



**Community Development Authority
Meeting Agenda
Tuesday, August 10, 2021 at 9:00 a.m.
via teleconference**

Join Zoom Meeting: <https://zoom.us/j/91513737298>

You may also join the meeting via toll free phone number: 1-312-626-6799

Meeting ID: 915 1373 7298

1. Call to order.
2. Consider July 9, 2021 meeting minutes.
3. Presentation – Affordable Housing, Co-presented by Gina Stilp, Executive Director - Zilber Family Foundation and the Chair - Community Development Alliance and Teig Whaley-Smith, Project Manager, for the Collective Affordable Housing Plan led by CDA and its partners.
4. CDA Q2 Financial Report.
5. Update on project page for educational series: [The Role of Suburbs in Creating a Diverse and Inclusive Region: Spotlight on Housing](#) .
6. Next meeting: Tuesday, September 14, 2021 – 6:30 p.m. via zoom
Presentation: [Affordable Housing 101: What You Need To Know About Affordable Housing](#)
***Registration required via the program link above.
Opportunities and Challenge
Presenters: Reggie Jackson, Nurturing Diversity Partners
7. Adjournment.

DATED at Shorewood, Wisconsin, this 5th of August, 2021 at 4:00 p.m.

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC, Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals



Community Development Authority
Meeting Minutes
Friday, July 9, 2021 at 8:30 a.m.
via Tele/Video-Conference

DRAFT

Present: Chair Peter Hammond, Jessica Carpenter, Michal Dawson, Tr. Arthur Ircink, Jon Krouse, Joe LeSage, and Tr. Stokebrand

Also present: President Ann McKaig, Tr. Tammy Bockhorst, Isaac Rowlett, Milwaukee County Director of Strategic Planning; Jeff Roman, Milwaukee County Director of the Office of African American Affairs; Village Manager Rebecca Ewald; and Planning & Development Director Bart Griepentrog

1. Call to order.

The meeting was called to order at 8:32 am.

2. Consider June 4, 2021 meeting minutes.

Mr. Krouse motioned to approve the minutes as drafted; seconded by Tr. Stokebrand. Vote 7-0.

3. Presentation – Milwaukee County’s Strategic Plan for Equity

Village Manager Ewald introduced Isaac Rowlett, Milwaukee County Director of Strategic Planning and Jeff Roman, Milwaukee County Director of the Office of African American Affairs.

Mr. Rowlett provided an overview of Milwaukee County’s Strategic Plan. He noted that in 2019 Milwaukee County became the first jurisdiction in the United States to recognize racism as a public health crisis. Since that time, over 190 local governments, including the cities of Milwaukee and Cudahy, have followed suit. This public health crisis was declared at the same time when Milwaukee County was developing its first strategic plan in 20 years. He noted that health outcomes were measured through quality of life, life expectancy and health disparities. Based on those indicators, Milwaukee County is in the bottom quartile of counties in Wisconsin. Milwaukee County experiences higher rates of chronic disease than its adjacent counties. He noted this was connected to racial disparities. He shared that on average a white person in Milwaukee County will live 14 years longer than a black person, and the infant mortality rate for white people is 4.9 (per 1,000 births) compared to 13.1 for black people. He stated that County leaders and other stakeholders recognized this as unacceptable and in order to advance the County’s Mission of ‘enhancing the quality of life through great public service’ needed to understand the role they play in advancing health and resolving racial disparities.

Mr. Rowlett said that Milwaukee County started on a journey to understand the history of government and race. He noted that 97% of County employees have participated in racial equity workshops, which provided background as to how we got to where we are through centuries of systemic and intentional decisions. He noted that training included information on how racism had historically been explicit, including housing segregation through “red lining.” He also shared that once discrimination became illegal, its impacts remained through the numerous, additional barriers that remained for women and persons of color. He stated that the alternative was to be proactively for racial equity, which would benefit everyone. He provided an example from Angela Glover Blackwell of how curb cuts were

designed for specific users, but ultimately benefit all. He noted the differences of equality versus equity.

Mr. Rowlett shared that Milwaukee County's Vision is that 'by achieving racial equity, Milwaukee County is the healthiest county in Wisconsin.' He noted that it was neither overly ambitious nor impossible, stating that ZIP code areas within Milwaukee County's north shore communities already have a higher life expectancy than any county in the state.

Mr. Rowlett noted the County's Values included inclusion, influence, and integrity. They actively seek diverse perspectives when making decisions. They collectively use their power to positively impact their community. They do the right thing even when no one is looking.

Mr. Rowlett summarized that the Strategic Plan is divided into three focus areas: 1. Creating Intentional Inclusion, 2. Bridging the Gap, and 3. Investing in Equity. There were three objectives listed with each focus area.

