Denver STR Advisory Committee Minutes
Tuesday, November 29th from 4:00-5:30pm

Members in attendance: Atiyeh, Ellsworth, Councilman Flynn, Ganser, Garber, Gilfoil, Moret, Sestrich, Socha, Winzenburg, Zunker

I. Public Comment
- David Osborn
  - Spoke of concerns regarding STR enforcement, and whether or not it was solely complaint-based
  - Also asked what the City of Denver 10.75% Lodger’s Tax revenue is for
  - Has the City consulted with other cities for cooperation or best practices?
- Cindy Robertson
  - Also had questions about STR enforcement policies. Those that follow the law should not be penalized
  - What about a tax collection agreement with AirBnb, and other platforms?
- Norman Wilson
  - Is there a hybrid option for individuals who do short-term & long-term rentals?
  - Does the City have access to leases of individual tenants and guests?
- Susan Bailey
  - How will we know when there is scheduled maintenance on the website?
  - Recommended we focus on marketing and compliance after 1/1/2017 because many people will start to get involved once enforcement starts

II. Update on Administrative Citations process for STRs
- Admin citations can be sent via 1st-class mail to offending property. Need to obtain proper service as identified in Sec. 2-284 of the Municipal Code.
- Unlike General Violations EXL typically uses, there are no criminal repercussions, the citations are fine-based per incident or violation.
- Fines will follow a set fee schedule and increase for every infraction up to $999 per incident – which can include daily incidents (i.e., advertising without a license # for three consecutive days).
III. STR License Survey Response Presentation

- Survey sent to applicants to identify where they are having difficulties in applying for STR licenses
- 46 recorded responses as of 11/29/2016 with 36 of them being licensed Hosts
- Responses averaged “easy--somewhat easy” when rating the STR registration process
- Takeaways from survey results:
  - Need for continued adjustments to the website and application portal
  - 1-2-3 Licensing Step process should help back-log of applicants.
  - More education and information on licensing requirements
  - Clarify the differences between the eBiz tax registration portal and the Excise and Licenses business license portal
  - Surveys will continue to be sent out to new applicants

IV. STR Website Changes / Rental Packet

- Clarified the 3 step licensing process with links to helpful resources
- Added a new Rental Advisory Committee page to host Minutes and Presentations
- Created a Rental Brochure Template for hosts to provide their guests. STR Rental brochure can be easily downloaded from website.
- Committee members recommended to include fire extinguisher location in packet, as well as including STR license #. Both recommendations will be added to the packet.
- The amount of 3-1-1 calls have decreased since the website update and revision.

V. Update on Citywide STR Marketing Campaign

- A public awareness campaign to inform residents about STR license requirements and educate how to apply for a license in a few easy steps
- Launching in mid-December followed by an evaluation and retargeting phase in January
- Utilizes analytics, SEO practices, behavioral and geo-targeting for hosts, potential hosts, and guests looking to visit Denver
- Earned media will help account for story pitches and testimonials

VI. Other Items/Adjourn

- The City will explore feasibility of launching a webinar to assist hosts during the application process
- There will be no December STRAC meeting. The next STRAC meeting will be scheduled for Tuesday, January 24th, and EXL staff will provide a calendar-year schedule of all the remaining STRAC meetings in 2017. The STRAC will not meet in July, 2017.
- EXL Staff will provide STRAC members with a quick licensure report after 1/1/17 via email.
- EXL Staff answered several licensing questions from the audience at the very end of the committee. Questions included host-specific license questions, as well as questions pertaining to enforcement (pro-active and complaint-based).