT DISTRICT PROGRAM SALES UPDATES

Misty Bond, Hotel Improvement District Program Director, provided information related to hotel percentage occupancy, average daily rate, group sales economic impacts, hotel room nights booked beginning Fiscal Year 2018-19 to present; updates on tradeshows attended, and group booking incentive and Expedia results.

Committee discussion included: inquiring about the frequency of use of the incentive programs by the hotels, tradeshow Return on Investment, and update on Search Engine Optimization.

By consensus, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

There were no requests to speak.

ACCOUNCEMENTS/COMMITTEE REPORTS

Committee Member Ramani shared that Hyatt Regency – Irvine was officially open to the public.

Chairman Carroll requested a presentation on two suggested marketing initiatives, which included the city banner program and advertisements on bus station shelters.

COMMITTEE BUSINESS

4. FORMATION OF A SALES AND MARKETING SUBCOMMITTEE UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE

Chairman Carroll opened the floor for discussion on the formation of a sales and marketing subcommittee and its members.

Committee Member Dalgado, Committee Member Ramani, and Vice Chairman Zand volunteered to be members of the sales and marketing subcommittee.

ACTION: Moved by Chairman Carroll, seconded by Committee Member Carmichael, and unanimously carried to appoint Committee Members Dalgado and Ramani, and Vice Chairman Zand, as members of the Sales and Marketing Subcommittee for the ensuing year.

5. UPDATE ON INTRA-CITY PARTNERSHIPS

Misty Bond, Hotel Improvement District Program Director, discussed ongoing collaboration with Community Services regarding the procedure for booking city-owned sports facilities.

By consensus, received and filed.

ADJOURNMENT

Moved by Vice Chairman Zand, seconded by Committee Member Chi, and unanimously carried to adjourn the regular meeting at 3:59pm.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE

STAFF REPORT





REQUEST FOR HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE ACTION

MEETING DATE: NOVEMBER 7, 2023

TITLE: AMENDMENTS TO REGULAR MEETING SCHEDULE OF THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE FOR FISCAL YEAR 2023-24

—Docusiyoned by: Misty Bond 11/3/2023

HID Program Director

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RECOMMENDED ACTIONS

- 1. Cancel the November 21, 2023, regular meeting.
- 2. Approve an amendment to the start time for regular meetings of the Hotel Improvement District Operating Committee from 3 p.m. to 8:30 a.m. for Fiscal Year 2023-24.

EXECUTIVE SUMMARY

Staff suggests that the November 7 special meeting should serve as HID's November meeting and recommends cancelling the regularly scheduled meeting on November 21, 2023.

The regular Hotel Improvement District (HID) Operating Committee meeting cadence (bimonthly on the 3rd Tuesday) and start time of 3 p.m. was established during the July 18, 2023, Hotel Operating Committee meeting. To better accommodate schedules, Chairman Carroll is requesting that all remaining Fiscal Year 2023-24 meetings take place at 8:30 a.m. instead of 3 p.m. If the change in start time is approved, the new start time will apply to the November 21 meeting. However, if the November 21 meeting is cancelled, the new start time will take effect at the January 16, 2024, regular meeting.

ALTERNATIVES CONSIDERED

The Committee could decide not to cancel the November 21, 2023, regular meeting.

The Committee could decide not to change the start time of regular meetings. Or the Committee could propose changing the start time to an alternate time, other than 8:30 a.m.

FINANCIAL IMPACT

Not applicable.

Hotel Improvement District Operating Committee Special Meeting November 7, 2023 Page 2 of 2

REPORT PREPARED BY Misty Bond, HID Program Director

ATTACHMENTS

Calendar of remaining Fiscal Year 2023-24 HID Operating Committee Meetings.

FISCAL YEAR 2023 - 2024 - HID OPERATING COMMITTEE MEETING CALENDAR (PROPOSED)

	JANUARY						
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FEBRUARY								
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	MARCH						
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31							

APRIL								
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MAY							
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	JUNE							
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16	17	18	19	20	21	22		
23	24	25	26	27	28	29		
30								

<u>MEETING TIME</u> 8:30 A.M. TO 10:30 A.M. MEETING LOCATION IRVINE CITY HALL, CONFERENCE TRAINING CENTER QUAIL HILL COMMUNITY CENTER LAS LOMAS COMMUNITY CENTER