

## Colorado Association of Ski Towns

January 24, 2014

Jackson, WY

### Meeting Minutes

*The following were in attendance:*

Steve Skadron	Aspen	Joe Fitzpatrick	Mt. Crested Butte
Virginia Egger	Avon	William Buck	Mt. Crested Butte
Tim Gagen	Breckenridge	Deb Hinsvark	Steamboat Springs
John Warner	Breckenridge	Sonja Macys	Steamboat Springs
Aaron Huckstep	Crested Butte	Walter Magill	Steamboat Springs
Todd Crossett	Crested Butte	Greg Clifton	Telluride
Joe Wray	Dillon	Barb Allen	Teton Co.
Kevin Burns	Dillon	Ben Ellis	Teton Co.
Peggy Smith	Fraser	Steve Foster	Teton Co.
Bill Efting	Frisco	Hank Phibbs	Teton Co.
Gary Wilkinson	Frisco	Melissa Turley	Teton Co.
Jim Peterson	Grand Lake	Paul Vogelheim	Teton Co.
Matthew Birnie	Gunnison Co.	Andy Daly	Vail
Art Trezise	Gunnison Co.	Stan Zemler	Vail
Bob Lenz	Jackson	Jim Myers	Winter Park
Audrey Cohen-Davis	Jackson	Hailey Morton	Jackson
Bob McLaurin	Jackson	Mark Barron	Jackson
Carl Pelletier	Jackson	Roxanne Robinson	Jackson
Brian Schilling	Jackson	Michael Palazzolo	Jackson
		Dave Atherton	VRCompliance

*The meeting was called to order by President Steve Skadron at 8:00 am.*

#### *Approval of Minutes*

There was a motion and a second to approve the October 2013 meeting minutes, which was passed unanimously.

#### *Mark Barron, Jackson Mayor*

Mayor Mark Barron welcomed the group and gave a brief update on Jackson including their airport, property taxes, cell phone ban, energy efficiency and town manager, Bob McLaurin, and their five council members and relationship with Teton County.

#### *Mark Barron & Mike Gierau - JH Air Program*

The Jackson airport began with one flight from Chicago, but as businesses were asked more and more to contribute to air service, they started to put a community face on it; it was not just about winter anymore. So Jackson Hole AIR was born, a 501(c)6. The first MRG contract required a broader group of businesses to support the financial coverage, thus the Interchangeable Ski Pass was developed. The three ski resorts (Jackson Hole, Snow King and Grand Targhee) worked to provide a transferable employee season pass,

available to businesses when they support the air service program. Jackson has two national parks so summer is strong and makes winter time talks easy with airlines, and the enplanement graph shows their hugest peak is in summer. Airline industry is constantly changing with mergers and acquisitions, but legacy carriers know Jackson will be around for 5, 10, 15 years. American, United, Delta and Frontier are airlines they have contracts with non-stop service from 12 cities.

#### *Brian Schilling - Jackson Hole Community Pathways*

The Community Pathways & Trails Program are jointly funded by Jackson & Teton County - even split. They are responsible for planning, designing, constructing, and managing the Teton County Pathway System for anything related to non-motorized transportation and recreation. Routine maintenance is done by the Parks and Recreation Department and capital maintenance managed by JHCP. 42 miles were constructed in 2013, with an additional 15 miles planned for construction by 2017 and 14 miles in Grand Teton National Park (total of 42 planned). A Pathways Master Plan was developed in 2007 to guide the development of bicycle, pedestrian, and supporting multi-modal infrastructure in Jackson Hole for the next 5 years.

And the Jackson/Teton County 2012 Master Plan calls for a transportation vision to create a multimodal transportation system by enhancing the current automobile oriented system to include a network of complete streets, transit, and pathways system. Funding sources will include Town of Jackson and Teton County general funds, lodging tax, recreational trails grants, private donations, partnerships and other means such as transfer tax.

#### *Steve Foster & Melissa Turley - County/Town Cooperation and Collaboration*

With Jackson being the only municipality in Teton County, the two entities collaborate on many services. Their vision is to preserve and protect the area's ecosystem in order to ensure a healthy environment, community and economy for current and future generations with a focus on ecosystem stewardship, growth management and quality of life. Wyoming sales tax distribution is determined by the state. Rate is 4% with 61% State and 39% local government and is based on population of each jurisdiction. This makes it easier to collaborate with only having to split with one town. Makes it less competitive and collected county-wide. Jackson/Teton joint departments are funded based on percentages of splits which is currently 53:47.

