A map of the Carmel Valley Association area, outlined in black. The map shows a valley with various colored markers (red and blue) scattered throughout, likely representing specific locations or data points. The background is a satellite-style map showing terrain and vegetation. Labels on the map include "el-By-The-Sea" at the top left, "Carmel Highlands" on the left, "Garrapata State Park" at the bottom left, and "Carmel" in the center. The text "Carmel Valley Association" is overlaid in large, bold, black font across the center of the map.

Carmel Valley Association

- **Public Comments on Report on Board Referral 2016.02**
- **Vacation Rental Enforcement**

A map of Carmel Valley, California, with a grey shaded area representing the valley floor. The map is overlaid with numerous red and blue diamond-shaped markers, indicating specific locations of interest. The markers are distributed throughout the valley, with a higher concentration in the central and eastern parts. The background shows the surrounding terrain, including hills and the ocean to the west. Labels on the map include 'Carmel Valley', 'Garrapata State Park', and 'Carmel Highlands'.

Pris Walton

- **CVA's History of Involvement**
- **Evidence of Explosive & Uncontrolled Growth of Vacation Rentals**
- **“Hotelization” of Carmel Valley**

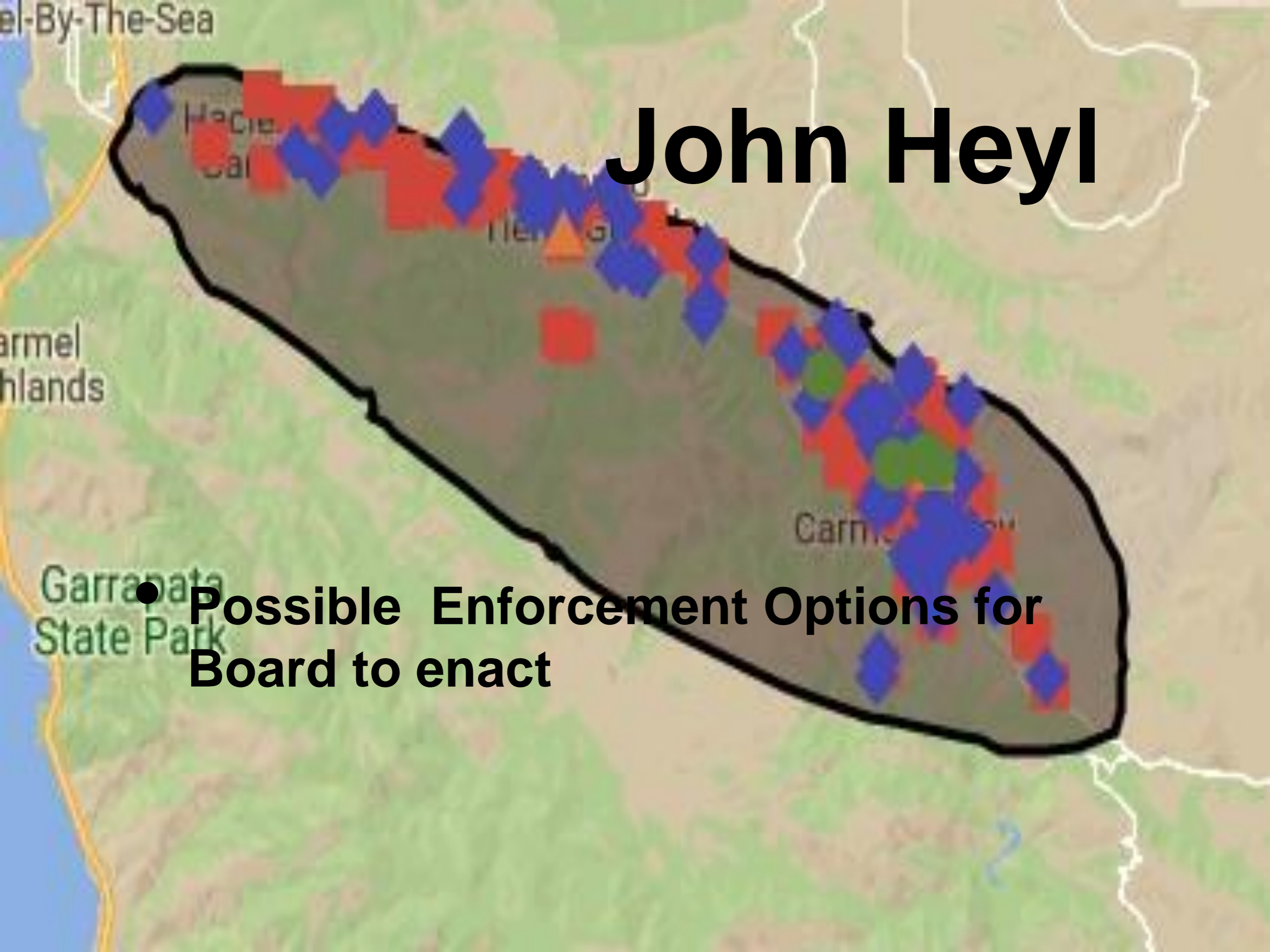
Millions of STR listings



Sources: AirBnB, Expedia, TripAdvisor and Booking.com

John Heyl

- Possible Enforcement Options for Board to enact



A map of Carmel Valley, California, showing the coastline and surrounding areas. The valley is outlined in black and filled with a dark grey color. Numerous red and blue diamond-shaped markers are scattered throughout the valley, representing vacation rental locations. The markers are more densely packed in the southern and eastern parts of the valley. Labels on the map include "Carmel Valley", "Garrapata State Park", and "Carmel".

Eric Sand

- A realtor's observations on marketing that encourages vacation rentals
- VRBO has just established a "come-on-down" message with its storefront office in the Carmel Valley Village



