

# 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 8<sup>th</sup> 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.

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## WEDNESDAY, JUNE 28, 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

*Commissioner Char Reavis is participating in the meeting via phone*

### 3. #PUBLIC COMMENTS

*None*

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

### ISSUES AND REMONSTRANCE

*None*

### 5. EMERGENCY BUSINESS

*None*

### 6. ADMINISTRATION

#### A. HACSA Staff recognition: Excellence Awards Recipients

JF: Our most valuable assets are our employees, the board hears a lot from me. In the past we did not have a way to recognize employees. In the last year we started two

different types of awards. Excellence and spotlight awards, they are quarterly awarded for outstanding performance to an employee from each office location, at the end of the year there is one final selection. Today we are starting a new tradition and introducing the Excellence Award Recipients to HACSA board, please welcome Mariley and Stacey. Their supervisors are here to talk about their excellent work performance.

Steve Jole: Mariley has been great help in the Weatherization Department. She came up with this data system; she took initiative to talk to other agencies on how to best do it. As a supervisor you are always receiving complements on new solutions like the data system but I have to admit that it is all because of Mariley and her ideas. Thank you for all that you do.

Jeff: I wanted to share with you some of the feedback I received about Stacy. Stacy is a rock star in terms of customer service. She is always focused on the big picture. She is a role model for others, as a new supervisor, in working with Stacy she helped me transition in the new role, Stacy is the last line of defense, what I appreciate about Stacy, helpful attitude, every week there is a need for her help, Stacy is a huge resource, and I want to thank you for all your great work.

B. Approval of Minutes: 05/24/2017

*Motion to approve minutes Commissioner Leiken, Seconded by Commissioner Pat Farr. Motion passes unanimously.*

C. Discussion Only/ Rebranding and Renaming Update (Jacob Fox, Executive Director, Cathy Hamilton Principal Verb Marketing +PR)

JF: Cathy will present a quick overview of the process, we are just excited to continue sharing the positive impact we have in the community, the input we received from our employees will inform our direction as an agency going forward. The document we provided helps you see the process, primary research, through taking the survey, and speaking with Cathy in a one on one format.

Cathy Hamilton: we send surveys to residents, and employees, we were able to dive into them differently, particular areas and assumptions that we had, it provided a lots of inside into the future brand plan. One of the main things to share is that employees are in sync with customers that they are serving when comparing their responses. We had a special session with the communications committee, incredibly

helpful, we spoke with them one afternoon, we have met with all staff in a formal capacity, Verb participated in Leadership Team discussions periodically, the core project team is meeting on a very regular basis.

The new name will introduce consistency, it will be accessible to all demographic groups, keeping it simple, strategically most important piece, all the work we have done, and industry work, decoding the messages that don't work in affordable housing, result in the recommendations for the right name, the name should also represent where you will be in five years, these are aspirational objectives in front of you, we are looking five years out, to become more and more important to the community. All of us had the different discussions, how to address the community organization, how governmental should it be? the name will position housing as essential, critical, warm and welcoming. Positive and constructive, contrary to HACSA, the services piece is not surfacing in our surveys; the new name will show HACSA as more than just buildings so the service piece is more visible. The name should suggest community ownership, avoid us vs. them. How will we know that we have succeeded? We will be known to the community as the main source for affordable housing. Expectations of the agency, what brand is, what are you going to get in your service. The agency can rally and fulfill behind a brand. Not just a name.

JF: I wanted to share examples of my experience when Housing Works, and Home Forward changed their names, everyone was called a housing authority back then and this was a surprise, similar experience in Portland, they are now known state wide as the largest affordable housing, people understand you in a different way. Just adding different context to the decision process on why would we do this.

Commissioner Jay Bozievich: This is great, appreciate that you have this opportunity!

