

Exhibit B

This page intentionally left blank.

Nickerson, Jacquelyn x5240

From: Beretti, Melanie x5285
Sent: Wednesday, June 14, 2017 9:49 AM
To: Nickerson, Jacquelyn x5240
Subject: Fwd: MCHA STR Policy

Sent from my iPhone

Begin forwarded message:

From: "Holm, Carl P. x5103" <HolmCP@co.monterey.ca.us>
Date: June 9, 2017 at 8:54:04 AM PDT
To: "Beretti, Melanie x5285" <BerettiM@co.monterey.ca.us>, "Strimling, Wendy" <strimlingw@co.monterey.ca.us>, "Onciano, Jacqueline x5193" <oncianoj@co.monterey.ca.us>
Subject: FW: MCHA STR Policy

FYI

From: Gary Cursio [<mailto:gcurso@deltaviewgc.com>]
Sent: Friday, June 09, 2017 8:48 AM
To: Bauman, Lew x5113 <baumanl@co.monterey.ca.us>; Holm, Carl P. x5103 <HolmCP@co.monterey.ca.us>
Subject: MCHA STR Policy

I thought this could be helpful in your process to draft a county STR policy.

Please feel free to contact me with any questions.

Gary Cursio

Director of MCHA Government Affairs



MONTEREY COUNTY HOSPITALITY ASSOCIATION (MCHA) SHORT TERM RENTAL POLICY

MCHA believes that if regulations are to be adopted that would allow Short Term Rentals (STRs) in Monterey County's Cities and unincorporated area that several key issues should be addressed:

- Protection of community character, particularly single family residential neighborhoods;
- Impacts on the limited housing stock, especially low income and workforce housing;
- Areas of limited resources and constrained infrastructure; and,
- Leveling the playing field between other visitor serving accommodations and commercial short term rentals.

MCHA believes:

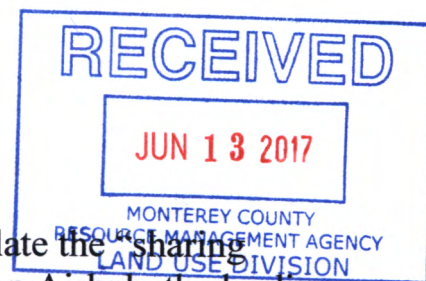
1. The decision to prohibit or allow STRs is a local decision best made individually by each jurisdiction.
2. If a City or the County proposes to allow STRs in their jurisdiction these factors should be addressed in their regulations:
 - a. Accommodation for limited use, owner managed STRs where units that are typically occupied by the owners or long term renters which can be used as an STR for not more than 4 weeks per year. Regulations for those uses should address neighborhood compatibility and impacts, security, minimum length of stay, number of occupants, etc.
 - b. Recognize that residences which are used as STRs more than 4 weeks per year or are professionally marketed and managed as STRs are commercial uses. As such these units should be subject to the same requirements for their physical improvement (access, parking, commercial food preparation/service, waste management, ADA compliance.) and location as are hotels, motels and similar visitor serving businesses.
 - c. That some areas of Monterey County and some Cities have significant resource constraints, particularly water and traffic/circulation, and the impact the conversion of residences to STRs will have on those resources needs to be recognized and addressed.
 - d. That some areas of the County are remote, have very limited access, are constrained by water supply and road limitations, have minimal public services (including police and fire protection) and safety issues, particularly fire hazards. Those areas are not suitable for commercial STRs.
 - e. Enforcement of the regulations, including collection Transient Occupancy Taxes and similar fees (business licenses, operating permits, etc.) has to be an integral part of the program. Specific staffing and funding should be allocated for an STR enforcement program.
3. The shortage of affordable housing throughout Monterey County is a well-known fact. A significant number of the County's residents work multiple jobs and travel great distances from their homes to their workplaces. The loss of housing to STRs presents a further threat to the County's workforce, our industry and the County's economy as a whole. Therefore:
 - a. STRs should not be approved unless it is demonstrated that the unit(s) to be rented was not created for or restricted to affordable housing or employee housing.
 - b. STRs should not be approved unless the impact of the STR units on the City/County's housing stock is specifically addressed in the jurisdiction's housing element.

Recommended for Approval by the Government Affairs Committee Board Appointed Members March 2, 2017.

Approved by the Executive Committee March 7, 2017

Sent from my iPhone

It's time to legalize Airbnb



When the city of Los Angeles started to look into ways to regulate the sharing economy” several years ago, the number of dwellings for rent on Airbnb, the leading short-term rental website, was in the low thousands. Today, there are about 23,000, with many more on VRBO, TripAdvisor and other vacation rental sites. And the city is still trying to figure out how to balance the benefits and problems created when people turn their homes into hotels.

