



June Lake Short-Term Rentals

Policy Direction

June 14, 2017

Ground Rules

- Be respectful and civil
- Represent yourself and your own opinion/intentions
- Participate positively
- Give all ideas an honest chance
- Seek understanding



June Lake:
Business and Property Owners' Focus Meeting



Policy Direction Workshop

- ✓ Neighborhood Workshops
- ✓ Review & Initial Sorting
- Analysis of Solutions
- Policy Direction for neighborhoods (other than Clark)
- Is there any consensus on Clark Tract issues?



Calendar

- ▶ Policy Direction: June 14, 1-4 pm
- ▶ Review Draft Area Plan Policies: June 28, 6-9 pm
 - ▶ Draft policies for all areas except Clark Tract
 - ▶ Identify policy direction for Clark Tract
- ▶ Clark Tract policy review: Mid-July?
- ▶ Add CAC Review & Recommendation: Special July Meeting? Aug. 2?
- ▶ Planning Commission: August 17 (or Sept)
- ▶ Board of Supervisors: September 5, 12 or 19 (or Oct)



County Perspective on Short-Term Rentals

- ▶ **Community-based planning**
- ▶ **Basis: General plan and area plan policies**
 - ▶ Develop into a moderately-sized, self contained, year-round community
 - ▶ Provide residents and visitors with quality housing, a wide array of housing alternatives designed to promote unique experiences, and year-round housing stock; and promote adequate affordable housing.
- ▶ **Research/best practices/other jurisdictions:**
 - ▶ Rarely find “right” or “wrong” answers
 - ▶ The “best” answer is one tailored to meet community character & needs



County Perspective

- ▶ **Context was different when original policy was approved**
 - ▶ Economic crash
 - ▶ “Sharing Economy” model
 - ▶ Burden on applicant for buy-in and cost: County is reactive
- ▶ **Context has changed**
 - ▶ Sharing economy has evolved into a mature industry, e.g., purpose of Type I’s
 - ▶ Economy has improved (marginally)
 - ▶ Burden on County for buy-in and cost → Community-Based Planning



Policy Development

- ▶ **Neighborhood character:** Things to protect, the WHY of the policy
- ▶ **Negatives:** Things to prevent, avoid, mitigate, control, minimize
- ▶ **Positives:** Things to take advantage of, reap benefits of
- ▶ **Solutions:** How do we get there?
 - ▶ Can we protect character, minimize negatives, take advantage of positives?
 - ▶ These solutions provide policy direction.

The process is MESSY!

It is not quantitative or black and white.

It requires the weighing of options, input, and trade-offs in pursuit of the best possible outcome.



Solutions Analysis:

Categories:

1. Low-Hanging Fruit
2. Not Viable
3. For Discussion:
 - a) Community-wide (all of June Lake)
 - b) Neighborhood specific
4. Are these sorted right?
5. Deeper Discussion: Revenue streams & Enforcement



Local Government Revenue Sources

- ▶ **Not applicable**

- ▶ **Property-related fee or charge:** for a specific service

- ▶ **User fee:** service or product provided directly to a person (e.g. paramedics)

- ▶ **Fee for use of government property**

- ▶ **Development Fee:** applies to new construction & must be reasonably related to cost of impacts



Taxes

General, specific, TOT, sales, property, etc.

- ▶ **Cannot be applied to a private use or improvement:** “gift of public funds”
- ▶ **Applicable to:** government services – enforcement, paramedics, housing (government owned)
- ▶ **New tax subject to voter approval**
 - ▶ May be county-wide vote???
- ▶ **Higher allocation of existing funds to June Lake = Board budget discussion**



Zone of Benefits/Assessment

- Charge collected for a directly-related public improvement
- Can be applied to private roads
- Fee based on engineer's report of project cost, divided equally among properties
- A higher fee can only be charged to a specific property if the engineer's report can identify an impact or use of that property that increases the project cost
- Specific discussions to form ZOBs are being held separately



Regulatory Fee/Fine or Penalty

- ▶ Charge imposed for a regulatory program related to a use
- ▶ Applicable to enforcement
- ▶ Allows for an annual cost to fund ongoing activities (i.e, inspections, etc.), as well as enforcement actions



Enforcement

- ▶ **Regulatory fee can provide for:**
 - ▶ More staff, expanded hours
- ▶ **Finding Violators/Reporting** – low hanging fruit
 - ▶ Host Compliance LLC: data mining to bring short term rentals into compliance
 - ▶ County Department coordination (within legal bounds)
 - ▶ Prohibit advertising...?



Conclusions About Solutions?

- ▶ Does the sorted list still stand as is?
- ▶ Can we add any detail to the tax or enforcement categories?
- ▶ Further questions, more solutions?

- ▶ Should the “low-hanging fruit” be applied?
- ▶ Is there consensus to apply any other solutions at this time?

- ▶ Move on to applying solutions to neighborhoods...?




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Can some neighborhoods be resolved?

- ▶ **Leonard Avenue Area:** Clear consensus to allow
- ▶ **Highlands:** Specific Plan application to allow on hold
- ▶ **Petersen Tract:** No Type IIs, at most limited Type I's with restrictions/fees – or prohibit entirely

- ▶ **158 Hillside:** existing rentals, one email in opposition
- ▶ **Williams Tract:** one email in opposition
- ▶ **Dream Mountain:** CCRs?



Clark Tract

- ▶ Valid opinions on both sides of issue
- ▶ What are the trends in the Clark Tract?
- ▶ Is there a mix of solutions that could minimize negatives and take advantage of positives in the Clark Tract?



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