



North Carolina Vacation Rental Managers Association
Annual Membership Meeting
December 6, 2022
10am-11:30am
Virtual Meeting

Draft Minutes

Present:

Clark Twiddy, NCVRMA President
Karen Brake, NCVRMA Vice-President
Melaney Marshall Robbins, NCVRMA Secretary/Treasurer
Kimberly Casper, Director
Kevin Futral, Director
Trisha Howarth, Director
Whitney Sauls, Director
Denise Daly, NC REALTORS® Staff Liaison

Members:

Rolf Blizzard, Allison Breaux, Timothy Cafferty, Chip Craig, Kimberly Dubec, Cassandra Ellison, Samantha Ellison, Caleb Hannon, Kyle Lagos, Annetria Lattimore, Shannon MacPeek, Jeffrey McGee, Alondra Palomino, Lori Smith, Calder Smoot, Trent Watson

Guests:

Bill Aceto, Robert Ackerman, Aric Beals, Sarah Broom, Macy Cahoon, Bobbi Elliott, Diamond Frandsen, Michael Frederickson, Joan Gerity, Pat Hudspeth, Jennifer Hurd, Sandra Hurst, Bryan Jenkins, Michael Kastner, Matias Lagos, Fred Moreno, Alan Overcash, Matt Parvin, Lynne Perlmutter, Jade Petty, Dave Roberts, Machel Sanders, Leah Schuch, Maggie Sexton, Cady Thomas, Wit Tuttell, Kara Weishaar, Tiffany Wilson, Claiborne Yarbrough

Denise Daly reviewed Zoom housekeeping items. NC REALTORS® Government Affairs Administrative Assistant Jade Petty served as the Zoom meeting administrator.

This meeting will not be recorded and these minutes will serve as the official record of the meeting.

Welcome and Introductions

Mr. President called the meeting to order at 10:02am and welcomed attendees. The 2022 NCVRMA officers and directors were introduced.

Key Note Speaker

-Growing Great Businesses in North Carolina

Mr. President introduced NC Department of Commerce Secretary Machel Baker Sanders as the keynote speaker.

- Madam Secretary announced the future of the North Carolina business economy is looking bright.
- She thanked the Department of Commerce for playing a key role in moving the North Carolina economy forward.
- 2021 spending increased by 45% over 2020.
- The Department of Commerce's work is making a significant impact in making North Carolina such an attractive state.
- Welcome Centers are also working diligently and making an impact.
- Each household saved \$580 in taxes due to visitor spending in our state.
- 2022 is already a record-breaking year.
- We announced 26,000 jobs to the state and 18.7 billion to capital investments.
- The number one asset to North Carolina's success is the strength of our workforce and our people.
- Our economic development plan "First in Talent" is strategizing to be more inclusive and is preparing for the future by advancing the skills of our workforce.
- North Carolina received \$6.4 million in federal grants to initiate economic recovery for the travel and tourism industries due to the pandemic.
- Our tourism and hospitality workforce development program trains and improves skills of new and existing industry workers.
- There are grants available for on the job training along with resources such as the Tight Labor Market Toolkit to help companies thrive in North Carolina.
- Madam Secretary concluded by sharing her mission of improving the economic wellbeing and quality of life for all North Carolinians.

Board of Directors Update

Advocacy

- Mr. President reviewed NCVRMA's most recent advocacy effort – Weston's Law.

Sponsorships

- Ms. Vice-President introduced NCVRMA's current sponsors and thanked them for their continued support.
- NCVRMA's multi-level sponsorship opportunities were reviewed.
- Reach out to Denise Daly at ddaly@ncrealtors.org to learn more about sponsorship opportunities.

[Sponsorship application](#)

Approval of Minutes-November 10, 2021

The minutes of the November 10, 2021 annual membership meeting were approved as presented.

Review of October 31, 2022 Financials

Mr. Jenkins reviewed the October financials.

- Balance sheet
 - Assets, liabilities and net assets were reviewed.
 - Total liabilities & new assets total \$21,466.00.

- Income statement
 - Revenue and expenses were reviewed.
 - Revenue over expenses total \$14,489.00.
- Mr. President reminded members that the financial statements are always available for review on the members-only section of the NCVRMA website.
- The October financials were accepted as presented.

Membership Update

Ms. Daly provided a membership update.

- Several successful membership drives have been held throughout the year and membership has grown substantially.
- The current membership reflects 69 members of which 7 are Supplier members.
- Those individuals represent 50 offices of which 19 are new.
- Your 2023 dues renewal notice was delivered to your inbox on December 1.
- Our most significant membership benefit is advocacy.
 - NCVRMA works closely with NC REALTORS® Government Affairs staff.
 - Your dues make it possible for NCVRMA to acquire membership with two influential advocacy partners.
 - The NC Travel & Tourism Coalition
 - The North Carolina Travel Industry Association
- Ms. Daly invited guest attendees to join during the month of December. Your dues payment will be applied to your 2023 membership and you will receive complimentary membership for the month of December.

