



**EAU CLAIRE
HOUSING
OPPORTUNITIES
COMMISSION**
**REGIONAL
HOUSING
CONFERENCE**

**WEDNESDAY, NOVEMBER 1, 2023
9:00AM - 3:00PM**

CONFERENCE SPONSORS



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**Realtors® Association of
Northwestern Wisconsin**



**EAU CLAIRE
TENANT LANDLORD
RESOURCE CENTER**

8:30 – 9:00 NETWORKING & LIGHT REFRESHMENTS

9:00 – 9:50 OPENING KEYNOTE: HOUSING ANALYTICS

- DR. KURT PAULSEN, UW-MADISON DEPARTMENT OF PLANNING & LANDSCAPE ARCHITECTURE

9:50 – 10:00 BREAK

10:00 – 10:50 SESSION 1: FUNDING LOW-INCOME & WORKFORCE HOUSING

- BILLIE HUFFORD - CITY OF EAU CLAIRE
- REPRESENTATIVE DAVID ARMSTRONG - WISCONSIN ASSEMBLY DISTRICT 75

10:50 – 11:00 BREAK

11:00 – 12:00 SESSION 2: FUNDING RESOURCES

- SUSAN BADTKE, WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION (WCWRPC)
- RAY FRENCH, WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)
- MAI XIONG, WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY (WHEDA)
- KAREN LIU-YATES, FEDERAL HOME LOAN BANK OF CHICAGO

12:00 – 1:00 LUNCH

1:00 – 1:50 SESSION 3: BREAK OUT CONVERSATIONS

- SMALL GROUP DISCUSSIONS TO LEARN WHAT VARIOUS COMMUNITIES ARE DOING TO BRING DIFFERENT TYPES OF HOUSING TO THEIR COMMUNITIES.

1:50 – 2:00 BREAK

2:00 – 2:50 SESSION 4: REGIONAL ZONING UPDATES

- ROD ESLINGERS, EAU CLAIRE COUNTY DIRECTOR OF PLANNING & DEVELOPMENT
- TAYLOR GREENWELL, CITY OF ALTOONA PLANNING DIRECTOR
- NED NOEL, CITY OF EAU CLAIRE PLANNING MANAGER

2:50 – 3:00 WRAP-UP AND ADJOURNMENT

OPENING KEYNOTE: HOUSING ANALYTICS

DR. KURT PAULSEN, AICP

Kurt Paulsen is a professor of urban planning in the Department of Planning and Landscape Architecture at the University of Wisconsin – Madison. His teaching and research focuses on housing, affordable housing finance and policy, land use, and municipal finance. In addition to his published academic research, he has authored two Dane County housing needs assessments and has chaired the City of Middleton Workforce Housing Committee. In 2019 he wrote “Falling Behind: Addressing Wisconsin’s workforce housing shortage to strengthen families, communities and our economy,” published by the Wisconsin Realtors Association. Professor Paulsen is a member of the American Institute of Certified Planners (AICP).

SESSION 1: FUNDING LOW-INCOME & WORKFORCE HOUSING

BILLIE HUFFORD

Billie Hufford is the Project Management Coordinator (Planning & Housing) for the City of Eau Claire. Billie has a background in Planning and her current position focuses on housing solutions for Eau Claire. Billie is the primary staff support for the City’s Housing Opportunities Commission and also works with various community members on topics regarding homelessness.

REPRESENTATIVE DAVID ARMSTRONG

Representative Armstrong represents the 75th District in the Wisconsin State Assembly and Executive Director of the Barron County Economic Development Corporation. Representative Armstrong introduced Act 14, a series of housing bills, that recently passed and was signed into law.

SESSION 2: FUNDING RESOURCES

SUSAN BADTKE

Susan Badtke is a Senior Planner with the West Central Wisconsin Regional Planning Commission (WCWRPC). In this role she manages a variety of community and economic development projects including housing studies and comprehensive plans throughout the 7-county RPC region. She has her Master’s Degree in Urban and Regional Planning from the University of Minnesota-Twin Cities and an undergraduate degree in Geography from the University of Wisconsin-

Madison. Prior to joining the RPC Susan was a Community Planner with the City of Fitchburg, WI for ten years and also spent time as a Planner with the Southwest Wisconsin Regional Planning Commission.

RAY FRENCH

Ray French is the Regional Economic Development Director for the Wisconsin Economic Development Corporation serving seven counties in Western Wisconsin. Prior to joining WEDC, he was a Regional Associate with WiSys, the technology transfer organization serving the UW System campuses in this region, where he helped establish the first WiSys VentureHome, in partnership with UW-Eau Claire and CoLab in downtown Eau Claire. Ray previously worked with small businesses and entrepreneurs for the City of Eau Claire and Downtown Eau Claire, Inc., where he also managed the Revolving Loan Funds and the Jump-Start Business Competition. He got his first experience in economic development with the City of River Falls as a Management Analyst. In River Falls he supported the development of the St. Croix Valley Business Innovation Center and established the foundation of the Kinni Corridor Planning Process. Ray also spent 5 years on the Board and 2 years as President of the Chippewa Valley Innovation Center, a manufacturing incubator. He received a Juris Doctor in 2012 and Master of Public Administration in 2013 from Hamline University in St. Paul and earned his Economic Development Finance Professional certification in 2018.