NEW VRBO OFFICE IN CV VILLAGE

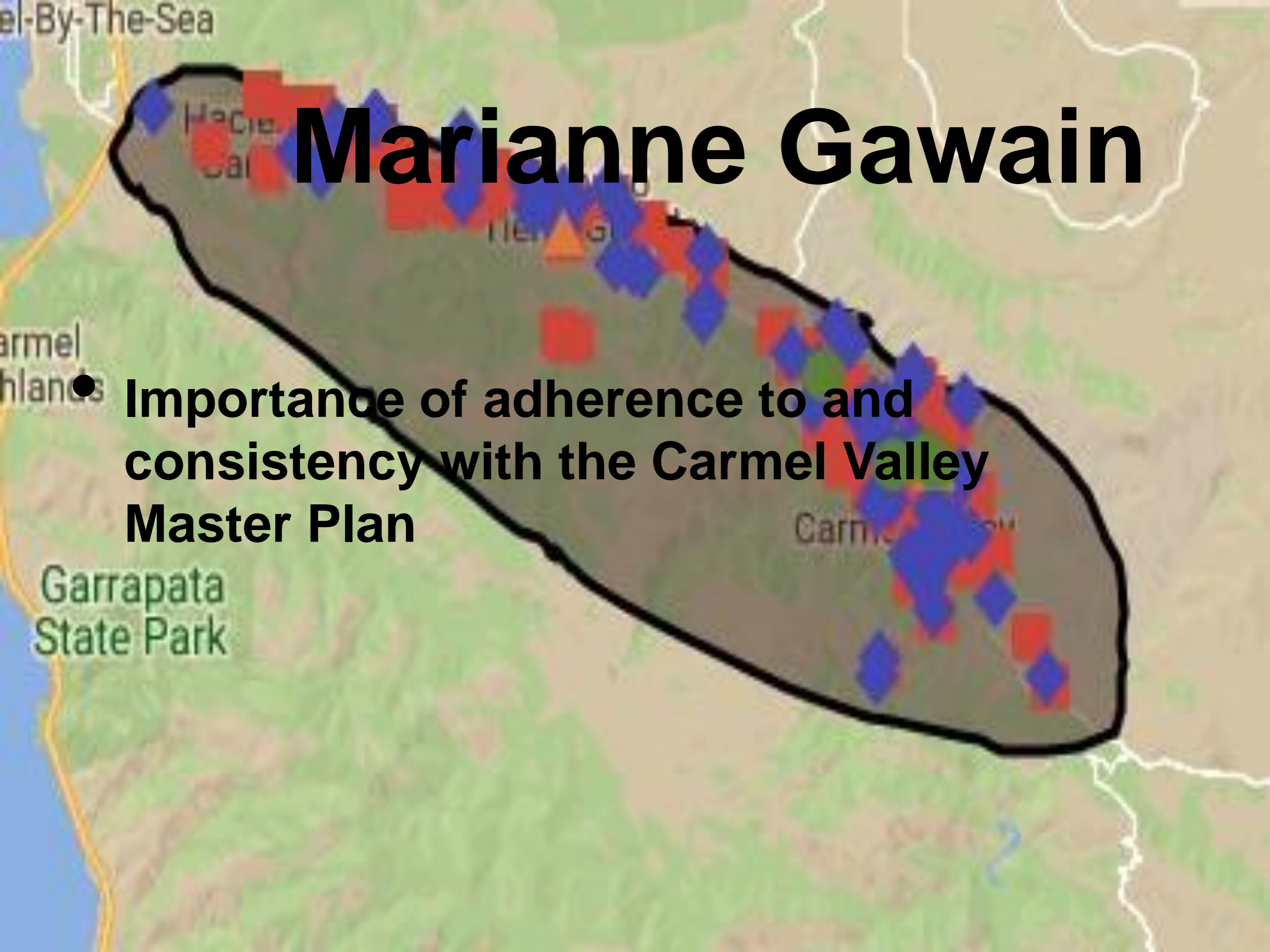


Rick Manning

- **Title 21: Enforcement of Existing Code**
- **Need for the Board to demonstrate the political will to immediately address Vacation Rental enforcement**

