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 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 it's 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 (Can't 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

Limited punch cards per parcel that are refillable

A

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

Can’t Decide
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**

A

B

Can’t Decide
Exceptions for Large Families

Which policy would you prefer?

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

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

A

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

Activity A
Activity B
Activity C
Activity D
None of the Above

100
• 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?

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