



Housing Opportunities Commission Minutes
November 9, 2022 at 5:00 p.m.

Members Present: Betzig-Lundberg, Poser, Rogers, Chaput, Moseley, Chaput, Ross

Members Absent: Councilmember Werthmann, Filipczak, Peterson, Theisen

Staff Present: Allen, Zastoupil, Hufford, Baumgartner

1. Call to Order by Chairperson Moseley at 5:01 p.m.
2. Roll Call – Members and staff were present in Council Chambers.
3. Meeting minutes of September 14, 2022 were approved
4. Open Public Comment Period – None
5. Public Discussions

A. 2022 Work Plan

i. Ordinance & Policy Review

- **Short-Term Rental Ordinance** – Mr. Allen shared chart of STR code and statues. Outlines what municipalities can and can't do. Reviewed a walkthrough of host compliance software, data it includes, and process to identify STRs. Mr. Allen shared a review of ordinance research. Neighborhood Associations (NAs) document submittals reviewed. Goal is end of 1st quarter 2023 for ordinance. Mr. Allen walked through ten proposed policies from NAs, but review is still occurring and some may be difficult to codify and require. Some will need review of legality.

Questions/Comments

- Clarified service uses AI to identify properties. There is some human assistance.
- What is the difference in compliance between the two examples? Compliant one went through B&B CUP process and Health Department requirements, also registered property to pay required taxes.
- Will data show how many total owners? Can pull metadata.
- Would be interesting to know if there is corporate buying of homes.
- Eventually will have public facing component.
- What constitutes short term versus long term? Can prohibit rentals for less than seven days. More than 30 days considered long-term rental.
- What would training be? Best practices, required standards, etc.
- What is rental arbitrage? Someone with a lease using property as STR.
- What is being reviewed on background checks? Discussion point, but not an expectation to be in the ordinance.
- Would there be model cities to look at? Yes, research is in process.
- Will this be part of zoning code rewrite? Plan is to have it occur prior to zoning code rewrite.
- Important to have a balance to help people visit our City and contributes to room tax. Cautioned on over-regulation.
- What is "cap on booking"? Referred back to statues allowing limits to rental days consecutive and total. Gave examples of policies in other cities.
- Would there be a difference between a rooming house and STR? "Tourist rooming house" is defined by state and health department versus "rooming house". Zoning code has requirements for rooming houses.

- Concerns about community members who may need a rental for less than 30 days or may not meet requirements for regular rentals. Rooming houses are options for specific situations.
- Concerns shared about college students who are sub-leasing for short-term periods.
- What are the next steps? Initial review with HOC of what may go into ordinance.
- Would final say be City Council? Yes, may also need to go to County Board and Plan Commission.

- ii. **Regional Housing Study** – Mr. Allen shared currently finalizing contract with consultant. Share draft schedule. Plan expected to take 6 months +/- 30 days and starting in December with analysis and engagement starting in February. Five steering committee meetings representing all communities.

Questions/Comments

- What is the deliverable? Preliminary analysis and strategy, report on engagement, and final strategy. Final strategy will be separated by three participating communities. Will have more details when contract is finalized.
- Will there be a way to preview and have input into data that will be included? Previous feedback was shared in RFP and finalists included those in proposals. Steering Committee planned to start in January.
- What is the goal for the steering committee? Sounding board, more of a technical advisory committee versus community engagement. Will be people who have some background and knowledge in housing issues. Shared proposal thoughts on Steering Committee.
- How should people reach out with interest? Send an email to Scott, Billie, and Peter.

- iii. **Funding Affordable Housing** – Mr. Allen shared CIP and Operating budgets will go forward to City Council on 11/21 and 11/22. Phase II of ARPA funds (\$4m) will move forward soon.

Questions/Comments

- None

- iv. **Regional Housing Conference** – Mr. Allen shared that keynote speaker is confirmed. Receiving feedback from speakers regarding attending virtually, expecting hybrid attendance for conference attendees (may not be recorded). Date December 1st morning conference. Carrie Makarewicz, University of Colorado – Denver confirmed for Transportation and Housing topic (*staff will share her work*). *Work group to meet again in 2 weeks.*

Questions/Comments

- Do we know how many attendees there might be, need to identify who the audience is, entire public or certain groups? Developers and builders would be an important group to attend. Possibly Housing Task Force and Momentum West previous meetings as guides for attendance. Also include City and County elected officials.
- Expectations for Commissioner attendance – what works best for each Commissioner.
- Do need some HOC volunteers at conference and set up night before
- Do Commissioners need to register – no, will share link if online.
- Share invite with City Council, County Board, and regional municipalities, townships, etc.

6. Other Business Agenda Items

A. Staff Updates

- a. Affordable Housing projects update – Mr. Allen shared below updates
- i. LIHTC projects:
 - o The Current (Phase 2) – Moving quickly with phase 2
 - o Prairie Heights Residences – Moving to building permit approvals
 - ii. Luther Lakeside Apartments – No updates from staff or commissioners. Housing Authority has 3 applications received. Other organizations have helped relocate.
 - iii. Mt. Washington – Is in Shawtown neighborhood and will be a topic in neighborhood planning process. Property is still for sale.
 - iv. Block 7 – Phoenix Parkside, 5 stories of housing, has not started construction phase.
 - v. Transfer Center – Closed session with Council this week, updates may be coming soon. Transfer Center portion is making good progress.
 - vi. SCS Eau Claire – Westside project will have 4 different buildings, approved recently. Submitted site plan approvals for Plan Commission 12/5. All multi-family at market rate or below.
 - vii. Skypark Apartments – approved through planning, but no building permits yet. Will have affordable housing units.
 - viii. Over 800 new units approved through planning process this year.
 - ix. Helen Place – Will have some affordable? Do not know rents, but will be mixed income.
 - x. P&R Properties – have low income housing component. Have planning approvals, but no building permits yet.

Questions/Comments

- Is it possible to get rent information on developments to help community know what is coming? Link to NLIHC amount for affordability, HUD affordability, Alice Report (veterans, people with disabilities, etc in data tool coming soon) and market rate
- Potential interested buyer for Mt. Washington.

7. Discussion and Direction

A. Future Agenda Items

See comments throughout minutes

- Commissioner Filipczak update on his projects
- Workplan
- Scoring criteria
- ARPA and Budgeting updates
- STR Update
- Housing Study Update
- Post-Conference Update

B. Announcements

Recognized Chair-Person Moseley who was nominated and received Realtors Association of Northwestern Wisconsin Good Neighbor Award.

8. On a motion by Commissioner Rogers and seconded by Vice-chair Chaput the meeting adjourned at 6:33 p.m.