

LANDLORD CONFERENCE SUMMARY

October 18, 2006

Dr. Laurie Wilson, BYU Department of Communications was the keynote speaker. Her topic; “A Strategic Approach to Public Relations and Communications.” She discussed some key points that will greatly improve the way we communicate effectively. The focus of the discussion was “accomplishing what we want to get done through following some important guidelines.”

- First, it is important to build relationships. Dr. Wilson said that “people are more likely to respond positively when the communicator has made an effort to build a long –term, trust-based relationship. These relationships are based on critical values; such as: people matter, service, sincerity, personal safety and health, respect and quality of life.”
- Second, we need to analyze people’s self interests, what and who influence them. “People don’t do what you want them to do just because you want them to do it. You must make it in their self-interest to do what you want them to do.”
- Third, the message we want to convey must be in the language or terminology people will understand. The problem is what we meant is not what others hear. It is important that we communicate in words and language that convey the meaning of what we want to accomplish. According to Dr. Wilson, this analytical process works in any given situation as we deal with students, co-workers, children and family.

Gary McGinn, Director of Provo City Community Development answered a variety of questions regarding Zoning codes (what is and what is not approved) and the requirement to obtain a Business License.

He made it clear that BYU and Provo City are not the same entity; therefore, landlords must not assume that just because BYU approves something, it is okay with Provo City or visa-versa. He stressed the importance of securing a Business License and the Zoning Verification from Provo City before purchasing or building a rental facility. The difference between the two documents is that the Business License gives authorization to engage in the rental business and the Zoning Verification is Provo City’s perspective pertaining to the legal rights for the use of the property. The Zoning Verification contains occupancy restrictions and other building issues that may need corrections. Gary encouraged the landlords to get or stay involved with Provo City.

Jennifer Jensen, BYU Police Department discussed the office reports on Crime Trends in Utah County which affect BYU rental facilities. Identity theft and drug use are on the top on the list. The phone number for the Federal Trade Commission to report identity theft is 1-877-438-4338. There have been reports about individuals and teams who go around stealing from student apartments. It is important that landlords should encourage their tenants to always lock their doors at all times to prevent thefts. A suggestion about installing video surveillance systems in the rental apartments would be a great idea.

Jennifer also reported that a variety of drugs are on the rise and landlords need to be aware and pay close attention to certain signs of possible drug activities in their rental apartments. An example would be having many glass jars, toilet cleaners, needles, pipes,

spoons with burnt marks, and venting equipment to name a few. The commonly abused drugs purchased over the counter are Hydrocodone (Lortab, Vicodin), OxyCotin, Ritalin, Demerol, Robitussin, NyQuil, Xanax, Phentermine and Coricidin. A word of caution regarding methlabs is to never attempt to clean it up because it is extremely volatile and it contains poisonous airborne chemical that could be life threatening. Call the police and they will handle the situation.

OCH Q&A, the last part of the conference was the question and answer session with the Off-Campus Housing staff. Kevin Borkman, our new official who is replacing Terry Petersen who retired in August was introduced and discussed the OCH webpage. Landlords and Managers were reminded to update their facility and management information on the system whenever there is a change; their personal information such as mailing address, phone numbers, NetID, local contact information and email address. It is important that you not only do the updates online through the system, but you should also update and complete all parts of your 2007 Landlord Agreement before you send it to Off-Campus Housing.

Another important reminder is to do your Tenant Verification. If you are having problems with not being able to access the system, the reason is probably because you don't have a NetID. You must create your NetID by going to Route Y on the BYU homepage. It will prompt you for your NetID and Password or to create one. If you were at one time a BYU student, you probably have a BYU NetID already established and it may not have been activated. Call BYU Information Technology at **801-422-4000** to activate your NetID. After you create and activate your NetID, call Off-Campus Housing and tell them your NetID so we can associate you to your facility. You will then be able to access your facility information and complete the Tenant Verification.