



Housing Opportunities Commission Minutes
May 10, 2023 at 5:00 p.m.

Members Present: Rogers, Poser, Moseley, Thrun, Christopherson, Carlson, Ross, Filipczak

Members Absent: Peterson, Chaput, Betzig-Lundberg

Staff Present: Allen, Hufford, Morman, Jonathon

1. Call to Order by Chairperson Moseley at 5:01 p.m.
 2. Roll Call – Members and staff were present in Council Chambers. 5:02
 3. Meeting minutes of April 12, 2023 was approved by the following motion:

Motion to approve by Commissioner Ross, seconded by Commissioner Poser, and passed unanimously.
 4. Commissioner Moser said a thank you to Scott Allen, who will be transitioning to a role at the Regional Planning Commission.
 5. Open Public Comment Period – No one from the public came forward to speak during the Open Public Comment Period.
 6. Introduction of New Members
 1. Councilwomen Jill Christopherson
 2. David Carlson
 3. Christina Thrun
 7. Election of Officers
Chair: Commissioner Rogers nominated Commissioner Mosely, seconded by Commissioner Poser. Passed unanimously.
Vice-Chair: Commissioner Ross nominated Commissioner Chaput, seconded by Commissioner Poser. Passed unanimously.
Secretary: Commissioner Betzig-Lundberg nominated by Commissioner Poser. Passed unanimously.
 8. Public Discussions
 - A. 2023 Work Plan
 - i. **Funding Affordable Housing**
 - a. Scoring Criteria Review and Update – Ms. Hufford went over the updates HOC had made in the last meeting.
 1. Ms. Hufford explained that Economic Development does not recommend making Financial Leverage a qualifier. They did suggest including points that awarded smaller multi-unit builds as larger unit builds would not be able to meet the criteria without LIHTC because of cost.
- Questions, Comments and Revisions:**
- For Section 4: Inclusive Design, Ms. Hufford asked if HOC wanted to include duplex/twin home or tri-plex as a multi-unit home. She asked if they wanted to clarify what multi-unit meant. Commissioner Mosely explained typically multi-unit means four or more units in the development. Commissioner Ross asked if they could define each unit, rather than only defining multi-unit homes. Commissioner Poser suggested we include language such as “include but not limited to.”

- For Section 7: Development Team (Tie-Breaker), Commissioner Poser asked if they wanted to make it so if two projects are close in point-total to each other, then should it be sent to the tie-breaker (rather than in the case of an exact tie).
 - Commissioner Rogers asked if smaller projects were given more priority, or if any points were awarded for being a smaller project. Ms. Hufford said it was up to HOC if they wanted to give points for smaller projects if they find value in smaller projects. Commissioner Mosely added they have considered making another category for small homeowner projects or smaller rehabilitation projects.
 - Commissioner Rogers commented that there is a steep drop in points from Financial Leverage to Location and point totals should be closer together since Location is still quite important. Commissioner Carlson agreed, he said we want housing close to where people work and shop. Commissioner Poser suggested they move 5 points from Inclusive Design to Location.
 - Commissioner Carlson asked about supportive housing and if there is a reason why the point total is so low. Commissioner Poser said the question was around who would pay for the services, and they did not want to box out other affordable housing projects that may be needed but don't include supportive housing.
 - Commissioner Ross asked if proximity to a University was left out intentionally or if they wanted to include it in the scoring criteria. Everybody agreed to add it.
 - Commissioner Carlson asked if location would be prioritized over the supportive housing component if location is ranked so high. He said that awarding more points for supportive housing is a way to incentivize developers to seek out ways to integrate supportive housing into their projects.
 1. Ms. Hufford will make the suggested changes and come back to HOC with them next month.
- b. ARPA funding – Ms. Hufford went over ARPA proposals related to Affordable Housing that were approved in the May 9th City Council Legislative Session.
1. Land Trust seed funding-Would do an RFP, would potentially work with an organization on this. HOC would work on setting up criteria for what kind of organization to work with.
 - Commissioner Mosely asked about the difference between a land trust and a land bank. Ms. Hufford explained a land bank is where the city would buy vacant properties and then work out deals to sell them to people. Land trust could be a good option for Eau Claire due to many people making under \$75,000 a year.
 2. Community Development Corporation-Like the community foundation, we would provide seed money for private partners to match that. Proposed that 25% of money granted out, 75% used to generating funding. Staff will work with HOC on this project.
 3. Affordable Housing Fund Allocation-Funding for 2023, to cover gaps in CIP.
 - Commissioner Rogers asked if the TID expiring could fund this going forward. Ms. Hufford says Kitzie Winters can explain more of this in June.
 4. Downtown Street Ambassador Program-Providing resources for downtown businesses, residents, and those experiencing homelessness. Duties could include cleaning up downtown to providing peer support for residents and businesses.
 5. Library Security Guard-Funding to cover position until the end of 2023.
 6. Community Pass Pilot-Looking to provide transit to K-12 students and low-income individuals. Pilot period of 3 years.

