# TOWN OF JAY

## Short Term Rental Task Force

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# Town of Jay STR Task Force – Meeting Minutes

**Date:** October 27, 2026
**Time:** 12:00 PM – 1:00 PM
**Location:** Town of Jay Community Center / Hybrid Options
**Chair:** Matt Stanley (Town Supervisor)

**1. Call to Order & Opening Remarks**

- Supervisor Matt Stanley called the meeting to order at 12:00 PM.
- Supervisor Stanley noted that the meeting relocated to his office conference room due to open enrollment taking place in the main community center space.

**2. Attendance & Introductions**

Task Force Members Present:

- Matt Stanley: Supervisor, Town of Jay (Chair)
- Adam DeSantis: Director of Economic Development, ROOST; Jay Resident
- Tim Erickson: STR Owner in the Acres; Founder, Jay Hospitality Association (JHA)
- Caleb Smith: STR Owner; Local Business Owner (*Remedy and Vine*)
- Ian Ellbogan: President, AuSable Acres Property Owners Association (AAPOA)
- Wally Walters: Resident Volunteer, Town Comprehensive Plan & Planning Board

Members Absent:

- Tom McDonald: Deputy Supervisor / Town Councilman (excused due to work)
- Elizabeth Miller: Local Business Owner (The Forks Blend and Brew, excused due to work)

Community Attendees / Guests:

- Josh Crowningshield: Local caretaking/cleaning business owner; Josh is also a local firefighter
- Rob Daniels

**3. County Registration & Inventory Data Update**

- County Registration List: Supervisor Stanley provided an update on the county list compiled in conjunction with Deckard Technologies and the Essex County Treasurer's Office. The initial draft contained approximately 170 entries but had significant redundancy. The updated spreadsheet was forwarded to committee members during the meeting.
- Reconciled Inventory Data (Presented by Tim Erickson):
    - Cross-referenced three data sources: AAPOA records, County certificates, and active listings on Airbnb/VRBO.
    - Confirmed 212 active STR tax map parcels/properties in the Town of Jay.
    - 13 previously reported parcels could not be confirmed as active.
    - 15 new listings were identified using Wheelhouse market software.

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  - Registration Gap: Of the approximate 212 active properties, only 84 are officially registered with Essex County (including 18 JHA members; 15 JHA members remain unregistered, and approximately 113 non-JHA properties are unregistered).
  - Tim noted that while platforms (Airbnb/VRBO) remit occupancy and sales taxes automatically, the primary challenge remains getting property owners to complete county paperwork.
- Registration Assistance Guide: Tim Erickson built a step-by-step walkthrough on the JHA website condensing the county's 80-page Deckard manual, illustrating how to obtain parcel IDs, file monthly zero-tax reports for platform-only bookings, and remit for direct/off-platform bookings. Supervisor Stanley shared this guide with the County to help streamline regional compliance.
- Platform & Booking Nuances:
  - Airbnb/VRBO collect and remit sales and occupancy taxes directly, but do not provide detailed itemized account reconciliations back to individual hosts or the county. The County passed a resolution urging NY State to enforce platform reporting transparency.
  - Bookings made off-platform, through personal websites, or via platforms like *Adirondack "By Owner"* require hosts to register independently with the state/county and remit taxes directly.
  - Caleb Smith highlighted system deficiencies in Deckard/County software, notably the inability to handle multiple listings associated with a single tax parcel.

**4. Best Practices Guides & Community Standards**

- **Renter-Facing Best Practices Guide (Drafted by Adam DeSantis, ROOST):**
  - Centered on seven core community expectations: noise awareness, keeping wildlife wild (trash management), safe driving/parking, mitigating light pollution, campfire safety/burn bans, respecting neighboring property boundaries, and clear emergency contact procedures.
- **Owner-Facing Guidelines & Operational Tools:**
  - Caleb Smith suggested expanding owner standards to encourage noise decibel sensors, exterior security cameras, guest screening/ratings thresholds, in-person check-ins where feasible, and localized visitor guides.
  - Adam agreed to develop a distinct "Owner's Best Practices Guide" incorporating security lighting, wildlife-resistant bins, and property line markings.
- **Digital Visitor Guide:**
  - Tim Erickson outlined collaboration with the AuSable River Valley Business Association (ARVBA) to create a website for guests.
  - The project proposes installing QR code plaques inside all 212 rentals directing guests to local businesses, local history, and the community code of conduct ("The Jay Way").
- **Recent Platform Policy Impacts:**