- 1A. Reflect the full diversity of the County at every level of County Government.
- 1B. Create and nurture an inclusive culture across the County.
- 1C. Increase the number of County contracts awarded to minority and women-owned businesses.

- 2A. Determine what, where and how we deliver services based on the resolution of health disparities.
- 2B. Break down silos across County government to maximize access to and quality of services offered.
- 2C. Apply a racial equity lens to all decisions.

- 3A. Invest "upstream" to address root causes of health disparities.
- 3B. Enhance the County's fiscal health and sustainability.
- 3C. Dismantle barriers to diverse and inclusive communities.

Mr. Rowlett turned the presentation over to Mr. Roman to broaden discussion of 2C and 3C. Mr. Roman noted that Leanne Delsart, the project manager for the 3C 'Dismantle barriers to diverse and inclusive communities' objective, was also present.

Mr. Roman noted that racial equity is at the forefront of all the work being discussed. He noted that he was the executive sponsor for the 2C racial equity lens team. He noted that in their work it was critical to identify a shared definition, language, and concepts to ground the work. He shared that their broad definition of racial equity is the just and fair inclusion of people of color in a society where all people can participate, prosper, and reach their full potential.

Mr. Roman moved on to discuss 3C dismantling barriers to diverse and inclusive communities. He stated that unlike the eight other objectives, this one was not exclusively internally focused. He noted that other partners were being invited to engage in this conversation and develop recommendations. He noted that there were two specific drivers within this objective: to increase the quality of life and opportunity for people of color in the core of the city, address the barriers to inclusion and access to opportunities in suburban areas. He noted that the group had developed three goals: Identifying barriers and putting forward recommendations to move the needle, Creating welcoming spaces inside and outside of the city core in suburban areas, and Actualizing the influence of Milwaukee County and its municipal partners to be able to influence the policies and decision making practices.

Mr. Roman noted an appreciation for the leadership of Shorewood in demonstrating how other communities can do this work. He stated that racial equity is not a City of Milwaukee problem and that it takes proactive leadership from all of Milwaukee County's communities to address the issue.

Chair Hammond thanked both speakers for their presentations. He questioned if outside groups were being incorporated into these discussions as well. Mr. Rowlett confirmed that many other groups and organizations were involved, and specifically referenced the work of the YWCA in providing training on unlearning racism and Nurturing Diversity Partners who provided management training on how to maximize diversity in hiring and fostering an inclusive culture.

Chair Hammond noted the challenges of extending a TID for the purposes of affordable housing without many examples to reference. He noted a need to be transparent with the process and learn with the community. He questioned how the County could be used as a reference or for support, particularly on action or implementation steps. Mr. Rowlett deferred the question to Aaron Hertzberg, Milwaukee County's Director of the Department of Administrative Services and former Director of Economic Development. Mr. Hertzberg noted that the TID extension was a big and important first step. He noted that the law change making the extension available was relatively new, but that some other communities have also done it. He stated that options should be reviewed against data points. He noted that there was no timeline to expend the funds but taking the opportunity to reserve the funds when you have the chance is important. He noted that Milwaukee County is on the same journey right now and won't claim to know the answers but can provide data and context and challenge its leaders to help define the roadmap of what achieving racial equity looks like. He stated that the Shorewood needs to understand and decide where it can have impacts. Mr. Roman added that learning is part of the process and encouraged Shorewood to take its time and be intentional and thoughtful.

Ms. Carpenter referenced the work of Evanston, Illinois who has developed a program to help victims of red lining be able to purchase homes. She questioned the impact of that, which would provide a greater impact to a smaller number of people, versus subsidizing more rental units, which may impact more people, and how to figure out which to prioritize. Mr. LeSage noted his preliminary analysis suggests that to move Shorewood's affordable housing stock from its existing 5.6% proportion to 6.0% that 20 more units would need to be added and that to get to 7% approximately 100 units would need to be added. But in order to make that meaningful change, more investment and partners would be needed to leverage what it has reserved. Mr. Hertzberg noted that whatever progress Shorewood decides to make is a good thing and that it may take decades to make the real progress that is needed. He suggested promoting the existing funds to the development community with layered expectations upon it. He also noted that some communities have targeted their funds towards improving the quality of their existing affordable housing stock.

Tr. Stokebrand noted integration to be a goal but questioned how to make integration part of an affordable housing strategy without violating federal non-discrimination laws. Mr. Roman noted that it was a good question and that legal departments would need to be consulted. Mr. Hertzberg noted that question could be asked about a lot of issues, including hiring practices. He noted that being intentional on writing job descriptions, reviewing resumes and assembling hiring panels is important to understanding whether or not any signals are being sent to communities that make them feel excluded or uncomfortable. Kori Schneider Peragine of the Metropolitan Milwaukee Fair Housing Council (MMFHC) noted that oftentimes fair housing laws and fair housing goals do not always mesh. She stated that the MMFHC would be happy to participate in the conversation to help thread that needle in the right way without violating any fair housing laws.