MAI XIONG

Mai Xiong is the Northwest Region Community & Economic Development Officer for WHEDA and the Founder, President & CEO of Hmong American Leadership and Economic Development (HALED), an organization that has been at the forefront of addressing systemic barriers and institutionalized disparities that prevent the Hmong and Ethnic minorities from accelerating up the socio-economic ladder. She is Eau Claire City's first Hmong and AAPI woman elected to serve on the Eau Claire City Council in 2020; Mai has made significant strides to address economic and social disparities focusing on institutionalized and systemic barriers. In 2021 Mai was appointed as Vice-Chair to Governor Evers Equity & Inclusion Council in the state of Wisconsin and appointed to Chair in 2022, where she leads over 30 plus Executive Leaders and continues these conversations to bring

equitable and strategic solutions to address racial inequities and increase inclusion of underserved communities. Currently, Mai serves Northwestern Wisconsin's 21 Counties as WHEDA's Community Economic Development Officer. Madison365 named Mai as one of Wisconsin's 48 Most Influential Asian American Leaders in 2020.

KAREN LIU-YATES

Karen Liu-Yates has been serving as Sr. Community Investment Programs Specialist at FHLBank Chicago for about three years. She primarily leads outreach, technical assistance, and application review for the Affordable Housing Program (AHP) and also co-manages the Housing Counseling Resource Program (HCRP) in partnership with WHEDA (Wisconsin Housing and Economic Development Authority) and IHDA (Illinois Housing Development Authority). Karen has a background in various non-profit community development work and holds a Master in Urban Planning and Policy from the University of Illinois at Chicago.

SESSION 4: REGIONAL ZONING UPDATES

ROD ESLINGER

Rod Eslinger is a seasoned county planning director with over 28 years of experience in land use, zoning, planning and conservation. Since being appointed as the department's director in 2017, his focus for the department has been on leadership, visioning, budgeting, team building, and strategic planning. Before being hired by Eau Claire County, Rod worked in the planning and zoning offices for Pierce and St. Croix Counties. With a Bachelor of Science in Land Use Planning from the University of Wisconsin – River Falls, Rod recently has guided the county's comprehensive zoning code revision, which the County Board adopted in July. When not he is not working for Eau Claire County, Rod is an active member of his community and serves as the chairperson for the Town of Hallie. In his spare time, he enjoys boating, bow hunting, biking, running, and spending time with his family and his yellow lab.

TAYLOR GREENWELL

Taylor Greenwell is the Planning Director for the City of Altoona. He has worked in local government in both a public and private capacity

for 8 years, first as a consultant and analyst for various municipalities across the United States and then as a city planner for South Salt Lake City, Utah. Taylor attended the University of Utah and has a Master's in City & Metropolitan Planning and a Master's in Public Administration.

Ned Noel

Mr. Noel has been a city planner for over 20 years and leads the City's Planning Division. He specializes in sustainable development and has led on innovative APA-WI awarded plans, including the Renewable Energy Action Plan and Health Chapter. He leads the Century Code zoning reform project, comprehensive long term and neighborhood planning, and landmark preservation. He graduated from the University of Minnesota – Twin Cities with a degree in urban planning.

THANK YOU TO ALL OF OUR PRESENTORS TODAY. WE COULDN'T HOST A CONFERENCE WITHOUT EACH OF YOU!

TO LEARN MORE ABOUT THE EAU CLAIRE HOUSING OPPORTUNITIES COMMISSION (HOC) PLEASE VISIT:

eauclairewi.gov/government/boards-commissions-committees/housing-opportunity-commission

You can also view meeting agendas and past meeting minutes.

HOC meetings are the second Wednesday of every month from 5pm to 7pm. While we strive to meet in-person at Eau Claire City Hall Council Chambers (203 S Farwell St), meeting may take place virtually. You can check the agenda, posted the Thursday before the meeting or check City notices at eauclairewi.gov/our-city/news/public-notices.

HOC meetings are live streamed here:

eauclairewi.gov/government/public-notices-and-meetings/meetings

Please consider becoming a member of the HOC or one of Eau Claire's many Boards, Committees, and Commissions. Learn more here:

eauclairewi.gov/government/boards-commissions-committees

THANK YOU TO OUR CONFERENCE SPONSORS FOR YOUR GENEROUS SUPPORT THAT MADE TODAY'S CONFERENCE POSSIBLE.



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