

Meeting Minutes

HOUSING AND COMMUNITY SERVICES AGENCY OF LANE COUNTY

BOARD OF COMMISSIONERS

Location of the meeting:

Board of County Commissioners Conference Room, Public Service Building, 125 East 8th Avenue, Eugene, OR, 97401

Phone: 541.682.2506

The meeting location is wheelchair-accessible. Anyone needing special accommodations (deaf, people with hearing loss, language translation, chemical sensitivity needs, and large print copies of agenda), please make your request at least 48 hours prior to the meeting.

WEDNESDAY, FEBRUARY 15, 2017 — HOUSING AND COMMUNITY SERVICES AGENCY

(2:30 p.m.) (Board of County Commissioners Conference Room)

1. ADJUSTMENTS TO THE AGENDA

None

2. COMMISSIONERS' BUSINESS

Board Chair Char Reavis is unable to attend, Vice Chair Commissioner Jay Bozievich will chair the meeting.

Commissioner Pete Sorensen is participating via phone.

Commissioner Dewanda McKinley is absent.

3. #PUBLIC COMMENTS

None

4. COMMISSIONERS' RESPONSE TO PUBLIC COMMENTS AND/OR OTHER

ISSUES AND REMONSTRANCE

None

5. EMERGENCY BUSINESS

None

6. ADMINISTRATION

A. Approval of Minutes: 01/25/2017

Minutes approved unanimously

- B. ORDER 17-02-15-01H/ In the Matter of Authorizing the Formation of RB Manager LLC and Richardson Bridge LLC for the purpose of rehabilitating Richardson Bridge Apartments (Steve Ochs, Real Estate Development Director)

Steve Ochs: As you know we have applied for rehabilitation of Richardson Bridge, we received OHCS funding for Low Income Tax Credits (LIHTC). Recently the tax credits have taken a dive and many OHCS awarded projects are experiencing issues. In order to start our financing process we have to establish an LLC for the project. We are requesting that you approve of this LLC formation.

OHCS released news that there will be no 2017 NOFA, and no new tax credits, they decided to fund projects which have not scored so well in this past round.

This financing process would re-syndicate Richardson Bridge.

Commissioner Sid Leiken: Discloses US Bank conflict of interest, it's not a financial gain conflict but, just to be safe he will recuse himself from the vote.

Commissioner Jay Bozievich: We need to talk about the tax credits. It would be good to have informative discussion item at the next board meeting regarding low income housing tax credits.

***The motion to approve the order 17-02-15-01H is passed
Board order is approved unanimously
Commissioner Sid Leiken recuses himself from the vote***

- C. ORDER 17-02-15-02H/ In the Matter of Authorizing the Development and Financing of Richardson Bridge Apartments Affordable Housing Development. (Steve Ochs, Real Estate Development Director)

Steve Ochs: the proposal we did received is great considering the current market conditions, the offer is for 86 cents per 1\$ of tax credit. We are requesting that the board authorizes the development and financing of Richardson Bridge Apartments.

Commissioner Faye Stewart has HACSA chosen the construction company?

Steve Ochs: Yes the contract was awarded to Meili Construction.

Commissioner Sid Leiken just to be safe he will recuse himself from the vote.

***The motion to approve the order 17-02-15-01H is passed
Board order is approved unanimously
Commissioner Sid Leiken recuses himself from the vote***

- D. Discussion Only/ Introduction to VERB Marketing + PR and the Rebranding and Renaming Process (Jacob Fox, Executive Director, and Cathy Hamilton, VERB President)

Jacob Fox: This board item requires no action. We wanted to introduce you to our contractor VERB Marketing + PR. As part of our rebranding and renaming process we will have the opportunity to educate the community and increase public outreach. Cathy Hamilton and Katie Parentice from VERB are with us today.

Cathy Hamilton: We are very excited to be on this job. The comprehension of what HACSA does is not well understood in the community. Our approach to brand: this is not just a logo, not just a name; the brand is setting a tone for what the organization does. When it is all said and done one single vision, language to tell the HACSA story more completely, there is a lot that HACSA does that people don't understand.

There are different things happening, the face of affordable housing, and the roles the housing authorities play.

The rebranding process will include a wide array of interactions. We will talk with various stakeholders, employees, community leaders that might interface with HACSA, the list of stakeholders is in the handout. Employees are a huge piece of our work; each group will be queried differently. We will use a qualitative survey to start the language process development. We will be setting up individual one on one meetings with board members.

Jacob: We are also working on a "Why document" that will help us explain the reasons why it is important for HACSA to undergo a rebranding process, and why we are doing all this work.

Cathy: This process will also result in a Brand plan, that will help guide the organization on how it relates to other providers in Lane County.

Commissioner Sid Leiken: I am really pleased that Verb has this contract, I remember Ray Davis in 1995 and his transformation of the South Umpqua State Bank, and the importance he put on branding. It was so crucial to Umpqua Bank's success. We don't have an elevator speech right now, that people would walk away thinking oh I get it... this is a service delivery agency.

Commissioner Pat Farr: I was involved in developing a couple of brands hardware store Jerry's, Food for Lane County, we all have heard of them because they are strong brands. This is great.

Cathy Hamilton: There are so many audiences involved for HACSA, we will have the greatest opportunity for turn around. A brand will provide consistency and completeness.

Commissioner Jay Bozievich : I would ask that we wrap the strategic plan into this work.

Commissioner Pete Sorensen: I wanted to raise another facet of this transition. I want to hear your perspective, how much it is the message, and how much it is the repetition of the message, marketing their customer services, distinguish the message, promoting what we do.

Cathy Hamilton: This is why you want to do a brand, so consistency is automatically there, and across multiple channels in multiply media, it has a multiplier effect, so it is a package deal, how does it get put to use, is it done consistently, style guide, having that brand plan, visual language, verbal language and tactical instructions, we don't anticipate resistance to brand change, employees will follow.

Commissioner Sid Leiken: We are a public body, we have Jacob, the branding efforts reflect where we are with the leadership, this is a more energetic top Executive leadership than we had in a while, it is great to reflect on Jacob and Valerie, and understand the enthusiasm of working here. The brand has to fit the energy of the leadership.

Cathy Hamilton: Exactly, it needs to feel natural and aspirational, because you are moving forward, wanting to do more not retreat, reflect that this is a progressive group, meeting the needs of the community, I am loving that there is this much discussion. I look forward to meeting with all of you.

Katie Parentice: we are growing; the service is a full circle all the way down to the people that are being served. Move up and out.

Jacob: we want to excite new employees, the education will happen and the culture shift will be a result of this process.

7. EXECUTIVE SESSION as per ORS 192.660

(BCC Conference Room)

8. OTHER BUSINESS

Adjourn