President McKaig referenced the work of the Community Development Alliance with respect to access and inventory issues and suggested listening to the work they've done should help continued conversation in Shorewood. She also referenced that the Shorewood Library is working with Reggie Jackson to present an affordable housing 101 session in the fall.

Davida Amenta questioned the possibility of a multi-jurisdictional TID to support housing and economic development in Milwaukee.

Tr. Stokebrand appreciated the advice to slow down and suggested that options could be narrowed down and implemented perhaps starting in 2023. She requested that the County provide specific examples of how Shorewood can partner with them. Mr. Rowlett referenced the use of a racial equity budget tool identifying who benefits and who is burdened by budget decisions.

Chair Hammond noted that a lot of people have a vision of what an affordable housing program could look like from racial equity, to aging in place, to supportive housing for people with special needs. He stated that education and getting people on the same page is a critical first step. Once that has been accomplished, strategic concepts could be developed for implementation within the community. He appreciated that the County can be a partner in the education component.

Mr. LeSage noted that additional affordable housing will either require creation or conversion and that Shorewood is hampered by a lack of developable land. He noted that the Shorewood's western boundary is owned by Milwaukee County. He questioned if a discussion on how that land was utilized could take place. Tr. Stokebrand noted that discussion was a non-starter with the local community during the N. Wilson Dr. reconstruction project. Tr. Bockhorst noted that the discussion was politically tricky and would require a lot of partnerships, but that it will continue to come up and that there are community members who would support it. She stated that it should not be left off of the table.

Charlie DeSando of the Human Relations Commission commented on the terminology of affordable housing. He noted that it can be seen as a pejorative and should simply be referred to as housing. Chair Hammond appreciated the comment and noted a need to be cognizant of how the conversation takes place.

Davida Amenta noted that TIF has funded market-rate and luxury housing through redevelopment in the past decade that increased the village's housing stock by 5%. She noted that every development that comes through for review should be looked at as an opportunity for affordable housing.

Village Manager Ewald provided an update on Village Board activities as they related to this topic. She noted that the Village will be moving ahead on developing a strategic plan for equity, diversity and inclusion. She also noted that the Village Board agreed to make the YWCA's unlearning racism training available to employees, committees and elected officials. Funding for approximately 25 persons was on hand.

Chair Hammond referenced the recent Housing Market Study and Needs Analysis which pointed out that affordable housing options exist in Shorewood; however, they are not necessarily being occupied by persons who would qualify based on their needs. He questioned if other areas of the county had similar markets. Ms. Schneider Peragine noted that she works on trying to place families with housing vouchers and that Shorewood is a desirable location for many of those households based on its schools and safety. However, the housing authority sets a rent cap that can make it difficult for vouchers to work in higher rent markets, such as Shorewood. She suggested an incentive for landlords in Shorewood to cap their rent to make them available to existing voucher recipients. She noted that could expand the opportunity for qualifying households to attain those existing affordable units.

Tr. Stokebrand noted that transportation options relate to what makes housing affordable and that bus service from the County in Shorewood is critical. Mr. Rowlett noted that is a shared concern of the County and other municipalities.

Chair Hammond reiterated the importance of the process and acknowledging that we don't yet have the answers. He noted that it is critical to go through the process together as a community, so that we can make the decisions that need to be made. Mr. Roman encouraged the group to embrace vulnerability and be transparent and accountable within the process. He noted that giving up power is at the root of equity work. Chair Hammond noted it is important to hear as many voices as possible, including voices outside of Shorewood. Mr. Roman noted the existence of a housing advisory council for the County that includes citizen representation. Mr. Rowlett also suggested continuing conversations with the Community Development Alliance. President McKaig also noted that local expertise will also be found within the community.

4. Next Meeting: Tuesday, August 10, 2021 – 9:00 am via zoom.

Village Manager Ewald reminded the group of their next meeting, which will feature a presentation from the Community Development Alliance.

5. Adjournment.

Ms. Carpenter motioned to adjourn the meeting at 10:16 am; seconded by Mr. LeSage. Vote 7-0.

