



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Approved COMMUNITY DEVELOPMENT BLOCK GRANT COMMITTEE

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Thursday, September 8, 2011

5:00 PM

Warner Park Community Recreation Center  
2930 N Sherman Avenue  
Community Room 1

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**CALL TO ORDER / ROLL CALL AT 5:12 P.M.  
JUSTIN MARKOFSKI IN THE CHAIR**

**STAFF PRESENT: BILL CLINGAN, PAM ROOD, LORRI WENDORF-CORRIGAN, MIKE MILLER, JULIE SPEARS, LINDA HORVATH, TAMMY PETERS**

**Present:** 6 -

Robert M. Hunter; Monya A. Choudhury; David A. Smith, Sr.; Daniel A. O'Callaghan; Justin O. Markofski and Russ Whitesel

**Excused:** 3 -

Tim Bruer; Shiva Bidar-Sielaff and Ald. Matthew J. Phair

### **APPROVAL OF MINUTES**

A motion was made by Hunter, seconded by Whitesel, to Approve the Minutes with a correction to item # 3 (remove Monya Choudhury as the seconder). The motion passed by voice vote/other.

### **PUBLIC COMMENT - NONE**

### **DISCLOSURES AND RECUSALS - NONE**

### **ITEMS TO BE CONSIDERED**

1. [23729](#) Election of Vice Chairperson

A motion was made by Hunter, seconded by Smith, Sr., to Nominate Russ Whitesel as Vice-Chairperson. Nominations closed. The nomination of Russ Whitesel as Vice-Chairperson was Approved. The motion passed by voice vote/other.

### **PUBLIC HEARING**

2. [23754](#) Public Hearing 2012 HUD Action Plan

There were no registrants or speakers for the Public Hearing.

Pam Rood said that specifics for agencies were previously decided on by the CDBG committee. If there are budget cuts to the Community Development

Division, the plan will come back to the CDBG to be amended.

Monya Choudhury asked how does the action plan affect competitive standing with HUD? Pam Rood responded that Madison is an entitlement community so we receive funds by a formula based on demographics.

### COUNCIL REFERRALS

3. [23751](#) Approve the use of \$63,000 in CDBG funds to Quaker Housing, Inc. to replace windows in 31 rental units located at 2110 Fisher and 2025 Taft Street and authorize the Mayor and City Clerk to execute all agreements required as part of this project.
- Sponsors:** Shiva Bidar-Sielaff, Tim Bruer and Matthew J. Phair
- Mary Lou Black, the Quaker Housing Grantwriter, spoke on Quaker Housing's behalf. She stated that Quaker Housing is located at S. Fisher and Taft St. and is intended for people age 62 and older. 9 people who currently live there were homeless, 70% are African-American, and 93% are low-income residents. It was built in 1971 and needs to be upgraded. \$63,000 of the funds they are requesting will go towards the replacement of windows, as they are in poor condition. This would provide funding for 31 units. They serve low-income, homeless and minority populations.
- Naomi Carter, President, stated that the money is needed because of:
- age of the windows
  - loss of heating/cooling due to rotting and should result in a significant savings in heating/cooling costs
  - the windows are not energy-efficient and need to be replaced.
- Bob Hunter asked if weatherization is included in the cost of the window replacement. Mary Lou stated that weatherization is not included in the cost of the window replacement and they are currently seeking additional funding for that purpose. New management is Meridian.
- A motion was made by Whitesel, seconded by Smith, Sr., to Return to Lead with the Recommendation for Approval. Sent to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

### DISCUSSION ITEMS

4. [23756](#) Neighborhood House Study update
- Lorri Wendorf-Corrigan stated this Strategic Framework is based on the outcome of the Strategic Positioning Process undertaken by Urban Assets, LLC, funded by a CDBG grant from the City of Madison. Upon adoption of the Strategic Positioning report, completed and submitted by Urban Assets, LLC, the Board of Directors of Neighborhood House prioritized the recommendations of the Strategic Positioning Report to create this Strategic Framework. This framework breaks down priorities into short, medium, and long term, as well as includes detail as to specific intentions and strategies of the board and staff of Neighborhood House Community Center. Neighborhood House was granted 1 year of funding (2011). Neighborhood House is now

requesting funding for 2012. The conference committee was the original committee that made funding recommendations for Neighborhood House in 2011 and should reconvene to decide any future funding decisions. The staff review report was distributed.

Jeff Ford, Neighborhood House board member, stated that by the end of this year, Neighborhood House should have a 5 year strategic plan completed. Melissa Huggins added they will determine their purpose and embrace their service area. There is enormous development potential in this area. The building is 134,000 square feet and potentially 15,000 square feet could be used for underground parking facilities. Neighborhood House was founded in 1916 and was a settlement house which included a variety of income levels. They sent out a survey and received a great response from residents. "Friendly, welcoming, and community" were words most frequently cited. 83% of respondents believe Neighborhood House should meet the needs of the area residents but at the same time 68% of respondents believe they should meet the needs of the low-income, regardless of where they live. The vast majority agree that fees for programs, services and facility rental should be on a sliding scale based on need.

