



Mike Carroll
Chairman

Tony Zand
Vice Chairman

Pete Carmichael
Committee Member

Oliver C. Chi
Committee Member

Marina Dutton
Committee Member

Jeff Mitrovic
Committee Member

Sid Ramani
Committee Member

AGENDA

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

March 18, 2025

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 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 May 21, 2024.

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

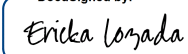
To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

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 3/11/2025 by Ericka Lozada as well as on the City's web page.

DocuSigned by:

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 Ericka Lozada
 Recording Secretary

MINUTES



REQUEST FOR HOTEL IMPROVEMENT OPERATING COMMITTEE ACTION

MEETING DATE: MARCH 18, 2025

TITLE: MINUTES

DocuSigned by:
Erica Lozada 3/11/2025
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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 21, 2024.



MINUTES

CITY OF IRVINE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE REGULAR MEETING

May 21, 2024
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 8:35 a.m. on May 21, 2024, at Las Lomas Community Center, 10 Federation Way, Irvine, California; Chairman Carroll presiding.

ROLL CALL

Present:	6	Committee Member:	Pete Carmichael
		Committee Member:	Oliver C. Chi
		Committee Member:	Marina Dutton
		Committee Member:	Jeff Mitrovic
		Committee Member:	Sid Ramani
		Vice Chairman:	Tony Zand
		Chairman:	Mike Carroll

PLEDGE OF ALLEGIANCE

Vice Chairman Zand led the Pledge of Allegiance.

PRESENTATIONS

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

Charles Behnke, Hotel Improvement District (HID) Sales Manager, provided a brief report on present occupancy, average daily rates, and CVENT, an event marketing and hospitality management platform.

Dave Lucey, Hotel Improvement District (HID) Director of Sales, reported on current group sales economic impact, room nights booked through sales efforts, and trade shows attended.

Misty Bond, Hotel Improvement District (HID) Program Director, reported on Expedia campaign results, subcommittee meeting discussion, and updates on the sales and marketing budget.

Melissa Haley, Director of Communications and Engagement, provided current financial standing.

Committee discussion included: leveraging Great Park to sports groups, familiarization (FAM) trips, and the rewards program for meeting planners.

By consensus of the members present, received and filed.

2. ***MADDEN MEDIA STATUS UPDATES***

Kristin Dialessi, Sr. Vice President of Madden Media provided updates on current campaign results, press releases, SEO and website performance.

By consensus of the members present, received and filed.

PUBLIC COMMENTS – NON-AGENDIZED ITEMS

Curtis Drever, President of Love Irvine, presented about the organization's upcoming outreach efforts and partnership opportunities.

ACCOUNCEMENTS/COMMITTEE REPORTS

Chairman Carroll announced the grand opening of Hyatt Regency's resort-style pool on June 4, 2024.

COMMITTEE BUSINESS

3. ***MINUTES***

ACTION: Moved by Committee Member Chi, seconded by Committee Member 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 January 16, 2024.

4. *STREETLIGHT BANNER ADVERTISING CAMPAIGN AND COSTS*

Misty Bond, Hotel Improvement District Program Director presented.

ACTION: Moved by Committee Member Chi, seconded by Committee Member Ramani:

- 1) Approve the streetlight banner campaign.
- 2) Approve budget appropriation for banner campaigns, splitting costs between the City and the Hotel Improvement District, with \$48,576 to be deducted from the Hotel Improvement District funds.

The motion carried as follows:

AYES:	6	COMMITTEE MEMBERS:	Carmichael, Chi, Dutton, Ramani, Zand, Carroll
NO:	1	COMMITTEE MEMBER:	Mitrovic

5. *FORMATION OF A SALES AND MARKETING SUBCOMMITTEE UNDER THE HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE FOR FISCAL YEAR 2024-25*

Chairman Carroll opened the floor for discussion on the formation of a sales and marketing subcommittee and its members for Fiscal Year 2024-25.

Committee Member Dutton appointed as new member, with Committee Member Carmichael, Committee Member Chi, Committee Member Ramani, and Vice Chairman Zand retaining their role as members of the sales and marketing subcommittee.

ACTION: Moved by Committee Member Chi, seconded by Committee Member Ramani, and unanimously carried (Committee Member Mitrovic voting no) by those members present to:

- 1) Approve sales and marketing committee for Fiscal Year 2024-25.

2) Appoint up to three members of the Hotel Improvement District Operating Committee to serve.

6. APPROVAL OF THE FISCAL YEAR 2024-2025 HOTEL IMPROVEMENT DISTRICT OPERATING COMMITTEE MEETING SCHEDULE

ACTION: Moved by Chairman Carroll, seconded by Committee Member Chi, and unanimously carried by those members present to:

Approve Hotel Improvement District Operating Committee meeting schedule to be the third Tuesday every other month at 8:30 a.m. – 10:30 a.m. with the first meeting of the fiscal year occurring on July 16, 2024.

ADJOURNMENT

Moved by Committee Member Chi, seconded by Committee Member Mitrovic, and unanimously carried by those members present to adjourn the regular meeting at 9:37am.

CHAIRMAN, HID OPERATING COMMITTEE

RECORDING SECRETARY

DATE