Respectfully submitted,



Bart Griepentrog, AICP
Planning & Development Director



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO THE CDA

Agenda Item: Presentation – Affordable Housing, Community Development Alliance

Date: August 10, 2021

Presenter: Rebecca Ewald, Village Manager

Department: Village Manager's Office

History – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

1. [March 15, 2021](#) – Village Board approved the extension of TID 1 for purposes of affordable housing, collaborating with Milwaukee County Office on African America Affairs and the Metropolitan Milwaukee Fair Housing Council.
2. [June 4, 2021](#) – the CDA agreed to start by educating the membership and community on the regional issue of affordable housing. Staff will be working on a series of educational presentations that will be recorded and share on the Village website so the community to learn and engage in the CDA's journey.
3. Staff anticipates outlining a list of these educational opportunities in August and anticipates them running through 2021. We are collaborating with the Shorewood Public Library, Milwaukee County, Shorewood Human Relations Commission and Senior Resource Center on development of these educational opportunities.
4. July 9, 2021 – the [CDA hosted Milwaukee County's](#) Isaac Rowlett, Director of Strategic Planning and Jeff Roman, Director of the Office of African America Affairs. They provided an overview of Milwaukee County's journey to date toward achieving racial and health equity. One component of this journey relates to the County's perspective on the topic of affordable housing.

Agenda Item Discussion – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.

Gina Stilp is the Executive Director at the Zilber Family Foundation and the chair of the Community Development Alliance. CDA is an affiliation of affordable housing funders who believe that the best way to achieve a quality affordable home for every Milwaukeean is through Collective Action. In 2021 CDA has been mobilizing affordable housing stakeholders to develop a Collective Affordable Housing Plan for Milwaukee. Partners include the City, County, State, private philanthropy, health care, private sector, and resident based organizations.

Co-presenting is Teig Whaley-Smith, Project Manager for the Collective Affordable Housing Plan led by CDA and its partners. Prior to joining CDA, Teig was the Director of Operations for Milwaukee County, responsible for Budget, Facilities, Economic Development, and other backbone operations. Prior to public service, Teig was led a small community economic development firm that developed more than \$60 million dollars of affordable housing and small business projects in Milwaukee.

Community and Business Outreach – If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.

Yes

No

If Yes, identify how and what community groups and businesses were notified.

Action Required / Recommended – *Please include the recommended motion or possible actions for this agenda item.*

No action required. The presentation will be followed by an opportunity to ask questions and comment.

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*

Community Development Authority - 2Q 2021 Financial Report

Account Number	Account Name	2018 Actual	2019 Actual	2020 Actual	YTD 6/30/21	Benchmark Budget	Notes
Revenues							
700-6800-48100	Interest Income	-	7,400	4,206	156	\$ 5,000	
700-6800-48110	Loan Interest Income	7,319	6,703	1,600	1,380	\$ 5,000	Business Loans
700-6800-48900	Miscellaneous Revenues	-	-	-	-	-	
Total Revenue		<u>7,319</u>	<u>14,103</u>	<u>5,806</u>	<u>1,536</u>	<u>10,000</u>	
Expenditures							
700-6800-52100	Program Administration Fees	7,700	7,700	7,700	7,700	\$ 7,700	Village Staff / Façade Admin
700-6800-52120	Professional Fees - Legal	-	-	-	-	2,000	
700-6800-52130	Professional Fees - Financial	7,531	130	140	-	5,000	Audit / Annual CDA report
700-6800-52920	Assessment & Planning	-	30,000	35,000	5,000	5,000	Trans. 2019, Housing 2020, TIF Policy 2021
700-6800-53120	Copy & Printing Costs	-	-	-	-	1,000	
700-6800-53130	Postage & supplies	-	-	-	-	1,000	
700-6800-53140	Communications / Education	5,909	3,055	4,000	4,000	5,000	SWTDY contributions
700-6800-54620	Loan Program costs	240	545	384	-	3,000	
700-6800-54630	Façade Program	5,935	59,428	39,271	-	-	closed in 2020
700-6800-54640	EBAP Grants	-	-	300,635	-	-	closed in 2020
700-6800-54650	Business Recruitment	3,260	2,065	-	-	8,000	BID activities ??
700-6800-54660	Developer Recruitment	585	195	-	-	2,000	BID activities ??
Total Expenditures		<u>31,160</u>	<u>103,118</u>	<u>387,130</u>	<u>16,700</u>	<u>39,700</u>	
Net Change in Fund Balance		(23,841)	(89,015)	(381,324)	(15,164)	(29,700)	
Beginning Fund Balance		1,222,436	1,198,536	1,109,521	728,197	1,109,521	
Restricted for Façade Program		309,327	249,899	-	-		
Restricted for Loan Program		623,736	629,894	631,110	632,490		
Restricted for other CDA activities		<u>265,532</u>	<u>229,728</u>	<u>97,087</u>	<u>80,543</u>		
Ending Fund Balance		<u>\$ 1,198,536</u>	<u>\$ 1,109,521</u>	<u>\$ 728,197</u>	<u>\$ 713,033</u>	<u>\$ -</u>	

Business Loan outstanding balances	241,747	\$ 107,779	\$ 94,931	\$ 73,568
Available Business Loan funds	\$ 381,989	\$ 522,115	\$ 536,179	\$ 558,922