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- Josh raised concerns regarding new Airbnb platform rules restricting hosts from limiting daytime visitors unless mandated by local municipal ordinance.
- Tim Erickson noted other restrictive platform changes (e.g., limitations on host checkout tasks and age restrictions). Tim and Caleb agreed to compile a list of items Airbnb does not regulate for task force review.

**5. Comparative Municipal Frameworks & Enforcement Models**

- Wilmington and Killington Models (Presented by Ian Ellbogan):
  - Ian presented STR frameworks from Killington, VT, and neighboring Wilmington, NY, which utilize local registration fees ($300–$500 based on bedroom counts, plus inspection fees) to generate town revenue outside the state tax cap.
  - Key provisions highlighted from Wilmington: non-transferable permits upon sale, mandatory safety/fire inspections, strict designated off-street parking rules, animal-proof trash containers, minimum bedroom sizes (70 sq. ft.), quiet hours (10 PM – 7 AM), and a requirement for a local designated contact person able to respond within 16 minutes 24/7.
  - Ian advocated for local safety inspections, arguing that town certification ensures baseline safety (fire extinguishers, egress, electrical) and protects community standards.
- Task Force Discussion & Concerns:
  - Administrative Burden & Costs: Tim Erickson noted that Killington's fees rose from $150 to over $600 due to unexpected municipal administrative overhead, without resolving complaints from bad actors.
  - Financial Impact on Locals: Caleb Smith cautioned that adding costly municipal permit fees places an unfair burden on local residents and young families relying on accessory dwellings (ADUs) to afford living in town.
  - Municipal Liability & Legal Exposure: Supervisor Stanley emphasized that mandating municipal safety inspections exposes the Town of Jay to substantial legal liability should an incident occur at an inspected property. Town-funded legal defense costs would be borne by all town taxpayers.
  - Emergency Response Perspective: Josh (local firefighter/EMT) shared that emergency service calls in the Acres typically originate from long-term residential homes with hoarding or outdated wiring rather than STRs, which overwhelmingly maintain active smoke detectors, CO detectors, and fire extinguishers.
- Zoning & Land Use Considerations (Wally Walters):
  - Wally raised planning considerations regarding Adirondack Park Agency (APA) land use: renting an entire single-family home to a single group or renting individual rooms while residing on-site fits residential use; renting individual rooms in a non-owner-occupied home to multiple unrelated parties constitutes commercial hotel use under APA regulations.

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**6. Action Items & Next Steps**

1. County Registration Follow-up: Supervisor Stanley will continue liaising with the County Treasurer's office to resolve software shortcomings (multiple units per parcel) and streamline registration.
2. Best Practices Collaboration: Adam DeSantis will distribute a shared Google Doc containing the renter guide. Tim Erickson will integrate JHA's "Good Neighbor Standard" and "The Jay Way" elements, adding provisions for light pollution and property boundary respect, for review prior to the next meeting.
3. Owner Guide Formulation: Adam DeSantis to draft a complementary Owner Best Practices guide addressing guest screening, noise decibel monitoring, wildlife-proof receptacles, and outdoor lighting.
4. Airbnb Regulatory Gaps: Josh, Tim, and Caleb will share documentation on new Airbnb platform rule restrictions (such as daytime guest limits) to evaluate if local town ordinance intervention is warranted.

**7. Next Meeting Schedule**

- Date: Tuesday, November 24, 2026
- Time: 12:00 PM EST
- Format: Hybrid (In-Person at Community Center / Online)

**8. Adjournment**

- Supervisor Matt Stanley adjourned the meeting at approximately 1:00 PM.