

### **Blue Ribbon Equestrian Panel update – March 14, 2018**

The Blue Ribbon Equestrian Panel is working individually and in small groups to:

- Develop proposed marketing initiatives to grow user base
- Develop estimated budgets for activities and experience enhancements
- Finalize financial and operation analysis

Target completion date is April 30.

### **Blue Ribbon Equestrian Panel update – Feb. 24, 2018**

The Blue Ribbon Equestrian Panel has held several group meetings to define the overall scope of work for this panel, assign projects to individual members and report progress for discussion by the group.

Now the panel is accelerating work on the details necessary to evaluate the feasibility of the projects that have been identified, including financial analysis. For each individual element, members will be identifying scope, schedule and spend. After working individually and with the panel chair, the group will come together in a group conference call to review everyone's results and move forward toward recommendations. Target completion date for recommendations is the end of April.

In general, work falls into three categories:

Defining the Market: Current Customers, Potential Customers, and Communications

- Statistics and economic indicators
- Advertising, media relations marketing and publicity opportunities
- Target audience metrics
- Ride reservations

Activities & Experience:

- Potential new activities
- Expansion of existing activities
- Member and visitor experience improvements

Financial and Operational Analysis:

- Identification of benchmarking criteria
- Operations expense review
- Financial/operational improvement opportunities
- Evaluation of alternative business models

### **Blue Ribbon Equestrian Panel update – Jan 10, 2018**

The Blue Ribbon Equestrian Panel met by conference call on Tues, Dec 12th to review progress on priorities.

Nine committee members attended and/or provided written reports on their progress to date, which included:

- statistics and economic indicators
- advertising, media relations marketing and publicity opportunities
- target audience metrics
- ride reservations
- potential activities both new and expansion of existing activities
- member and visitor experience improvements
- identification of benchmarking criteria
- operations expense review
- how to evaluate alternative business models

Work is just beginning on these topics and others, with several months of more detailed work ahead of us.

The next meeting will be scheduled for the second half of January, with individual consultations continuing in the meantime.

STR/Amenity Task Force Update, March 16, 2018

### Phase One

The Phase One recommendations of the Task Force regarding existing rules were approved at the December Board meeting, and are currently being implemented by the staff under the direction of the Board. The Task Force will follow implementation and how it is working to address the issues.

### Phase Two

Phase Two is designed to address:

“whether it is advisable for the Board to enact or implement additional, specific regulations (for example, prioritizing homeowners’ access to amenities, or limiting the number of people or vehicles related to short-term rentals) under its existing authority to preserve the welfare and enjoyment of the residents.”

In addition, we are directed to consider that

“it may be that there are some rental uses that are so subject to abuse, and that are so incompatible with the residential nature of Tahoe Donner, that they should be prohibited.”

With respect to these issues, gathering information as to what other towns or associations have done “will provide guidance and insight on these issues.”

### Activities in Past Month

The Task Force has been very active in the past month. Where STRs are permitted, it is common to have regulations in place, and the Task Force reviewed how STRs are handled by other residential, resort type towns and Homeowner Associations. This includes rules regarding registration, noise, occupancy, parking and enforcement, and other regulations

During March, the task force members gathered and reviewed information regarding STRs and related regulations, and discussed the problems being experienced by homeowners, and ways to address the issues. This included discussions about more specific noise and light regulations applicable to all homeowners, as well as regulations and enforcement related to STRs. Many group members and interested homeowners discussed these issues and exchanged views in small group settings. In addition, other task force members and other homeowners provided information and input. Common ground was found in a number of areas.

This information and input from task force members and other homeowners will be consolidated, along with other information that the group and homeowners would like to review in order to ensure informed assessments. The task force will also review information being gathered in the Flash Vote process.

The task force is focusing first on the more immediate Phase 2 issues, particularly where there is common ground. Once the additional information related to the initial issues has been gathered and reviewed, and more homeowner input gathered, the Task Force hopes to be in a position to make recommendations in the areas where there is consensus. For other issues, it may be that viewpoints will

need further input from members and other homeowners and ultimately the Board may need to be presented with a range of proposals on some issues.

Some group members are looking at other issues relating to amenity over-crowding. This will be a separate topic for the group due to its complexity, and the fact that the topic overlaps with work being done by other groups or task forces.

### Conclusion

The Task Force review and discussions on needed rules and enforcement have been very productive, and are progressing.

Laura Lindgren

STR/Amenity Task Force