<https://www.ncvrma.com/membership/join/>

2023-2024 Board of Directors Election

The proposed slate of directors, Cassandra Ellison and Caleb Hannon, were elected by acclamation.

Mr. President recognized Immediate Past President Trisha Howarth and Secretary/Treasurer Melaney Marshall Robbins whose term ends December 31, 2022. They were thanked for their many years of leadership and service to the association.

Strong State Teams

Visit NC

Visit NC Executive Director Wit Tuttle reviewed visitor travel trends and vacation rental market data.

- 32.1% agree that recent inflation has led to trip cancellations
- 78.9% reduced travel expenditures due to recession concerns
- 46% expect to be better off financially a year from now
- Travel priorities and travel destinations were reviewed
- 37% feel businesses in the travel industry are struggling in providing adequate services
- After a 24% drop in lodging spending in 2020, revenues rebounded to a record high in 2022
- Historical data on commercial lodging vs Airbnb was reviewed
- The pandemic forced a shift in messaging strategy
- We are working on our tourism campaign partners program <https://partners.visitnc.com/>
- Visit NC Conference will be held in Asheville March 6-8

It was shared that Wit Tuttle was selected as last year's Tourism Director of the Year.

NC Travel and Tourism Coalition

Kara Weishaar, North Carolina Travel & Tourism Coalition Executive Director, provided a Coalition update.

- General Election Recap
- 2023 Legislative Session Preview
 - Budget
 - Tax Policy
 - School Calendar
 - Gaming/Sports/Ticketing Regulatory Issues
 - Weaponization of Tourism
 - Local Non-Discrimination Ordinances
 - Occupancy Taxes

Engaged Public Partners

Government Affairs Update & Vacation Rental Act

NC REALTORS® Chief Lobbyist Cady Thomas provided a government affairs update.

- School Calendar
 - A bill will be presented for next year's school dates to run Labor Day to Memorial Day
- Weston's Law
 - Protections were put into place but changes are needed to help protect the industry from liability
- Short Term Rentals
 - We need a state solution
 - Working on resolving issues with septic systems
- Vacation Rental Act
 - Senator Hanig would like to revisit the act and incorporate changes

Ms. Thomas encourages feedback on Weston's Law and the Vacation Rental Act.

cthomas@ncrealtors.org

NC Real Estate Commission Update

- Fred Moreno noted his correct title as Chief Deputy Legal Counsel.
- Mr. Moreno is a new dad and joined us during his paternity leave.
- Please ensure you have your correct email address on file with the NCREC.
- Travel cancellations due to COVID was their biggest issue this year. The Vacation Rental Act (VRA) does not address pandemics. Deposits need to be refunded to customers.
- Remote work is trending. Do rentals have reliable internet?
- If a rental is being used for business, rather than leisure, does it fall under the VRA?
- Complaints on cleanliness of rentals is up. Be upfront with tenants about limited staff. Do not over promise and under deliver. Rather, be honest and give them reasonable expectations.
- Good record keeping can combat many issues.

Regulatory Issues

Weston's Law:

- The law needs to be revisited.
- Department of Insurance oversees the State Fire Marshall.
Rebecca Latham Rebecca.latham@ncdoi.gov

- Talk to property owners about being in compliance or power to the elevator needs to be shut off until compliant.
- Session law 2022/56.
<https://www.ncleg.gov/EnactedLegislation/SessionLaws/PDF/2021-2022/SL2022-56.pdf>
- Management, listing and buyer firms all need to be educated on the VRA.
- If a landlord client is going to sell their property, advise them of the VRA.
- VRA education is needed!

Trust Accounts:

- Brokers using Airbnb and other platforms need to be cautious with trust accounts. License law - If there are issues with the trust account and there is an audit, it will fall under the responsibility of the BIC.
-Be cautious when working with national companies. Are they compliant under NC, VRA and NCREC rules?

Miscellaneous:

- Submit suggestions for rule changes.
- Do not be afraid to file complaints.
- Fred Moreno: fred@ncrec.gov

New Business

- Questions? Reach out to Denise Daly at ddaly@ncrealtors.org or President Clark Twiddy at ctwiddy@twiddy.com.
- Thank you to our sponsors and staff.
- Happy holidays!

With no objections, the meeting adjourned at 11:30am.

Respectfully submitted,

Denise Daly, NC REALTORS® Staff Liaison