
IVGID Ordinance 7 Meeting Segment with Kevin Lyons

Summary of Inputs and Optimization

August 19, 2014



What is the Problem or Opportunity?

- General Ordinance Problems
 - Don't understand, confusing ordinance
 - Ordinance doesn't add value for property owners like it could, some aspects are losing value
 - Conflicting use or residents vs property owners in Ordinance
 - Actual policy is different from what we were told when we moved here
 - Urgency to fixing problems now that actual policy is out there
 - Changes since 1970s not in public interest, more in other interest (employees etc)
 - Unused cards and value is a waste
 - Ordinance 7 may need to focus on beaches and other less used facilities separately, too broad to cover both
 - Map different ordinances to separate beach fee and rec fee funds
 - Sec 72 allows board to modify the ordinance is too open ended and should be more limited and require public notice
 - Access for non guests like employees, former board members is problematic
 - Guest rate policies and discounts across venues for accompanied and unaccompanied guests
 - District may have some dependence on the \$132k in cash guest fees

What is the Problem or Opportunity?

- Overcrowding Problems
 - Peak usage too high (4th July weekend)
 - Rental properties are a problem
 - Unlimited “guests” and fraudulent expansion of family tree
 - Passes given out to large numbers of nonresidents (SNC students, FOB, contractors, IVGID employees etc)
 - Beach exclusivity and parking problems and the ratio of
 - No cap on punch card passes
 - Average number of people per rental vs living year round
 - Timeshare/white papers unlimited unauthorized duplication (picture 44%, 56% cards, 13.5% white papers)
 - Hyatt usage
 - Beaches are pseudo public and guest limitations need to fit the restrictions
 - Ongoing maintenance may be affected by guest usage
 - Uncapped guest access to facilities
- Exclusivity Problems
 - Non-homeowners/residents can get same access at lower price than property owners
 - Price for guest passes too low at peak times
 - No cap on people entering beach
 - No absolute limit on passes per parcel
 - We don’t define “guests” and potential guest tiers
 - Don’t differentiate between private guests and commercial parcel guests
 - Commercial operators using our beach
 - How to manage guests is not figured out yet
 - Businesses using passes and punch cards

What is the Problem or Opportunity?

- Family Tree Problems
 - Family tree is a problem/restriction (lots of card value goes unused)
 - Picture passes going to friends, beyond the 5 when unlimited within family tree
 - Need to respect family tree to protect legal rights
 - Family tree out of date for modern families
 - Exception handling is missing
- Enforcement Problems
 - Junior staff not checking during peak times (4th july)
 - Enforcement at sign up and validation is lax
 - No certification on the picture card application
 - Boundary on passes is not verifiable, reasonable and enforceable
 - Penalty provisions need to be changed
 - There are also abuses at other facilities like rec center in summer
 - Boat access may be being abused also
 - White sheet program authorization and oversight
- Other Problems
 - Crystal Bay beach access inequality
 - Non recreation activities need to be segregated from IVGID activities
 - Recreation definition may need to be more like a community standard rather than an Industry standard

What is Explicitly Authorized?

- Beach Deed: Only for property owners and their tenants, specifically including occupants of motels/hotels, within the district as of 1968 and guests as determined by the board
 - Parcel owner legal access is an easement to the beaches
- Charter: Public water, sewer, trash and recreation
- 2011 beach court ruling: exclusivity allowed because IVGID only allows people who own or rent real property within IVGID 1968 boundaries

What is Implicitly Mandated?

- Unequal rules across parcels not allowed
- Enforce the rules even when its challenging
- Keep the rules simple and intuitive

- Use our own family tree that we authorize
- Extra kids are OK
- Huge groups of guests or events are above and beyond normal usage and may need special treatment during prime times
- Rental agency should have the responsibility for their guests
- Some kind of reasonable validation and honesty by property owner should be required

- Protect the access to the beaches for property owners
- Property owners should not be subordinated to guests or public
- Peak demand priority should go to parcel owners

What are the Approved Options?

- Family Tree
 - Keep family tree but consider limited expansion or equivalent for modern family needs
 - Extra kids OK as a standard exception, but beyond 5 still costs money
 - No live ins under family tree but tenants are separate category from family tree that can handle some family tree exceptions
- Picture passes
 - Picture passes part of 5 combined with standard exception rules
 - Anything over 5 costs extra (for exceptions)
- Picture Card Guest (Cant bring in own guests)
 - Different types of guests or family tree exceptions could be handled with a picture guest card (nannies, caregivers, exchange students, etc)
 - Picture card guest beyond 5 would pay cash but picture card guest would be included in 5 cards options

What are the Approved Options?