7. Acquisition of Day Shelter-Start looking at places and partners. City would not own the building, but work with a partner to own the building and run it.

ii. Regional Housing Study Update

a. Steering Committee Meeting May 2

1. Commissioner Mosely updated that the contractors went through the results of the data. They believe that we are a community that is in transition, and by 2030 we will start to see a housing oversupply due to shrinking population. They suggest we start putting together ideas now on how to address that down the road.
 - Commissioner Carlson asked how much the study is influencing the trajectory of the decision making. Commissioner Mosely said they will be presenting the data to Council. Ms. Hufford explained we need to find the balance of needing to address the need now and working towards the future.
 - Commissioner Filipczak said he saw many people retiring in Eau Claire are from the Twin Cities or other areas. Ms. Hufford adds that Census data is always behind and we will keep looking at the data to catch patterns we are seeing now.
 - Commissioner Rogers explained that we are behind in the housing we need right now and we need to catch up still before looking at something 7 years down the line. He also says we are not growing as fast as other cities in the country but looking at Wisconsin the rural areas are shrinking and seem to be coming to Eau Claire; he said that there are things happening in the community to address that.
 - Commissioner Thrun said she wants to learn more about the data and the background research on that due to the trends she has seen.
 - Commissioner Mosely asked when the report is released, Ms. Hufford said it will be presented to Council on June 13th.

iii. 2023 Housing Conference

- a. November 1, 2023
- b. Topics
 1. Realtor's Association
 2. Builder's Association
 3. Zoning Code Update – What and Why
- c. Location
 1. UWEC
 - a. Mr. Allen says the UWEC location is set.
- d. Sub-Committee Assignments
 1. Sponsors
 - a. Commissioners Christopherson and Carlson on this group.
 2. Topics and Agenda
 - a. Commissioners Betzig-Lundberg, Rogers, and Thrun on this group.

6. Other Business Agenda Items

A. Staff Updates

i. 2023 Housing Development

- a. 11 single or two-family home permits-down from last year
- b. 3 multi-unit projects so far-last year we had 30 total units, so more units this year than last.

- c. Ms. Hufford noted that single- and two-family housing is quite down from last year.
- ii. **Affordable Housing projects update** – Ms. Hufford shared the below updates:
 - a. LIHTC projects: The Eddy (Phase 2); Prairie Heights Residences
 - June 15th ground breaking
 - b. Luther Lakeside Apartments
 - Closes July 31st, between 4-6 people still there. Plan in place for remaining residents.
 - c. Block 7 (Phoenix Parkside II)
 - No Update
 - d. Transit Transfer Center
 - No Update
 - e. SCS Eau Claire
 - The plats of Phase 4 & Phase 5 have been approved by Council.
 - f. Station 955
 - No Update
 - g. Sunnyvale Acres
 - No Update
 - h. Grace Lutheran
 - Moseley noted that there were some delays due to asbestos and other things.
 - i. Sky Park Apartments
 - j. Other
 - Prairie Heights will have its groundbreaking on July 15th.

7. Discussion and Direction

A. Future Agenda Items

- a. By-law update – virtual meetings – June
- b. Potential ARPA Projects
- c. Land Trusts
- d. AARP Community for All Ages
- e. TIDs, CIP, and other sources for funding affordable housing – Kitzie Winters, Finance Director
- f. ALICE Report overview from United Way
- g. Incentives for Affordable Housing – Aaron White, Economic Development Manager
- h. Zoning Rewrite

Comments

- i. Commissioner Poser asked if there was a way we can get updates from staff of other projects that HOC has worked on.

B. Announcements

- a. Home for Everyone Conference coming up, Ms. Hufford says if anybody wants to go to let her know.
- b. Commissioner Ross said UWEC had their elections recently and their housing coordinator position has been filled. He said it will be worth reaching out to their intern to see if they want to come to these meetings.
- c. Commissioner Poser explained that she has been working on talking with different community members (landlords, business leaders, city staff) on what is not working in services/approach to ending homelessness.

8. On a motion by Commissioner Ross and seconded by Commissioner Poser the meeting adjourned at 6:43 p.m.