The two entities have formal agreements and practices put into place for the airport, parks and recreation, animal shelter, law enforcement, fire/EMS, transportation, pathways and travel and tourism, to name just a few. Joint information meetings, workshops and retreats are held as part of their governance practices - "separate but aligned." They also collaborate on unified maintenance facilities and services such as shared phone system and networking, planning and building, improvement projects and political efforts to collaborate with federal partners.

#### *VRBO Panel Discussion*

Tim Gagen gave the group the background on the VRBO tax compliance project CAST started in 2009, and the three panelists - Tim Gagen (Breckenridge), Virginia Egger (Avon), and Steve Skadron (Aspen) - are all from towns that have signed up with our vendor, VRCompliance LLC.

1. What impact do VRBO rentals have on the supply and affordability of workforce housing in your community? Do illegal short-term rentals tend to displace existing long-term residents/renters?  
Breckenridge - No impact. VRBO homes are typically multi-million dollar homes, so are not the housing that the workforce lives in.

Avon - Agrees, no impact.

Aspen - Agrees, no impact.

2. How does a community strike the correct balance between short-term rentals and long-term residential housing?

Avon - This is market driven, not town driven, therefore the town is not seeking that balance.

Aspen - Affordable housing is a challenge in Aspen. The “character” of Aspen is a balance between the community and resort.

Breckenridge - The balance is changing all the time. An issue they’re dealing with now is what to do with acquired land. Town wants to use it for affordable housing.

3. What level of staff resources and funding goes into ensuring compliance from short-term rentals and other code enforcement issues related to short-term rentals?

Breckenridge - Has a joint housing authority that the town pays into. They also have one full time staff. Deed monitoring has become more of an issue.

Avon - Less than 1% of a person’s time is spent on this. However, had one issue related to a VRBO issue that they’re required to spend more time on this.

Aspen - About 5% time generated by staff for about \$4,000 revenue generated per year. Haven’t found many non-compliant short-term rentals

4. Is enforcement paying its way?

Breckenridge - Yes

Avon - No, but they are not requiring a business license yet.

Aspen - Yes

5. Are you requiring short-term rental owners to get a business license? If not, by what other means are you tracking them?

Breckenridge - Yes

Avon - No, not yet

Aspen - Require a vacation rental permit (agreement that they’ll meet requirements) + business license

6. Are you at the point yet where you're able to determine the number of days a short-term rental owner is renting their unit? Or are you depending on the honor system for them to report their taxes?

Breckenridge - VRCompliance is working on this. VRBO.com shows calendars as to when owner’s units are rented, but haven’t done an audit. It is a cumbersome task.

Avon - No, haven’t been able to do this. Is using Muni Revs - a great mechanisms for all businesses to report taxes, but short-term rental owners can still fudge on days their unit is rented.

Aspen - Rely on the honor system.

7. How does a community benefit from utilizing a VR Compliance vendor? Would you recommend this approach to other communities?

Avon - Yes, wise money that is not spent on staff. It’s also good to have a consultant to help.

Breckenridge - Yes, the ease of them doing all the work. Also a benefit to the county, they’ve seen an increase in assessed values. Having someone that continually checks for you.

Aspen - Not recommended because they haven’t seen the return they expected. Too much staff time spent on low return because they haven’t caught many rentals

8. What has been your success rate, or challenges, thus far using VRCompliance?

Breckenridge - Success has been so good that the level of activity (catching rentals) has dropped. Had a big enough issues that VRCompliance was worth it.

Avon - Success has been learning to do things better. Had a carbon monoxide incident where 23 people were in a house for 10. All went to the hospital. Learning the importance of requiring safe units.

Aspen - 480 units on VRBO - finds were disappointing.

Other talking points:

Avon - Mobile home park is amazing amenity to the community.

Breck - How do you get long-term housing to actually be long-term housing? Not allowed to rent deed restricted property.

Aspen - Workforce housing; the housing stock in Aspen is different from Jackson, Breck, Crested Butte as examples.

Other - How much of your community do you want living in your community? Enforcing noise complaints - penalize the renter or the owner?

*Dave Atherton - VRCompliance LLC*

Dave Atherton was on hand to update the group about the HomeAway law suit which was settled in December 2013. Because of the time and resources that went into the law suits, they are going through a recalibration period and getting back on track to continue helping CAST and other communities.

*The meeting was adjourned at 12:05 pm.*