

**From:** Lezlie Campeggi  
**Sent:** Tuesday, June 14, 2016 4:22 PM  
**To:** City Council; City Clerk  
**Cc:** Chris Navarro [yaihalen5150@yahoo.com](mailto:yaihalen5150@yahoo.com)  
**Subject:** City Council Mtg. 06-14-16 Municipal Matters #6. b) - STVR Thoughts

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Honorable Mayor & City Council,

Penalties for STVRs - some thoughts:

I like the outside consultant route for enforcement. I wonder if the contract could include some kind of "incentive program" for violations caught? A bonus would ensure the company stays on top of Hermosa Beach STVRs. A bonus-based program might allow you to pay less for an annual contract and share the fines received with the third party based on their results. A citizen task force is NOT binding, and NOT a program to adopt as the primary method when implementing enforcement of illegal activity that the City wants stopped. Plus, this puts a further burden on those negatively impacted by the STVR activity to monitor and police it, and really, they've had enough! While many will volunteer to help, they cannot and should not be placed in the position of being the City's first line of monitoring/reporting. You've adopted it as a strengthened law, increased penalties, and now need to show it won't be tolerated ... that the city is serious about ending this practice. Penalties aren't high enough. There should be a multiplier. What constitutes an "event?" A \$2,500 dollar fine for a McMansion STVR that was booked for \$10,000 a week for 2, 3, or 4 weeks would be the cost of doing business, especially with no misdemeanor attached to it. (Don't like the ambiguity of no misdemeanor - I think it needs to be there, especially since one of the more notorious STVR owner/operators has stated numerous times, "It's not illegal if I can't get arrested.") Penalties should be PER DAY, not PER EVENT as that's not a level playing field. PER DAY, based on something like 3x the daily rental rate for the first day, 4x the daily rental rate for the second day might be worth looking at. Or PER DAY based on the number of "sleeping capacity advertised?" Remember, those renting a 2 bedroom advertise "sleeps six!" They ALWAYS pack in more than what is allowed per the Hermosa Beach code regarding long-term tenant occupancy! Need some consistency with other code requirements/restrictions for residential zoning. Drop dead date for no more STVRs, regardless of bookings. I can envision many people saying they've got "standing reservations" for all the holiday weeks/weekends, for years out, based on their previous vacations. Needs to be a drop-dead date and honestly, I think it should be July 30th and NOT through the summer. They've known this is illegal. Council ruled on this May 10, 2016 which gave them 60 days from that point to make other arrangements. Not knowing the penalties has nothing to do with the fact that City Council ruled on May 10 to adopt stronger code language and enforcement, upholding that decision on May 24 ... still more than 60 days to the end of July and ample notice.

Bookings waived - names of parties, proof of advance payment, telephone number and addresses. The STVR owners will have this information and Code Enforcement will need something to verify. Can't go just by their online calendars as many will say "they weren't updated correctly by airbnb, VRBO, etc."

Online advertising - provide list of known sources to whoever is monitoring. As you know, Dreamcatcher Getaway is one that books illegal STVRs in Hermosa Beach but is never mentioned. I would suspect there are a host of other "one-offs" that a professional, outsource company would be better-equipped to know/find versus the general public.

Thanks for listening. Those are some of my thoughts.

P.S. The fine for ADVERTISING should start June 24, 2016. Chris Navarro Hermosa Beach