

TOWN OF JAY

Short Term Rental Task Force

Matthew Stanley
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Town of Jay STR Task Force – Meeting Minutes

Date: September 29, 2026

Time: 12:00 PM – 1:05 PM EDT

Location: Town of Jay Municipal Office / Hybrid Options

Chair: Matt Stanley (Town Supervisor)

1. Call to Order & Welcome

- Supervisor Matt Stanley called the inaugural meeting of the Short-Term Rental (STR) Task Force to order at 12:00 PM.
- Supervisor Stanley thanked members for participating and set the primary objective: finding a balanced, collaborative approach that supports the local economy while protecting housing, neighborhood character, safety, and natural resources.
- Ground Rules established: Meetings will be held to a strict 1-hour time limit to keep sessions focused and productive.

2. Attendance & Introductions

Task Force Members Present:

- **Matt Stanley:** Supervisor, Town of Jay (Task Force Chair)
- **Tom McDonald:** Town Board Member/STR Owner
- **Caleb Smith:** Owner/operator of *Remedy and Minds* (3 units in Jay)
- **Tim Ericson:** STR Owner/operator and founder of the Jay Hospitality Association
- **Wally Walters:** Resident & Volunteer Chairman of the Town of Jay Comprehensive Plan Special Board
- **Ian Ellbogan:** President, AuSable Acres Property Owners Association (AAPOA)
- **Adam DeSantis:** Director of Economic Development at ROOST & Town of Jay Comprehensive Plan Economic Development Working Group Lead

Guests / Community Attendees:

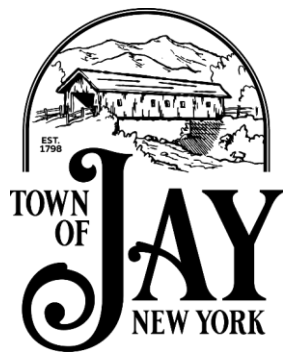
- **Brian Stork:** Local STR owner (Valley Road)

Absent:

- **Elizabeth Miller:** Local business owner (The Forks Blend and Brew)

3. Current Regulatory Framework

- **Comprehensive Plan Alignment:** Wally Walters noted that STRs surfaced as a top-three community issue during the two-year Comprehensive Plan survey process. Townwide property assessments increased ~113% since 2019, driven significantly by property turnover in AuSable Acres (where ~30% of housing units are second homes or STRs).
- **New York State Law & Essex County Registration:**
 - New York State recently passed a sales tax law requiring STRs to register, obtain a registration number with the county, and pay sales tax for room rentals.



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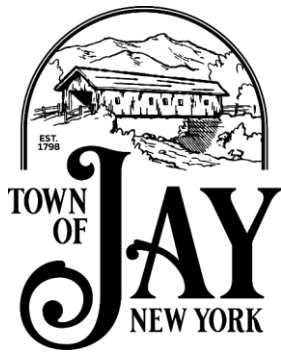
- Essex County automatically opted into the state registration system.
- The County contracted **Deckard Technologies** (\$60,000+) to track online listings across platforms (Airbnb, VRBO, etc). However, enforcement/data-sharing from Deckard and platforms remains slow and complex.
- Essex County is in the process of mailing ~200 registration letters to verified STR property owners across various towns.
- **Current Town Status:** The Town of Jay currently has no town-level STR regulations, extra local registration fees, or additional oversight beyond standard state/county rules. The Supervisor expressed preference for ensuring existing county/state rules are enforceable before piling on unnecessary local burdens.

4. Key Data Points Presented

- **Local STR Inventory:** Tim discussed a report from an independent software data (via *Wheelhouse*) indicating approximately 240 active STR listings/units in the Town of Jay out of ~1,100 total residential properties (~22%–30%).
- **Economic Footprint:** Estimated local STR revenue generates roughly \$900,000 in sales tax annually.
- **County-Level Impact:** County sales tax expansion from STRs generated ~\$1.8 million in additional revenue across Essex County, part of which is being repurposed to subsidize the Town of Jay emergency medical services (EMS) (e.g., up to \$125,000 in county funding provided to the Town of Jay's ambulance district budget).

5. Identified Challenges & Opportunities

Category	Key Discussion Points
Economic Benefits	Supplemental income for residents; tourism spending supporting local shops/restaurants; occupancy/sales tax contributions supporting local infrastructure and emergency services.
Operational & Neighborhood Issues	Bear attraction from improper trash handling; unmanaged campfires during fire bans; dark-sky light pollution; late-night noise/hot tub parties; narrow driveway parking issues; barking dogs.
Housing & Infrastructure	Long-term housing availability/affordability constraints; potential strain on septic systems and un-sewered infrastructure.
Consensus Point	Most issues stem from a small percentage (5%–10%) of "bad actors" or behavioral missteps rather than STR ownership itself. Targeted rules and



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Category	Key Discussion Points
	self-policing can address most community pain points without penalizing responsible operators.

6. Action Items & Next Steps

1. Best Practices Guide (Short-Term / Low-Hanging Fruit):

- Adam DeSantis (ROOST), Tim, and Caleb will synthesize best practices templates for renters and property owners (covering trash disposal, noise after 10 PM, fire safety/bans, dark sky lighting, local business recommendations).
- ROOST will help design and formalize this into a 1- to 2-page educational guide.

2. Data Sharing & Centralized Reporting:

- Tim to share the 240-listing dataset via the task force email chain.
- The Jay Hospitality Association plans to introduce a community reporting/feedback tool to help log and address localized STR complaints directly.

3. Comprehensive Plan Open House:

- Thursday, October 22, 2026:** Public Walk-in Open House at the Town of Jay Community Center for the full draft Comprehensive Plan.
- November 2026:** Formal Public Hearing prior to Thanksgiving.

7. Next Meeting Schedule

- Date:** Tuesday, October 27, 2026
- Time:** 12:00 PM EDT
- Format:** Hybrid (In-Person / Online)

8. Adjournment

- Motion to adjourn by Supervisor Matt Stanley.
- Meeting adjourned at 1:05 PM EDT.