

Hello Ann Balloni--

My name is Will Cooke. I am writing to you from my home Washington, DC, but for 35 years I was an automobile dealer in Ithaca, NY (Bill Cooke Imports, Inc. and Bill Cooke Chevrolet-Cadillac, Inc.). As a businessman, I appreciate the responsibilities and obligations that fall to a municipal body like the Aurora Village Board of Trustees. Without the work that such boards perform -- work usually taken for granted by the public -- our villages, towns, cities would be vastly poorer places to live.

Still, I wish to raise my voice in unequivocal support of Jacci & Virgil Farlow, owners of AuroraMainStays. They feel that the proposed Short Term Rental Law will decimate their business. I am unfamiliar with the proposals themselves, but having known (and done business with) Jacci for more than 30 years, I must take her at her word.

I urge the board, in the strongest possible terms, to reconsider enacting any measures that would damage their business. Crippling AuroraMainStays would also undoubtedly set off a negative chain reaction for most other businesses in the village. No one wants that.

I base my strong support of AuroraMainStays on the excellent experience our family had with them two summers ago. Our family party in the village necessitated our renting two homes from Jacci for a long weekend. My entire family (children, brothers and sisters, in-laws, nieces, nephews, and grandchildren) all descended on Aurora for a wonderfully memorable adventure -- all handled with superb professionalism by Jacci and Virgil. Any small issue that came up (lock-out, air conditioning) was handled by Jacci in a few minutes. The homes themselves were exactly as they had described them: clean, well-stocked and inviting. While I have no numbers, I am certain that several shops along the main street profited handsomely from the onslaught of my family. The location of both homes made it easy for us to be together (the point of the gathering).....and always right on the lake! I know of no other commercial option that could offer all this at the price. I anticipate that we will come back as long as we can, and AuroraMainStays will be "first call".

In my view, the work of AuroraMainStays is not only crucial to the health of the village, but also to the binding together of families. Do not impair AuroraMainStays, one of the village's most valuable resources.

Sincerely,
William E. Cooke

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