This week the City Council will begin considering a proposed ordinance that would legalize and regulate home sharing. That’s right — despite the popularity and proliferation of short-term rentals, they are illegal in Los Angeles’ residential neighborhoods. It’s just been extraordinarily difficult to enforce the prohibition.

As the number of short-term rentals has grown, so have the nuisance complaints from neighbors frustrated with parties, noise and the churn of guests. There is also concern among city officials and housing advocates that short-term rentals (those less than 30 days) are taking long-term rentals off the market, worsening the city’s housing crisis. Landlords in touristy neighborhoods may be able to make more money by converting apartments they used to lease to long-term tenants into short-term vacation rentals, and some have evicted families to do so.

Facing similar concerns, some cities have chosen to ban short-term rentals outright. But L.A. Mayor Eric Garcetti and members of the City Council have wisely recognized that responsible, controlled home sharing can be a boon for homeowners, visitors and the city’s budget. The city could collect between \$13 million and \$37 million a year in occupancy taxes paid by short-term rental hosts, depending on the number and frequency of rentals allowed. The question is how to let people participate in the sharing economy without burdening their neighbors or taking needed housing off the market.

The city’s planning department, which drafted the proposed rules, struck a reasonable balance overall. The draft ordinance would allow people to rent their primary residences for part of the year as long as they register with the city, display a valid registration number on their advertisements and pay the same 14% occupancy tax the city imposes on hotels.

Staff initially recommended limiting rentals to no more than 90 days a year per dwelling. Then they bumped it up to 120 days. The Planning Commission increased the cap to 180 days after hosts pleaded for more. But at 180 days, residents are essentially operating small-scale hotels for nearly half the year, most often in

residential neighborhoods where such activity has traditionally been prohibited. What's more, data from Airbnb show that the typical listing is rented for only around 71 nights per year — well below the 90 or 120 cap proposed by staff. The City Council ought to lower the cap to 120 days or fewer.

The proposed law would prohibit short-term rentals of second homes or investment properties, and would bar home sharing in rent-stabilized units, which make up about 85% of the rental housing stock. This would significantly reduce the number of legal short-term rentals in L.A., which is why rental websites and property owners are lobbying hard to block this provision. The council should not back down, however, because the strictures would help reduce the incentive for landlords to take long-term units off the market while also preserving the rent-controlled units that provide affordable housing in L.A.'s increasingly expensive rental market.

The experience of other cities shows that even the most well-intentioned rules won't work without funding for strong enforcement and cooperation from the rental websites. Most sites hide the hosts' names and addresses until the rental has been booked, which makes it hard for cities to crack down on illegal listings. In the past, rental websites have balked at the idea that the government could compel them to turn over data on who is hosting and how often, or that sites could be penalized for allowing illegal listings.

But the industry appears to be warming to the idea that regulations can provide legitimacy and stability, and that offering a legal service is preferable to offering an illegal one. That's an important step forward.

Nickerson, Jacquelyn x5240

From: Beretti, Melanie x5285
Sent: Wednesday, June 7, 2017 5:18 PM
To: Nickerson, Jacquelyn x5240
Subject: FW: short term rentals
Attachments: Untitled document.pdf

STR Public comment.

Melanie Beretti
Resource Management Agency
831-755-5285

WE MOVED!!!!

COME VISIT US AT:

**1441 SCHILLING PLACE, SOUTH 2ND FLOOR
SALINAS CA 93901**



From: ogee rajneesh [mailto:dabudage@gmail.com]
Sent: Thursday, November 17, 2016 10:34 AM
To: Beretti, Melanie x5285 <BerettiM@co.monterey.ca.us>
Subject: short term rentals

Hi Melanie

I have attached a file as well as wrote it below concerning how i feel and am affected by what ordinance may be drafted regarding short term rentals.

Thank you
Gene Wood

In regards to the short term rental drafting ordinance. Can this please be sent to each commissioner, thank you.

Dear Monterey County Staff,

My partner and I have acquired land in the Big Sur area. We have become full time residents, and are able to be stewards of the land, as well as share some of the rich big sur history and ways of living on a homestead off the grid with visitors, by providing affordable rustic accommodations, that blend into the environment. as well as simple spots to pitch a tent. We have no neighbors to complain, and are providing a much needed demand in area where there is very little supply, and people are forced to sleep illegally in their vehicles. This is not taking away from housing in this area because the structures are too lightweight to be suitable for long term renters, They are in fact helping us to stay living in and caring for this area by doing what we love to do, teaching guests how to enjoy the area responsibly while sharing information and food from our farm and garden.

I understand that in some situations short term housing can cause problems in tight neighborhoods with neighbors, and may be taking away needed long term housing in certain residential areas. I dont understand how someone like Magnus Torren manager of the Henry Miller Library, is abhorrently against any "destination activities" when his "library" can have 100's of cars lining the highway on any given night of the week, all traveling to and from for one evening.