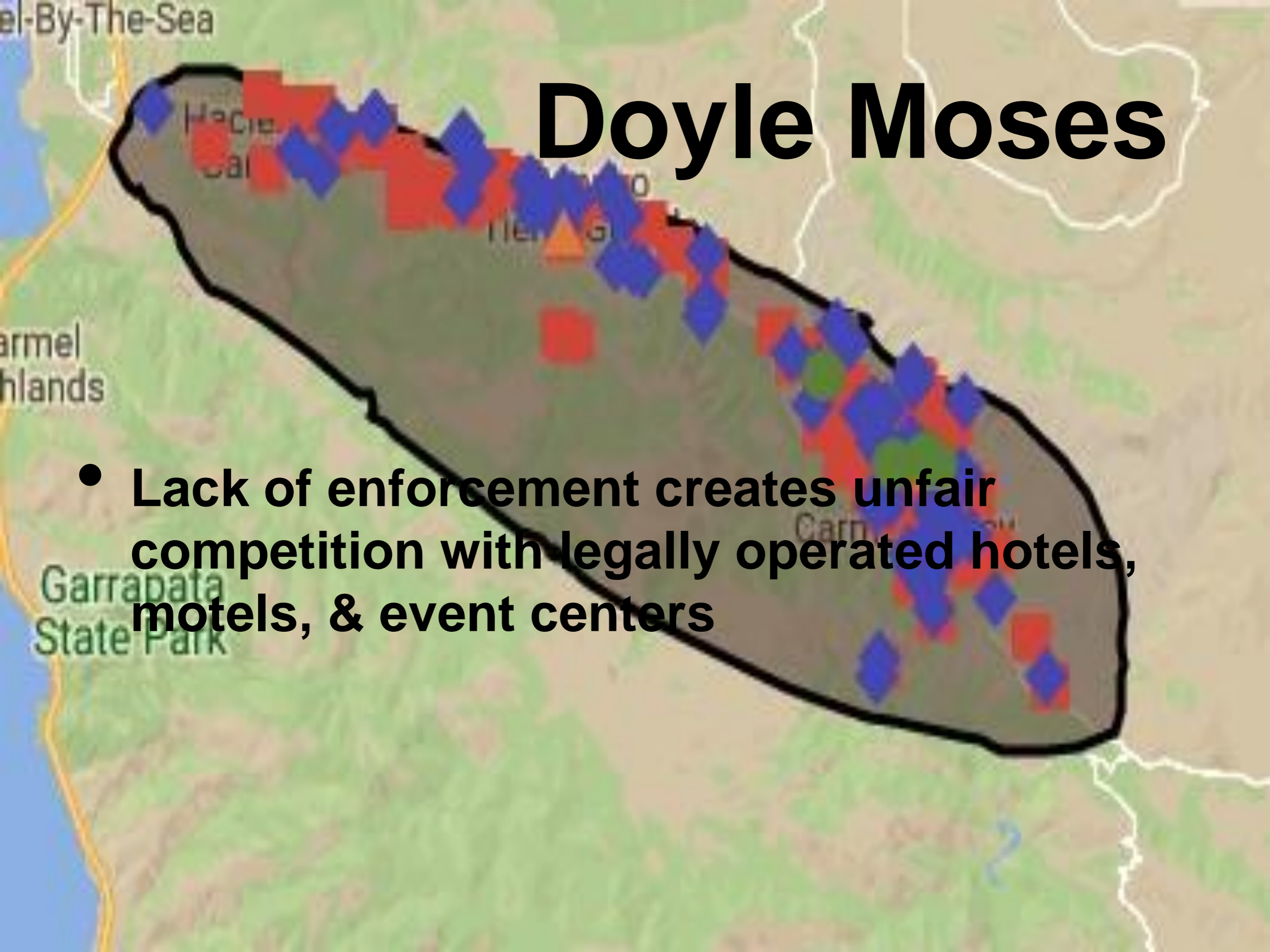
Marianne Gawain

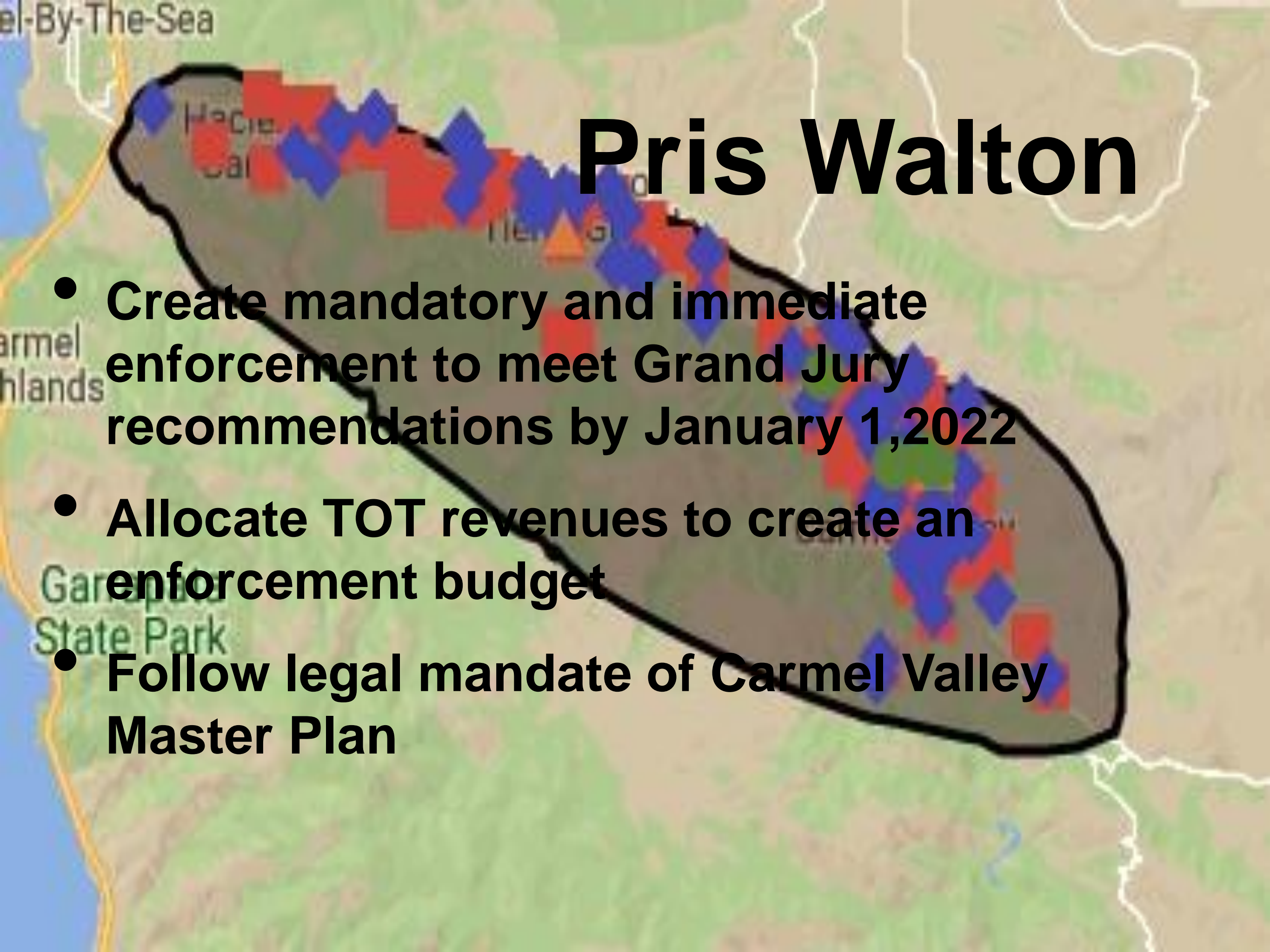
- Importance of adherence to and consistency with the Carmel Valley Master Plan



Doyle Moses

- **Lack of enforcement creates unfair competition with legally operated hotels, motels, & event centers**



A map of Carmel Valley, California, showing a large area outlined in black. The area is filled with numerous red and blue diamond-shaped markers, indicating specific locations or data points. The map also shows surrounding areas like Carmel Highlands and Garajonès State Park.

Pris Walton

- **Create mandatory and immediate enforcement to meet Grand Jury recommendations by January 1, 2022**
- **Allocate TOT revenues to create an enforcement budget**
- **Follow legal mandate of Carmel Valley Master Plan**