

From: Shelley Hunter <quincyfeatherbedinn@gmail.com>
Sent: Monday, November 3, 2025 11:58 AM
To: Clerk of the Board - Shared Mailbox
Subject: Protest of Plumas County Tourism Renewal

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November 3, 2025

Quincy Feather Bed Inn, Inc.
542 Jackson Street
Quincy, CA 95971

Dear Honorable Board of Supervisors,

I am writing in protest of the continuation of the Plumas County Tourism (PCT) for 10 years at a 3% assessment fee.

I was a founding board member of this tourism association five years ago, with the understanding that not all of Plumas County was on board for paying the assessment fee. But it was my hope that the entire county would eventually pay the assessed fee to promote tourism because it is impossible to advertise and promote only a fraction of the county. Plumas County Tourism has an obligation to provide a direct benefit to those paying the assessment. I don't think this is working out as intended. While I have had my differences with PCT regarding branding and advertising, what it really comes down to is that it is not fair to ask a portion of lodging providers to shoulder the cost of tourism for 10 years, at 3% while others don't have to pay anything.

Adding to this disappointment, there are a plethora of short term rentals that are not paying the assessment, but have benefited from PCT promotions. And there are no county regulations in place putting any restrictions on the number and location of short term rentals that are eating into our occupancy rate and taking away rentals for the workers of this county.

I received the Marketing Plan from PCT with an attached list of businesses paying the assessment. The list is woefully lacking in information, lacking the name of a business, name of owner/manager and business location. I understand this list came from the tax collector's office. I recollect the tax collector's office receiving \$20k for software to assist them with collection of TOT and the 2% assessment. There are people who have moved, no longer alive, listed on this list. How can we trust that the county itself is collecting the proper amount of TOT and the 2% fee? How can we trust that the percentages of those that have signed the petition represent 54% based on this seriously flawed list?

What I would like to see is a portion of our TOT dollars used to fund the visitors HUB, now operating on Main St., Quincy. The county should sell the Lawrence St. house and use that for funding chambers and visitors centers that are already in place and functioning. I would also like to see the county develop a strategic plan regarding short term rentals.

My vote is to reject funding PCT for 10 years at 3%. It is an inequitable burden on a small portion of county businesses to fund tourism for the whole county.

Sincerely,

Shelley Hunter
Owner/Quincy Feather Bed Inn, Inc.

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Shelley Hunter

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