



Sudden Valley Community Association

1850 Lake Whatcom Boulevard, Bellingham WA 98229
360-734-5320 www.suddenvalley.com

BOARD OF DIRECTORS MEMO

To: Sudden Valley Community Association Board of Directors
From: Jo Anne Jensen, General Manager
Date: March 26, 2026
Subject: Approval Request – Rental Registration Process, Materials, and Fees

Purpose

The purpose of this memo is to request approval of the process by which properties will be identified and registered as rental units, the materials to be used in the process, and the fees to be assessed.

Background

On January 23, 2025, the Board of Directors approved the creation of a taskforce to study the issues created by the increasing number of SVCA properties being operated as short-term rentals (STRs) and to recommend “standards, policies, and registration requirements” for the management of these properties. The taskforce presented their recommendations in a memo shared with the board on August 28, 2025. (see attached documents)

In support of these recommendations, the community approved a change to SVCA’s bylaws at the AGM in November 2025. The change requires property owners who rent their property as an STR, to register with the Association. (Bylaws, Section 7, attached)

The GM was tasked with implementing a process to:

1. Ensure that property owners who rent their property give the appropriate information to the Association,
2. Establish an appropriate fee to pay for the Administrative burden of this process,
3. Develop materials to support registration and the management of rental properties going forward, and
4. Suggest appropriate revisions to Fees & Fines relating to rental properties.

Program Implementation

The STR Taskforce proposed an implementation approach that assumed SVCA would have to rely on the owners of rental properties to self-identify to the Association. They anticipated a lengthy introductory period and suggested such tactics as employing a scraping service to identify possible SVCA STRs on Airbnb and Verbo. This is not necessary since there is a simple way to identify which properties within the Association may be rentals. Specifically, SVCA’s database records both the Association property address and the mailing address of the owner. In instances where those addresses are different, we propose to ask the owners if their property is a rental, or is some other factor resulted in the different addresses.

Following is the proposed approach to identifying both long- and short-term rental properties within SVCA.

Initial Registration Process

1. The month that the initial registration process begins, an article explaining the rental property registration process will be published in the Views (attached).
2. To start the process, SVCA will send a USPS letter (attached) to all potential rental property owners (defined as SVCA members whose mailing address is different than their Association property address) to inform them of the registration requirement and ask them to respond to SVCA.
3. Owners will be able to respond by completing a very short online survey (attached), or by calling Administration.
4. When owners respond, we will confirm that the property is a rental or discover that the different addresses were caused by another factor.
5. Not everyone will respond to the letter. An email message will also be sent to all owners for whom we have a valid email address.
6. Email reminders (attached) will be sent one and two weeks after the original mailings to all of the owners who have not responded.
7. After three weeks, SVCA will send a second USPS letter (attached) and email to property owners who have not responded. This communication will emphasize the deadline for responding and let them know that, if we don't hear from them, SVCA will assume that the property is a rental and begin to assess fines for non-compliance.
8. After three weeks, administrative staff will also begin calling non-responding owners.
9. Once we know that a property is a rental, we will send a registration packet that includes a registration form and general information about the process (documents attached).
10. As registration forms are received, they will be placed in a physical file and added to an online database that is accessible to administrative staff and SVCA Security. The database will include the property address, division and lot, the 24hr contact for management of the property, the owner's name & contact information, the property manager's name & contact information, the type of rental, the tenants' name & contact information (for long term rentals), and the date of registration/annual renewal.
11. Train Security on use of online database and the process for informing property management contacts of tenant issues.

Ongoing Registration Process

1. One month before the annual renewal of registration, SVCA will send a letter and an email to the owners of rental properties asking them to update their information. Reminders will be sent at one and two weeks after the initial letter. Calls will be made at three weeks.
2. If property owners do not respond to either let us know that their property is no longer a rental or to update their registration information, fines for non-compliance will be assessed.
3. When a property is sold, SVCA will contact the new property owner to determine if the property is a rental. If it is, a registration packet will be sent and follow up will be conducted until the property has been appropriately registered.

Proposed Schedule for Implementation

Activity	Date
Publish article in the Views	April
Send initial letters	April 20
First reminders sent	April 27
Second reminders sent	May 4
Begin reminder calls	May 11
Begin assessing non-compliance fines	May 25
Begin follow up with new owners (start ongoing process)	June 1

Registration

Providing contact information is important, but it is not the only purpose of registering a rental property. The activities associated with registering a rental property vary by the type of rental:

Long-Term Rental

Owner	SVCA
Provide a copy of the lease agreement in force for the property	Enter the property into the rental status database
Identify the start and end dates of the lease	Send appropriate renewal reminders
Acknowledge that the property owner retains responsibility for their tenant's compliance with SVCA Rules & Regulations (R&Rs)	Inspect the property for AC policy violations and inform property owner
State whether membership privileges are retained by the property owner or granted to the tenant	Identify parking capacity and enter into database
Pay registration fee	Collect registration fee
	Send copy of New Resident Welcome Packet for tenant, to ensure they are aware of SVCA R&Rs and other resources

Short-Term Rental

Owner	SVCA
Identify which platform they use to manage their rental	Enter the property into the rental status database
Provide a copy of their property listing	Send appropriate renewal reminders
Describe the arrangements they have set up for trash removal, cleaning, and 24/7 contact	Inspect the property for AC policy violations and inform property owner

	Verify property owner has a valid CUP
Decide whether they want their property to be listed on SVCA's website, by address, as a short-term rental with a link to their online listing	Identify parking capacity and enter into database
Acknowledge that the property owner retains responsibility for their tenant's compliance with SVCA Rules & Regulations (R&Rs)	Add to SVCA short-term rental list on website (if appropriate)
Pay registration fee	Collect registration fee
	Provide owner with SVCA Guest Guidelines Poster and SVCA Visitor's Guide flyers

Registration Fee

The costs associated with this program are:

- Initial set-up \$5,000
- Annual Administrative Support \$17,680
- Materials/Postage (annually) \$5,500
- Site Inspection \$250/property (500 x \$250 = \$125,000)

Assuming that 500 properties will be registered as rentals, we estimate that a registration fee of \$300 per year, per property, will cover Association costs.

If the board would like SVCA Security to audit compliance on rental properties daily, the registration fee should increase to \$350 per year, to cover the additional cost.

Additionally, I propose that SVCA make overflow parking available to the owners of STRs: a parking pass would be issued to each requesting STR; a sequence number on the pass would identify the property it belongs to; tenants would place the pass on the dashboard when they park in the golf lot; each night the pass was used the property owner would be charged \$15. The original pass would be free; replacement passes would be charged at \$10.

Fines for Violations

The following fines for violations are relevant to rental properties:

Current:

- Failure to provide tenant information \$100 + \$10 per day

Proposed:

- Parking outside an approved spot \$40 for 1st occurrence/\$80 for 2nd occurrence

Motion

1. I move that the Board of Directors approve the proposed processes for initial and ongoing registration.
2. I move that the Board of Directors approve the proposed registration fee of \$350 per property, per year.
3. I move that the Board of Directors approve the proposed fine of \$40, 1st occurrence, and \$80, 2nd occurrence, for parking at a rental property outside of an approved spot.

Approvals

Motion 1:

Approved: _____ Not Approved: _____ SVCA Board of Directors

Motion 2:

Approved: _____ Not Approved: _____ SVCA Board of Directors

Motion 3:

Approved: _____ Not Approved: _____ SVCA Board of Directors

Signed: _____ Date: _____

Keith McLean, Board President