

Town of Canandaigua

5440 Routes 5 & 20 West
Canandaigua, NY 14424

ORDINANCE COMMITTEE

Monday July 6th, 2020, at 9:00 AM

Rev. 7/8/2020

MEETING REPORT

MEETING CALLED BY:	GARY DAVIS		
COMMITTEE MEMBERS:	GARY DAVIS	ERIC COOPER	JOHN CASEY
	CHUCK OYLER	TOM SCHWARTZ	BOB HILLIARD
SECRETARY:	ERIC COOPER		
GUESTS:	TERRY FENNELLY	CATHY MENIKOTZ	BRUCE MCCASKILL
	DOUG FINCH		

This meeting was held via Zoom. A video recording of the meeting is available for review in the Development Office.

PRIVILEGE OF THE FLOOR

Chair Davis opened the meeting at 9am. With introductions into our goals for the meeting, the floor was given to Bruce McCaskill of Host Compliance to discuss Short Term Rental regulation and the potential of working with Host Compliance.

COMMITTEE BUSINESS

- **Short Term Rentals (STR)**
 - o Bruce McCaskill of Host Compliance joined the committee to discuss their platform and services offered.
 - o Mr. Cooper asked Bruce about the impact of COVID-19 on business. Bruce replied that there was an initial drop in STR usage and listing early in the pandemic, but as the year as progressed there has been an overall growth for listings. Bruce confirmed that trend within the Town of Canandaigua as well.
 - o Mr. Schwartz asked about an estimate for occupancy and total revenues within the Town. Bruce said he would have to get back with the answer.
 - o Member Menikotz asked whether their platform checks the listings on Finger Lakes Premier Properties which may not also list on AirBnb, Home Away, etc. Bruce replied their program would not check FLPP.
 - o Mr. Casey asked about their rates of gaining compliance with the STR regulations. Bruce replied that ~ 60% comply in first year and ~80% in the second year.
 - o Mr. Casey also asked where they arrived at the estimate of \$400-500 per registry with the Town. Bruce replied this is the approximate cost of one to two nights of rental income.
 - o Chair Davis asked about the intentions of those who host rentals. Whether strictly income based or providing supplemental income. Bruce replied that it depends and is difficult to answer.

- Mr. Schwartz asked what other NYS municipalities have a guest tax along with sales tax. Bruce replied that he would investigate and respond.
- Mr. Cooper asked Bruce to review the fees for the Town which he did. *The Fees are included in the attached presentation.*
- With no more questions for Bruce, he exited the meeting. *Bruce provided follow up information after the meeting which is attached the report.*
- Mr. Hilliard asked what our “pitch” would be to homeowners asking why a registry is necessary. Town Manager Finch replied that it would assist the Town in identifying illegal conversions, on-site wastewater health, regulating noise and trash complaints, and open lines of communication.
- Mr. Schwartz believes STR have become a commercial use and deserving of further regulation.
- Mr. Casey believes that many hosting STR are not making lots of money and are trying to offset taxes and/or cost of living.
- Mr. Hilliard would like to see what comparable communities in NYS are doing and how it is working for them before moving forward. Mr. Oyler would like for someone to contact Seneca County for their thoughts on regulation and Host Compliance.
- Mr. Finch clarified for the Committee that they should not concern themselves with the fees for a registration as this would be decided by the Town Board. The extent and nature of regulation would be the work of the Ordinance Committee.
- Member Menikotz noted that Geneva’s ordinance is well written. Mr. Schwartz asked if Geneva collects tax revenue? Member Menikotz stated she was not seeking a revenue generator.
- Member Davis and Mr. Schwartz were curious how strictly these regulations were enforced if enforcement was handled by the municipalities. Mr. Schwartz noted that violation costs should exceed registry costs.
- Chair Davis asked the committee to investigate other communities like Skaneateles, South Bristol, and Aurora. Mr. Cooper stated he would send the modified Geneva Ordinance to the Committee.

- **Off-Street Parking**

- The Committee moved to review of the Off-Street Parking Draft Local Law, included member Menikotz’ proposed edits.
- Mr. Casey believes that we do not require enough handicapped parking and ask that the committee consider requiring more. Mr. Cooper to investigate whether ADA requires provision of a specific number. Mr. Cooper will also ask CEO Jensen.
- All other proposed edits of this draft were approved and the Committee moved to send this draft to the OCPB, ZBA, ECB, and PB for review and comment.

Upcoming Meetings:

- **August 3rd, 2020 @ 9:00 am**
 - **Streams**
 - **Airport Disclosure Statement**
 - **Lot Coverage – Permeable Pavers**

Adjournment @ 10:30 am

Host Compliance's software and services can address all Canandaigua's short-term rental related challenges



Mobile-Enabled Registration and Tax Collection: Mobile/web forms and back-end systems for streamlining registration and tax collection processes and capturing required documentation, signatures and payments electronically



Address Identification: Automated monitoring of 50+ STR websites and online dashboard with complete address information and screenshots of all identifiable STRs in Canandaigua's jurisdiction



Compliance Monitoring: Ongoing monitoring of STRs for zoning and permit compliance coupled with systematic outreach to illegal short-term rental operators (using Canandaigua's form letters)



Rental Activity Monitoring and Tax Calculation Support: Ongoing monitoring of Canandaigua's STR listings for signs of rental activity. Enables data-informed tax compliance monitoring and other enforcement practices that require knowledge of STR activity level



Dedicated Hotline: 24/7 staffed telephone hotline and online platform for neighbors to report non-emergency STR problems, submit evidence and initiative automatic follow-up activities



To accommodate any budget and ensure a high ROI for our clients, our services are priced based on the number of STRs that needs to be monitored

Cost per STR Listing/Rental Unit



**Mobile-Enabled Registration/
Tax Collection**

TBD



Address Identification

\$45.00 /yr



Compliance Monitoring

\$22.50 /yr



Rental Activity Monitoring

\$30.00 /yr



24/7 Dedicated Hotline

\$12.00 /yr

Note: The exact scope of work can be adjusted to meet Canandaigua's exact monitoring needs in terms of geography, listing sites, listing types and other variables

Affordable modular pricing tailored to Canandaigua's needs



**Mobile-Enabled Registration/
Tax Collection**

\$5,000 /yr



Address Identification

\$4,590 /yr



Compliance Monitoring

\$1,553 /yr



Rental Activity Monitoring

\$2,070 /yr



24/7 Dedicated Hotline

\$828 /yr

Note: Above pricing assumes 102 short-term rental listings and based in USD. Host Compliance would be happy to discuss alternative SOWs, contract terms, contract durations and pricing structures if that would be of interest.

Town of
CANANDAIGUA



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Updated Short term rentals July

Town of
CANANDAIGUA



July 6th, 2020

93 Rental listings/ 73 Rental Units

