

From: [Ron Parson](#)
To: [Cindy Gustafson](#); [Bonnie Gore](#); robertweygandt@placer.ca.gov; jimholmes@placer.ca.gov; susanjones@placer.ca.gov
Cc: [Placer County Board of Supervisors](#); [Board Clerk](#); [Stephanie Holloway](#); [Crystal Jacobsen](#)
Subject: [EXTERNAL] Please pass to all Supervisors for today's meeting
Date: Tuesday, June 28, 2022 7:32:09 AM

Dear Supervisors,

This letter asks for your help and relief from the onerous implementation of the STR Ordinance. I discovered late yesterday afternoon that the County Staff was providing you with an update on the implementation of the STR Ordinance. I ask that you actively review this report and consider the issues in this letter. You may remember that when you adopted this ordinance at Granlibakken, I spoke up and suggested you pass the ordinance to see how it would work. At this point it is seriously harming my business with unnecessary fees and paperwork and will have zero impact towards its goals for the Homeowner Associations that I manage. As a point of reference, I am the owner and CEO of Granlibakken management Company, Ltd (GMC). My family has owned and managed short-term rental in Eastern Placer County since the late 1950's and at Granlibakken since 1978.

The County Staff report focusses on the progress of the implementation and the impact to the County Staff and Treasury. The County Staff report does not include analysis of the Fire Inspection fees or of the requirement for the additional Business Permits. Most importantly it does not include any comment, let alone, analysis of the impact to business. Let me offer the examples of the impact on my company and to two properties that I manage both for the Associations and for rental of individual condominiums, Granlibakken Owners' Association (GPOA) and Franciscan Owners Association (FOA):

GPOA was built in the late 1960s as condominiums for short term rental. Most of those condominiums, all 76 collocated in Granlibakken Valley, have been operated as such and specifically by my company since 1978. Despite a terrible snow year and economy, this year we will generate roughly \$250K in TOT and have generated Millions in TOT since the beginning. We have effectively managed noise, trash, and parking and have even built employee housing. All the 'problems' STR ordinance is suppose dot help 'fix'. As the result of this STR ordinance implementation, we already have the added fees of:

STR Permit: \$306 per condo = \$23,256. There will be zero benefit to our business or immediate community from this fee.

Fire Inspection Fee: \$480 per condo = \$36,480. This is for a fire inspection that we already had annually and used to take about two hours for the interior inspection and two hours for the defensible space. This was a normal task for the Fire Department. There will be zero benefit from the fee or the new inspection. GMC has invested several hundred thousand Dollars over the past 20 year leading the forest management in the community and credited with helping stop the Washoe Fire.

Business License: \$12 per condo = \$912. This is for an individual license for each

condominium regardless of who manages the unit. In the past, my company operated the condos we owned directly or contracted to manage on site under one license; a benefit of using local on-site management. Since the business license merely confirms that the business is operating in a correctly zoned location, 725 Granlibakken Rd, this requirement is unnecessary and actually in conflict with the Business License regulation.

FOA was built on the shells of three old motels in Tahoe Vista with well over 80 years of short-term rentals and about \$120K in TOT generated this past fiscal year alone. The facts are nearly identical with effective management of three of the four issues the STR ordinance is attempting to resolve. FOA does not have employee housing almost assuredly because there is a TRPA restriction on more than two weeks tenancy on the property. This property is the definition of a Condotel but for the weird addition of a required installed sprinkler and central alarm system in the current STR ordinance being implemented. These are their direct costs already:

STR Permit. 64 condos = \$19,712.

Fire Inspection: \$30,720

Business License: \$768. In this case all the owners own that management company and therefore already have a business license collectively. Staff has tentatively agreed that this suffices for condos operating under the Association's license.

My management company, Granlibakken Management Company has had to dedicate a full time equivalent employee to process and try to coordinate all the administrative requirements of the STR ordinance implementation. This is about \$120K in additional labor that will offer zero benefit to the company other than to keep it in compliance with an onerous though well-intentioned ordinance. We are also having to sort out the six inch sign-posting requirements which are in direct conflict with pretty much all HOA Governing Documents which preclude the posting of signage in the common area. This is minor but consuming a large amount of time and money will be required to rewrite of the HOA Documents. Added signs will also not add any enforcement value on these properties; there has to be an easier and more effective solution. For example, the TOT ordinance allows the Management Company to hold the certificates and post one TOT notice for the entire operation.

I ask that your immediately direct staff to conduct a review of the cost benefit of this ordinance. Is the \$1.4 Million Dollar additional Bureaucracy really necessary and the right value for the issues to be resolved? The impact of the ordinance to my business and partners is conservatively \$200K. How can the ordinance be modified to reduce or eliminate the financial harm it is causing long standing local businesses (Granlibakken is reportedly 100 years old this year)? If feasible, I would suspend implementation until a solution to relieve the citizens of Placer County, organizations like Granlibakken Management Company, Granlibakken Owners' Association and the Franciscan Owners' Association of the unnecessary and very expensive consequences of this ordinance. Additionally increase the scope of the County Staff report to include the impact to business and the long standing rental communities like GPOA and FOA.

I am as usual always looking forward to developing the details with staff. I want close by commenting about how hard staff has worked with me and my team to try to streamline and simplify the process. They are limited in the relief they can offer since they too are bound by the STR Ordinance.

Thank you in advance for your favorable consideration of my comments and appeal.

Ron Parson
(530) 308-6236

From: noreply@civicplus.com
To: [Board Clerk](#)
Subject: [EXTERNAL] Online Form Submittal: Public Comment Submission
Date: Friday, June 24, 2022 10:07:39 AM

Public Comment Submission

Please submit your Public Comment for the Tuesday, June 28, Board of Supervisors Meeting here.

Name	Sara Barnes
Email (Optional)	sbarnes611@gmail.com
Agenda Item (Optional)	11A Short-Term Rental Program Implementation Update
Comments	<p>There seems to have been a huge miss by the BOS on the cap on the STR permits. Reading the update, there was a TOTAL of 3310 potential renewals, including approved exemptions (assuming every person registered). Why 3900 was chosen as the cap makes no sense and is very disappointing. The math has never made sense. It should have been closer to 2900, accounting for a handful of non-renewals, and that's being generous.</p> <p>I heard Cindy reassure the community at the January meeting, the intention was never to take away additional housing stock and add more short-term rentals, and here it shows there's room to add a significant amount more of str. 1000+ new permits?? How did this get so botched?</p> <p>Town of Truckee has limited STR permits to about 10% of the housing stock while Placer is allowing 25%. That is one in four homes and insulting when we have a serious housing crisis. It is imperative Placer becomes more committed to community like our neighbors in Truckee and South Lake, as we face having no community left at all.</p> <p>If there is still room to revise this cap, it needs to be done now and done right this time.</p>
Attach a document	<i>Field not completed.</i>

Email not displaying correctly? [View it in your browser.](#)