I strongly feel that when drafting an ordinance about sharing homes with travelers, our situation needs to be taken into account, which in many ways is very strongly supported by the CALIFORNIA COASTAL COMMISSION STRATEGIC PLAN 2013-2018 (whose number 1 goal is to Maximize Public Access and Recreation

There are also many parts of the BIG SUR COAST LAND USE PLAN that are directly in line with low impact, out of sight, affordable rustic accommodations and visitor serving facilities, to enable sharing as well as protection of this fragile coast.

Below I have highlighted just a few things from these texts, emphasising the need to protect the land while also being able to provide a sanctuary for travelers along a wild and desolate coastline.

Thank You
Gene Wood

CALIFORNIA COASTAL COMMISSION STRATEGIC PLAN 2013-2018

Page 13

(c) protecting and providing visitor serving commercial and recreational land uses, particularly lower-cost recreational opportunities such as affordable overnight accommodations.

Page 7

Our Vision: The California coast is available for all to enjoy through thousands of public accessways to and along the shoreline, a completed California Coastal Trail, a well-supported network of parks and open spaces, and a wide range of visitor-serving facilities, including lower-cost campgrounds, hostels, and hotels. Public access and recreation must be protected and maximized, and lower-cost, water-oriented, and other visitor-serving land uses should be provided

BIG SUR COAST LAND USE PLAN

2. PHILOSOPHY & GOALS 2.1 PHILOSOPHY AND GOALS

Without compromising its character or depleting its resources, the area should be accessible to as many as can be accommodated.

Basic objectives

1. Natural Resources The overall direction for the future of the Big Sur coast is based around the theme of preserving the outstanding natural environment. The County's objective is to develop and effectively carry out a constantly improving system for managing man's use of the natural resources of the Big Sur coast for the long-term benefit of both visitors and residents.

3.2.1 Key Policy

Recognizing the Big Sur coast's outstanding beauty and its great benefit to the people of the State and Nation.

5. Shoreline Access The County acknowledges the increasing public demand for access to the Big Sur coast and wishes, in the spirit of the California Coastal Act, to accommodate this legitimate desire.

Title 2o

5.1.4 Commercial Uses and Private Visitor-Serving Facilities There is little current demand by residents for development of commercial facilities in Big Sur. Residents normally shop in the Monterey area. Visitors do create demand for convenience goods and recreation-oriented supplies and services. Local artisans work in

Big Sur, usually at small shops in their homes. Privately-operated, visitor-serving facilities constitute the major commercial activity on the Big Sur coast. The Big Sur Valley is an historical and geographic area of residential and commercial development with a distinct community identity. A chief recreational destination point, it provides a variety of commercial and public services on a year round basis for area-wide residents and the visiting public, as well as functioning as a social center for activities and entertainment. Lucia, Gorda, and Pacific Valley offer more limited services along the southern coast.

5. Recreational, Visitor-Serving Commercial, Public and Quasi - Public Uses To respond to the needs of the traveling public, recreational and visitor-serving facilities which may include restaurants, grocery or general stores, local arts and crafts galleries, inns, hostels, service stations, RV campgrounds, and moderate intensity recreation are the principal permitted uses. Secondary, conditional uses include administrative, management and maintenance facilities for public agencies, fire stations, clinic and ambulance services, community halls, churches, post office, library and schools.

In regards to the short term rental drafting ordinance. Can this please be sent to each commissioner, thank you.

Dear Monterey County Staff,

My partner and I have acquired land in the Big Sur area. We have become full time residents, and are able to be stewards of the land, as well as share some of the rich big sur history and ways of living on a homestead off the grid with visitors, by providing affordable rustic accommodations, that blend into the environment. as well as simple spots to pitch a tent. We have no neighbors to complain, and are providing a much needed demand in area where there is very little supply, and people are forced to sleep illegally in their vehicles. This is not taking away from housing in this area because the structures are too lightweight to be suitable for long term renters, They are in fact helping us to stay living in and caring for this area by doing what we love to do, teaching guests how to enjoy the area responsibly while sharing information and food from our farm and garden.

I understand that in some situations short term housing can cause problems in tight neighborhoods with neighbors, and may be taking away needed long term housing in certain residential areas. I dont understand how someone like Magnus Torren manager of the Henry Miller Library, is abhorrently against any "destination activities" when his "library" can have 100's of cars lining the highway on any given night of the week, all traveling to and from for one evening.

