**From:** esthermanheimer@avlcouncil.com
**To:** "Jackson Tierney"; "Stephanie Brown"
**Cc:** "Robert Michel"; "Julie Mayfield"; "Jim Muth"; Joe Belcher; Brownie W. Newman; "Debra Campbell"; councilgroup; cball; "Rep. Brian Turner"; "Rep. John Ager"; "Cc:"; "Rep. Susan Fisher"
**Subject:** RE: Short Term Rentals With No Seat on The TDA? Why?
**Date:** Thursday, April 2, 2020 4:13:45 PM

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I am concerned about the characterization below that the statutory proposal was "rejected" by elected leaders.

Stephanie – I would encourage you to talk with Jim Muth about the nature of the many conversations we had. Also, the presentation we made to CIBO, including the hoteliers, me and Brownie where we emphasized that we were in agreement as to 95% of the proposal but were continuing to discuss a few remaining details. In fact, to my knowledge, there was no disagreement about adding to the board to include representation from Jackson's group.

I think the characterization that Brownie and I rejected a proposal is unproductive and unhelpful. I have tried to emphasize how much we do agree on and I am still hopeful changes can be made. But, I am hearing that on the hotelier side, a change to the legislation is "dead". I know we're dealing with an unprecedented crisis right now that is no less than devastating to Asheville and Buncombe County. But I am still hopeful that there will be an opportunity in the future to continue the earlier productive conversations we were having toward a change in the legislation.

Thank you,
Esther

**Esther Manheimer**
**Mayor, City of Asheville**
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**From:** Jackson Tierney <ashevillehomestays@gmail.com>
**Sent:** Thursday, April 2, 2020 3:02 PM
**To:** Stephanie Brown <sbrown@exploreasheville.com>
**Cc:** Robert Michel <r.s.michel@gmail.com>; Julie Mayfield <juliemayfield@avlcouncil.com>; Esther Manheimer <esthermanheimer@avlcouncil.com>; Jim Muth <jim.muth@muthmail.com>; joe.belcher@buncombecounty.org
**Subject:** Re: Short Term Rentals With No Seat on The TDA? Why?

Hi Stephanie,

Yes, we did talk about getting our marketing folks with y'all to work out details, but alas, that was not initiated by us, so we own that!

In the meantime, I would be happy to be on the mailing list, but as I've said, as of this moment I'm still not getting emails from y'all.

Your last paragraph troubles me greatly. First of all, who is the hotel association you refer to? Is that the newly formed group now run by Jim Muth. Seems like the long established Homestay Network would have been invited to this meeting plead its own case, rather than a newly minted hotel group.

Secondly, Julie Mayfield very supportive of the Short Term Rental group getting a seat on the TDA Board. Was she at the table? What possible could have been the reason why a group that represents 20-25 of the BCTDA revenue to not have a seat at the table. It makes no sense. I can't help feel we've been shafted again. Poor red headed step child once again. Boo hoo!

Jackson

On Thu, Apr 2, 2020 at 2:42 PM Stephanie Brown <sbrown@exploreasheville.com> wrote:

> Hi Jackson,
>
> I thought you were on our email list? I think the last time we talked about it, your marketing committee was going to reach out to us to begin a discussion about the best way to represent short term rentals on our platform. We talked a little about the challenges we need to work out. I'd love to pick that up when this crisis clears.
>
> Until then, can we ask you to forward whatever you think it relevant to your members?
>
> A few months ago, the hotel association took a proposal to Esther and Brownie to recommend changes to the legislation. One of the changes would have been to establish a seat on the board for short term rentals. I was really excited about the proposal. It would have increased the grant program, added funding for transit and facilities maintenance, and expanded the board. It was really disappointing that it was rejected by elected leaders.

Thanks for sitting through the meeting. I appreciate your feedback.

Stephanie

**From:** Jackson Tierney <ashevillehomestays@gmail.com>
**Sent:** Thursday, April 2, 2020 2:33 PM
**To:** Stephanie Brown <sbrown@exploreasheville.com>
**Cc:** Kathi Petersen <kpetersen@exploreasheville.com>; Pat Kappes <pkappes@exploreasheville.com>; Robert Michel <r.s.michel@gmail.com>
**Subject:** Homestays As TDA Business Partners

Hi Stephanie,

The TDA Board meeting was chock full of information. Good agenda and format worked well considering it was the first time out of the chute.

There were many references to Explore Asheville Business Partners. I know we have talked about this in the past, but the details are foggy to me now.

Can we as a Network and can individual Homestay Hosts become Business Partners? Somehow I recall you said there were some BCTDA impediments that we needed to work through.

Sounds like the Explore Asheville sends out many notices to this group and for us not to be on the distribution list, with vacation rentals being 20-25% of the county overnight stays, seems odd to me.

Kathi said:

> With respect to the mailing list: What I found out is that your individual members may have signed up as tourism partners but your entire list as a whole is not on our mailing list. Here's how businesses sign up to be a tourism partner: https://www.ashevillecvb.com/request-an-account/
>
> You yourself are on the general partner list but if you did not receive an invitation last week to the session with the lodging partners, that either means you are not on that lodging list (in addition to the general list) or it went to spam, which does happen.

I've checked my spam folder and there have been no communications to me from Explore Asheville. I'd like to see how we can fix this so at a minimum our steering group gets emails, but ideally all hosts who want to be on the list should be able to sign up so we are not the filters.

We finally have a meeting with the EOC set up for tomorrow (thanks Kathi!), but 8 days into the 15 day order seems quite late, especially since all other lodging partners had this info last week.

I also see some of the guidance documents that have been crafted by Explore Asheville references "hotels" only. I really like these, but shouldn't we make sure it says "lodging" as a generic term rather than "hotel?" I'd like to have our Hosts print out these forms for use in our Homestays, but with the word "hotel" they think the restrictions do not apply to them.

I'm looking forward to the time we can graduate to the grown ups table. : )

Thoughts?

Jackson