The top five programs or amenities that respondents would like to see are: 1) Community events/food pantry (tie) 2) Afterschool 3) Educational programs 4) Meeting rooms 5) Summer camp. The top four types of uses that respondents would like to see as part of the facilities are: 1) Meeting rooms 2) Gyms 3) Playground 4) Commercial kitchen 5) Classroom/garden (tie).

The City of Madison Neighborhood Indicators Project provides a snapshot of the Neighborhood House service area and target populations. A number of select organizations, determined primarily by past relationships and geography, were interviewed to explore the possibilities of future partnerships: 1) Bayview Foundation 2) St. James School 3) Morgridge Center for Public Service.

There are two main recommendations proposed by Neighborhood House. Recommendation 1: Neighborhood House must determine and embrace its service area. The service area should include the ten surrounding neighborhoods: 1) Greenbush 2) Vilas 3) Dudgeon-Monroe 4) Regent Street 5) Monona Bay 6) Bay Creek 7) Triangle 8) Brans Addition 9) Burr Oaks 10) Capitol View Heights. Recommendation 2: Four themes emerged from the review of historic documents. These four themes should provide a starting point for a formal strategic planning process to determine Neighborhood House's future mission, vision, values, goals and strategies. The definition of each of these terms is as follows: 1) Mission - what we do 2) Vision - where we want to be 3) Values - what we believe in 4) Goals - what we want to accomplish 5) Strategies - how we will achieve our goals.

Neighborhood House should build on the success of the summer camp and explore collaborations with Bayview Foundation, Morgridge Center, Meriter and St. Mary's. The Program Director should develop a full-fledged afterschool program and secure the necessary State licensing for the fall of 2012.

Monya Choudhury asked if Neighborhood House is incorporated and do they have their financial statements available. Jeff stated they are incorporated and they do file their financial documents as required by law.

Russ Whitesel stated that he does not see the specifics of what Neighborhood House is trying to accomplish. It was more of an overview and core programs come from a diverse population. Jeff stated there are over 30 groups that meet at the facility and consider it their home base. Their ultimate goal is to serve a diverse population.

David Smith asked if Neighborhood House is more of a neighborhood center or a community center. Neighborhood House is very booked and they should focus on that aspect. They could possibly become a core center and be successful. Jeff stated many groups can't afford to pay to use the facility but instead volunteer in lieu of payment.

Jeff stated the board has prioritized their intentions and strategies. The short-term ultimate goal is to restore programs and rebuild confidence in the community. The framework document will be ever-changing and will utilize all community resources to implement the recommendations.

A motion was made by Whitesel, seconded by Choudhury, to Accept the report and thank Neighborhood House for the presentation. The motion passed by voice vote/other.

5. [23381](#)

Update on Leopold Neighborhood Concentrated Planning effort

Linda Horvath presented the status report. The City of Madison kicked off the Arbor Hills – Leopold Neighborhood Plan (study area shown below) on May 9th with a Meet and Greet for Stakeholders who represent area neighborhood associations, the cities of Madison and Fitchburg, the Town of Madison, the Madison Metropolitan School District, landlords, businesses, and others. Many of the 31 participants agreed that this was a valuable opportunity to meet with other community leaders and discuss what is going on in the Arbor Hills and Leopold neighborhoods and how they could collaborate to facilitate improvements.

The City of Madison kicked off the Arbor Hills – Leopold Neighborhood Plan (study area shown below) on May 9th with a Meet and Greet for Stakeholders who represent area neighborhood associations, the cities of Madison and Fitchburg, the Town of Madison, the Madison Metropolitan School District, landlords, businesses, and others. Many of the 31 participants agreed that this was a valuable opportunity to meet with other community leaders and discuss what is going on in the Arbor Hills and Leopold neighborhoods and how they could collaborate to facilitate improvements. On June 29th, the Project Team hosted a City Staff Team meeting where City agency representatives discussed what is working well, what is not working, and what strategies could be explored.

Some of the assets of the study area that have been identified include the convenient access to the Beltline and Fish Hatchery Road, diverse business base, cultural and ethnic diversity, and Leopold Elementary School at the center of the area. Some of the issues identified have included interest in establishing additional community gardens and a farmers market, need for activities and programs for kids, transportation to existing recreation and other programming for kids and seniors, under-utilized parks, and people trespassing through private lots to access the Arbor Hills Greenway. Building

on these and other issues, assets and opportunities, the Project Team is now conducting interviews with the people and organizations shown on the attached list. Included are residents of apartment communities, businesses, service providers, churches, schools, community centers, non-profit groups, Latino leadership, African-American leadership and others. The attached list may grow as additional stakeholders are identified. Stakeholders are being invited to share additional issues, assets and opportunities, and to suggest potential strategies for the plan. The interviews should be completed in September.

Additional outreach will also be scheduled to determine the most important issues and opportunities for the growing Hispanic population. Of the total 2010 population in the study area (7,269 – U.S. Census), approximately 28 percent were Hispanic. This reflects an increase of 15 percent in the Hispanic population since the 2000 Census. To encourage engagement in the planning process among Hispanic families, the Project Team has been attending meetings of the La Sup Board and Joining Forces for Families/Leopold Area Resource Coalition. To help determine the issues and strategies of this population, at least one outreach meeting will be held entirely in Spanish. Additionally, the next Open House will be scheduled for October at the Fairways Apartments where there are many Hispanic families living. The Project Team will also work with the Leopold Elementary School to make connections with the Hispanic community.