I strongly feel that when drafting an ordinance about sharing homes with travelers, our situation needs to be taken into account, which in many ways is very strongly supported by the CALIFORNIA COASTAL COMMISSION STRATEGIC PLAN 2013-2018 (whose number 1 goal is to Maximize Public Access and Recreation

There are also many parts of the BIG SUR COAST LAND USE PLAN that are directly in line with low impact, out of sight, affordable rustic accommodations and visitor serving facilities, to enable sharing as well as protection of this fragile coast.

Below I have highlighted just a few things from these texts, emphasising the need to protect the land while also being able to provide a sanctuary for travelers along a wild and desolate coastline.

Thank You
Gene Wood

CALIFORNIA COASTAL COMMISSION STRATEGIC PLAN 2013-2018

Page 13

(c) protecting and providing visitor serving commercial and recreational land uses, particularly lower-cost recreational opportunities such as affordable overnight accommodations.

Page 7

Our Vision: The California coast is available for all to enjoy through thousands of public accessways to and along the shoreline, a completed California Coastal Trail, a well-supported network of parks and open spaces, and a wide range of visitor-serving facilities, including lower-cost campgrounds, hostels, and hotels.

Public access and recreation must be protected and maximized, and lower-cost, water-oriented, and other visitor-serving land uses should be provided

BIG SUR COAST LAND USE PLAN

2. PHILOSOPHY & GOALS 2.1 PHILOSOPHY AND GOALS

Without compromising its character or depleting its resources, the area should be accessible to as many as can be accommodated.

Basic objectives

1. Natural Resources The overall direction for the future of the Big Sur coast is based around the theme of preserving the outstanding natural environment. The County's objective is to develop and effectively carry out a constantly improving system for managing man's use of the natural resources of the Big Sur coast for the long-term benefit of both visitors and residents.

3.2.1 Key Policy

Recognizing the Big Sur coast's outstanding beauty and its great benefit to the people of the State and Nation.

5. Shoreline Access The County acknowledges the increasing public demand for access to the Big Sur coast and wishes, in the spirit of the California Coastal Act, to accommodate this legitimate desire.

Title 2o

5.1.4 Commercial Uses and Private Visitor-Serving Facilities There is little current demand by residents for development of commercial facilities in Big Sur. Residents normally shop in the Monterey area. Visitors do create demand for convenience goods and recreation-oriented supplies and services. Local artisans work in Big Sur, usually at small shops in their homes. Privately-operated, visitor-serving facilities constitute the major commercial activity on the Big Sur coast. The Big Sur Valley is an historical and geographic area of residential and commercial development with a distinct community identity. A chief recreational destination point, it provides a variety of commercial and public services on a year round basis for area-wide residents and

the visiting public, as well as functioning as a social center for activities and entertainment. Lucia, Gorda, and Pacific Valley offer more limited services along the southern coast.

5. Recreational, Visitor-Serving Commercial, Public and Quasi - Public Uses To respond to the needs of the traveling public, recreational and visitor-serving facilities which may include restaurants, grocery or general stores, local arts and crafts galleries, inns, hostels, service stations, RV campgrounds, and moderate intensity recreation are the principal permitted uses. Secondary, conditional uses include administrative, management and maintenance facilities for public agencies, fire stations, clinic and ambulance services, community halls, churches, post office, library and schools.

Nickerson, Jacquelyn x5240

From: Beretti, Melanie x5285
Sent: Wednesday, June 7, 2017 5:16 PM
To: Nickerson, Jacquelyn x5240
Subject: FW: Big Sur relief

STR public comment.

Melanie Beretti
Resource Management Agency
831-755-5285

WE MOVED!!!!

COME VISIT US AT:

**1441 SCHILLING PLACE, SOUTH 2ND FLOOR
SALINAS CA 93901**



From: ogee rajneesh [mailto:dabudage@gmail.com]
Sent: Thursday, June 01, 2017 7:52 PM
To: Beretti, Melanie x5285 <BerettiM@co.monterey.ca.us>
Subject: Big Sur relief

Hi Melanie,

While it's true they may be few and far between, there are some short term rentals that are outside urban areas creating sustainable live/work situations. They are not impeding on any neighbors or businesses, or taking away any long term housing, using tent tent site's or tipi's or lean too structures that are not really livable spaces for long term.

It creates a place to learn from the local inhabitants and encourage people to be more responsible in these environments, with things like fire, poop and garbage. It can also alleviate high demands for affordable places to stay and access to the coast, while bringing in revenue to the county via TOT.

So while some short term rentals may have many downsides and issues, some are resolving issues and have no downsides whatsoever, only benefits.

I do hope this can be taken into consideration to help preserve the long standing tradition of hospitality to people traveling along the coast, that has been around longer than the roads and resorts. I do hope that these types of situations are unaffected by any ordinance. Let me know if there is any thing i can do to help.

Thank You,
Jee Sojen

This page intentionally left blank