- Punch Cards
 - Limited punch cards with some large group exception purchase is preferred to unlimited punch cards
 - Guests of guests management would be addressed with punch card limits
 - Punch cards limited per parcel and have to use the punch cards balance on associated guests
 - Punch card access beyond 5 picture cards would be 1 and paid cash
- White Paper Guests
 - Potentially different access fees for white paper (cash) guest vs punch card
 - White papers should have some limits to eliminate abuses like possible limits on white paper guests per parcel or bar coded numbers to prevent duplication
- Pricing
 - Peak demand pricing should be used to address busiest times
 - Funds from the beaches should go to the beaches
- Other
 - Err on the side of protecting the beach deed
 - **Special parking and other privileges for property owners only should be considered**

Optimization



- Now we can test some variations of our options

Sample “A vs B”: Preference

Which policy would you prefer?

Unlimited punch
cards for purchase
by each parcel

A

Limited punch cards
per parcel that are
refillable

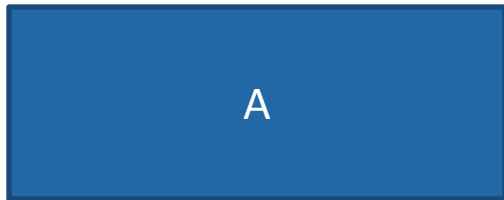
B

Can't Decide

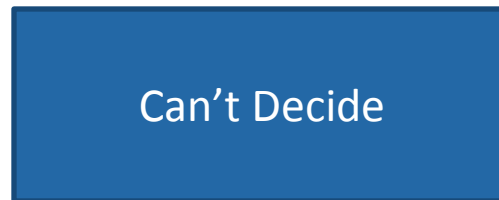
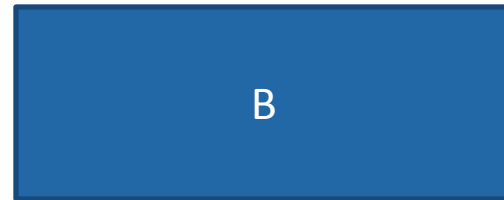
One or Two Sets of Restrictions

How do you think we should address beach access restrictions in Ordinance 7?

One set of restrictions for beach access and a separate set for access to all other facilities



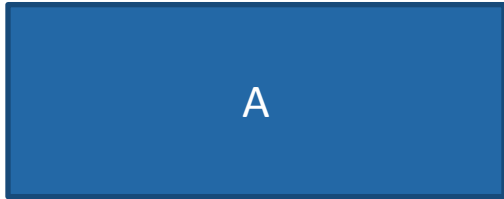
One set of restrictions that controls access to all facilities



Number of Cards

Which policy would you prefer most?

3 total cards
per parcel



5 total cards
per parcel



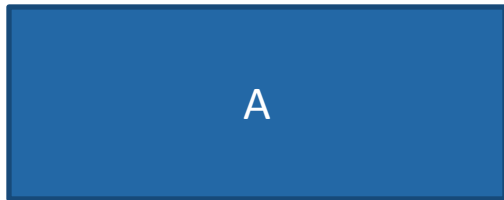
7 total cards
per parcel



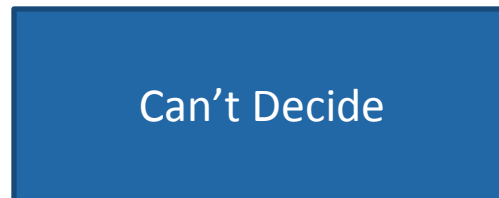
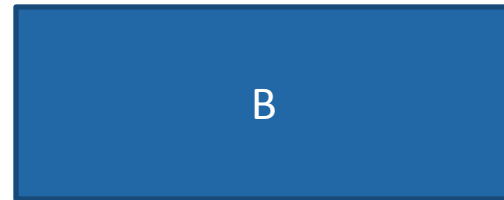
Exceptions for Large Families

Which policy would you prefer?

Extra picture cards
available for purchase for
children *of any age*



Extra picture cards
available for purchase
for children *under 25*



Exceptions for Large Families

Which policy would you prefer?

Extra picture cards
available for purchase for
children *under 25*

A

Extra picture cards
available for purchase
for children *living at
parcel*

B

Can't Decide

A vs B: Prioritization

Which is a more *important* problem to you?

Update family tree

Eliminate unlimited
punch cards

A

B

Similar

A vs B: Prioritization

Which is a more *urgent* problem to you?

Update family tree

Eliminate unlimited
punch cards

A

B


Similar

Sample Dollar Prioritization

How would you spend one dollar of IVGID funds across the following activities?

Please enter 0 to 100 cents in the boxes next to each option

<input type="text"/>	Activity A
<input type="text"/>	Activity B
<input type="text"/>	Activity C
<input type="text"/>	Activity D
<input type="text" value="100"/>	None of the Above



Other A vs B

- A few other suggestions to try?

“Optimization” Module Rating

- Any comments/suggestions/disagreements?



- Any questions or ideas?

New “VIP” or “Membership” Privileges?

- **Special parking and other privileges for property owners only should be considered...**
- **IDEAS HERE**

Other Ordinance 7 Issues

“Privilege Ideas” Module Rating

- Any comments/suggestions/disagreements?



- Any questions or ideas?