



Community Development Authority
Meeting Minutes
Friday, June 4, 2021 at 8:30 a.m.
via Tele/Video-Conference

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

Also present: Village Manager Ewald, BID Director Steph Salvia, Katie Gnau Elder Services Advisory Board

1. Call to order.

The meeting was called to order at 8:33 am.

2. Consider March 5, 2021 meeting minutes.

Dawson motioned to approve the minutes as drafted; seconded by Lesage. Vote 6-0.

3. Annual election of CDA Chair and Vice-Chair.

Tr. Stokebrand joined the meeting. Tr. Stokebrand moved and Dawson seconded to approve Peter Hammond as Chair and Jon Krouse as Vice-Chair. Vote 7-0.

4. Update on next steps for affordable housing.

Village Manager Ewald relayed that staff has been reviewing for programs for affordable housing. Most of municipalities are larger and have more staff resources than the Village due to their size. Following the decision to extend TID 1 members of the community relayed diverse views on how the affordable housing funds should be applied and the definition of affordable. It was recommended that the CDA take a step back and educate all its members and the public on the options available prior to moving forward. Staff have met with Milwaukee County and a consortium that is working towards a County wide approach for affordable housing.

Chair Hammond requested the CDA play a hands on role as we move forward to learn about affordable housing and educate the community about the options and the process. The CDA is leading the effort, but this is a Village wide effort and we will need to narrow down the options on how to best address affordable housing in Shorewood. Funds can be used to support staff in the administration of affordable housing, as long as it the Village can document it supports affordable housing in the opinion of the Village Attorney. There is no deadline for using the estimated \$2.2 million from the closure of TID 1. One concept discussed was providing guest speakers to review their work in the area of affordable housing. This would provide an opportunity for the CDA members and community an opportunity to learn together, record the sessions and post the meetings online for viewing by the public. Chair Hammond suggested that staff provide a high level outline of our next steps without dates that outlines the proposed process.

Tr. Stokebrand questioned whether the CDA should focus on existing or new housing to be affordable. Lesage followed by noting if the CDA has a goal in mind (ex. 5% of our housing stock affordable) the CDA could look at how to achieve the goal. Everyone says they want affordable housing, but when you get into the mechanics of what that means, the community will need to assess the feasibility of the approaches to obtain the goal. Ewald noted that there is a consortium of partners in Milwaukee County

who recently determined their target groups for affordable housing over the last year. Next they will be discussing strategies to achieve their goals. Krouse noted that the looking at affordable housing from a County wide perspective makes sense. He noted that the CDA needs to keep the scope of the funds available in mind and not spend an inappropriate amount of time of this one issue, based upon what we can accomplish. A big part of the education process for the public should be acknowledging our time and other village priorities and what we can accomplish with the funds available so there are realistic expectations on how we proceed.

Lesage noted he would be curious of how many units could be created with the funds available. How many units can we buy with the funds in existing housing stock. What is the delta between what people can afford versus the asking rent rates? Answering these questions would help him evaluate next steps. Carpenter noted the CDA should be creative, noting an article from Evanston in which they were encouraging home ownership versus rental. Everyone's initial thought is subsidizing rents, but we could also support individuals who desire to purchase a home in our community. She prefers to have a larger impact on fewer people and think creatively on how the funds could work in Shorewood.

Hammond noted this is a strategic initiative of the Village Board and Milwaukee County. He expressed concern with diving into the weeds and only focusing on the \$2.2 million when we know this is a larger issue. The Village could show other communities how to do this. It's heavy lifting with more questions than answers, but if we can chunk it out, we can start developing conversations within the community. This is exciting work, but it's a big undertaking.

Tr. Stokebrand noted this doesn't have to be bricks and mortar, it could be a revolving loan program with local banks. It was noted that the Neighborhood Loan Program is currently frozen and its objective was not affordable housing. She noted we are dense, high tax, high demand, high home values. We can't provide our funds to a neighboring jurisdiction to create affordable housing, it needs to be within our boundary.

Dawson noted that it would be an embarrassment to have a listening session on affordable housing and rather felt the CDA should take some time to research and go back to the public with some options and have some discussions about the options available. Lesage volunteered his time to look at the money and flush out the numbers. He thought we would need to look at what percent our dollars could play with potential other partners in order to accomplish our goal. Could there be a non-profit to pay the taxes?

Krouse suggested creating a list of options for affordable housing. What could affordable housing be? Perhaps a subgroup could be developed to identify the options and possible costs. Ewald noted that no more than two people can meet at a time, but the group can share information with the group. It was noted she could create a shared space for links and information. Dawson agreed with Lesage's point that we don't have to be the only authors of the solution, we could find partners to help stretch our dollars where people can be served. Lesage noted a development in Evanston Illinois in partnership with Goldman Sachs. Private contributions could also be meaningful and make a difference. Tr. Stokebrand questioned whether it would be wise to reach out to the Greater Milwaukee Foundation to see if they are doing projects on affordable housing that could partner with us on our next steps so that they could provide administration of the project, as long as the project would be in the Village.

Hammond noted that a lot of this we will be creating as we go along. He expressed the desire to have the CDA learn but also have the community learn with us at the same time. Tr. Stokebrand suggested a better website for the CDA including a reading list and materials they are reviewing before their next meetings. There needs to be something beside the minutes for transparency and accountability. Dawson also suggested meeting with the consortium group soon to learn about their process. For a smaller community, this can create challenges, but it also opens the door to other solutions that may work really well.

5. CDA Q1 financial report.

Manager Ewald noted that the report has been provided for reference.

6. Adjournment.

Prior to adjournment the CDA agreed on their next meeting date, July 9. Tr. Stokebrand motioned to adjourn the meeting at 9:33 a.m.; seconded by Lesage. Vote 7-0.

Respectfully submitted,

Rebecca Ewald
Village Manager