D. ORDER 17-06-28-01H /In the Matter of Approving the Submission of the Annual Agency Plan for the Fiscal Year beginning October 1, 2017 (Jacob Fox, Executive Director)

JF: This item is the annual plan approval. This is one of the standard HUD requirements. This is an extensive process, we provide opportunity for public comment, we get most of our input through the Resident Advisory Board, the most input we received this year, is pertaining to the new smoking rule, HACSA was early in following the rule. Since many of our residents smoke, there is a balance we tried to strike. Many of our properties will go to smoke free properties only. JF introduces Wesley Lucas who was coordinating the PHA plan submission to HUD

Commissioner Farr: what happens when you can't smoke, mitigation, I am in favor of this, we have to bear in mind what is the adverse effect on immediate neighbors.

Jacob: we just partnered with Sheltercare, we will have staff training opportunities on how to and help address behaviors that could result in eviction.

Commissioner Char Reavis: what is the distance in the HUD rule currently?

Wesley will look for clarification.

*Motion to approve item 17-06-28-01H by Commissioner Leiken, Seconded by Commissioner Pat Farr. Motion passes unanimously.*

## **7. EXECUTIVE SESSION as per ORS 192.660**

(BCC Conference Room)

### **a) Executive Session 1**

"On June 28th, 2017, the HACSA Board will hold an executive Session pursuant to ORS 192.660(2)(e), to conduct deliberations with persons designated by the HACSA Board of Commissioners to negotiate real property transactions.

## **6. ADMINISTRATION CONTINUED**

### **E. ORDER 17-05-28-02H /In the Matter of Authorizing the Executive Director or his Designee to execute financing for purchase of the new administrative building**

Valerie Warner: we have contracted with financial advisors to help with this RFP, the chosen offer is from a public financing firm in North Carolina.

The terms were flexible. No prepayment. Excellent bid. We had to hire a bond counsel, which requires another RFP we already have responses to that one as well. The financing terms extend through the end of September with works with our timeline.

*Motion to approve item 17-06-28-01H by Commissioner Leiken, Seconded by Commissioner Williams.*

Commissioner Leiken: I just wanted to say thank you job well done, this building is in a prime location for your needs, it releases another attractive property to commercial or hospitality use, the due diligence performed does say that great job and even the passage of the time, still this is a really nice rate for financing.

*Vote*

*Motion passes unanimously.*

F. REPORT/ Semi - Annual Implementation Review of the HACSA Strategic Plan 2016-2018 (Jacob Fox, Executive Director)

Big highlights communications improvements, the rebranding process taking off, social media channels and more pro-active internal communication.

From the development side: continuing with RAD Richardson Bridge rehab, sales of the 12 homes, first opportunity in the RAD program, we will reinvest proceeds in creating and preserving affordable housing.

Finance and Accounting systems improvements, small nuance things but extremely important, I would like to thank Valerie for that. The new building and general operations improvements are also big highlights of strategic plan accomplishments in the last six months.

Commissioner Williams: bringing up the houses for sale as part of RAD is great news; the subject of affordable housing has come up in almost every meeting I am participating in and also the lack of affordable houses up for sale in our area.

G. REPORT/ HACSA 2018 budget calendar and enhancements to budget process (Valerie Warner, Deputy Director)

VW: Every year it is my intention to make our budget process better, our budget process is so complex, we get new grants, in a fiscal climate like this, what we are planning to do in 2018 is to do a long range financial plan for the agency. We will bring you a budget work session that will details some of the work that will be carried out in the next few months. We wanted to share with you our budget calendar ahead of the work session so you can see all the different complexities of our budget process.

#### H. Discussion Only/Update on the Impact of Federal Funding Changes to HACSA's Major Federal Programs (Valerie Warner, Deputy Director)

VW: We wanted to update you on what HUD is doing in terms of the budget financing, the HUD pro-ration has a different formula on how much money we need to pay for our programs, typically, 99% or 100% for housing assistance payment, the S8 admin fee is about 2 million dollars a year. Last year we were around 84% pro-ration FY17 they have advised us to expect about 77%, we are sitting on a very large reserve in the Section 8 program, but that can't be used in our other programs. The public housing operating subsidy this year it is dropping significantly. The public housing operating reserve is very low to start with this cut will erode this balance even more. Our operations are even better. More details about all of this at your budget work session.

### **8. OTHER BUSINESS**

Adjourn