During the next couple of months, the Project Team will work with City agencies to draft goals, objectives and strategies for the plan. Plan section drafts will be shared for review and comment at the 2nd Stakeholders meeting and Open House #2, both of which will be scheduled for sometime in October. After analyzing and incorporating input, the Project Team will work with City agencies and other implementers to create a final draft plan with action steps and strategies for implementation. The final draft plan will be presented for review and comment at the 3rd Stakeholders meeting, City Staff Team meeting and the final Open House in winter 2012. City Committee, Commission and Board review and Common Council adoption of the Plan is expected in spring 2012. Implementation will take place over the subsequent 5 to 10 years.

**Discuss and Finalize.**

6. [23757](#)

Amending Common Wealth Development's Affordable Rental Housing 2011-12 Loan Agreement to reduce the minimum required number of HOME-assisted units in 2011 from four to three units and allow use of \$24,000 towards fully funding accessibility features on four of the other units in the aggregate project.

Common Wealth Development received an allocation of \$432,000 for the CWD Jenifer Street Rental Acquisition to purchase and rehabilitate two vacant and abandoned buildings located at 433 Cantwell Court and 1526 Jenifer Street, directly across from Marquette Elementary School.

Common Wealth Development amended its offer to purchase to Home Savings to include the purchase of a third building on this site, 434 S. Thornton Avenue, which is directly adjacent to the two other buildings.

This amended contract will allow Common Wealth Development to create a total of 11 affordable units in the three buildings. 8 units will be available to

households under 80% of Dane County Median Income and 3 units will be available to households under 50% of Dane County Median Income.

Common Wealth Development's request is to amend its Affordable Rental Housing 2011-12 agreement to:

- 1) Reduce the minimum required number of HOME assisted units in 2011 from four to three units. Two units would be fully accessible and therefore funded at \$60,000 each. The third would be funded at \$53,050.
- 2) Allow CWD to use the remaining \$24,000 towards fully funding accessibility features on four of the other units in the aggregate project.

A motion was made by O'Callaghan, seconded by Choudhury, to Approve. The motion passed by voice vote/other.

7. [23781](#)

Economic Development Strategies

Bill Clingan state that 6.7% of CDBG funds are used on Economic Development. There has been a push to use more HUD funds for Economic Development. Mike Miller was asked to come up with some initiatives after meeting with small business owners, financial institutions and economic development institutions.

There are four major initiatives that the CDD is pursuing.

1) Community Economic Development, Disadvantaged Business Deferred Payment Loan Program:

The City of Madison Community Development Division's approach to job creation is a basic one; engage in creating jobs in the community for individuals that live in the community. Through a deferred payment loan program the Community Development Division is looking to boost job creation by way of entrepreneurship. The Disadvantaged Business Deferred Payment Loan Program will be a pilot program designed to encourage entrepreneurs to create jobs either by opening or expanding small businesses. A major premise for launching this pilot program is the increasing number of individuals seeking employment in the Madison area.

2) Skilled Local Employees Looking For Opportunities Spreadsheet:

The Community Development Division is looking to assist city funded agencies in placing graduates from their job training programs into jobs. As we all know in this extremely tough job market placing individuals into jobs has never been more difficult. We're putting together a spreadsheet with the names of individuals that have graduated from employment program(s). Businesses would be able to access this spreadsheet through our website and hopefully others. Individuals will be grouped into "skill categories" to make it easier for businesses to get connected with the right potential employee. The goal is to better connect businesses to individuals that have made the decision to improve their employment skill level. The business owner will not have to put a sign up in their window and hope the "right" person sees it, or take out a costly ad; they will have access to a list of individuals that are serious about employment opportunities. There are 10 different agencies for job skill training for Madison residents. There is a disconnect between people gaining certification and employers looking for certified employees.

3) Promotion assistance to WWBIC for their "Seed Loans":

Wisconsin Women's Business Initiative Corporation (WWBIC) is offering "Seed Loans" to business owners or those starting businesses in the City of Madison. Loans are being offered in the range of \$5,000 – \$10,000 with a 60 month term at a 5% interest rate. WWBIC will delay all the application fees until the loan has been approved. We are assisting WWBIC with the promotion of this program through agencies this department funds (African American Business Association, Latino Chamber of Commerce, Urban League of Greater Madison, and others) to further encourage entrepreneurship and job creation.

4) Section 3 Compliance:

On the most basic level, Section 3 is a local jobs initiative. Every year the U.S. Department of Housing and Urban Development (HUD) invests billions of federal dollars into distressed communities for projects designed to build and rehabilitate housing, improve roads, develop community centers, and otherwise assist families to achieve the American Dream. The Section 3 regulation recognizes that HUD funding typically results in projects/activities that generate new employment, training, and contracting opportunities. These economic opportunities not only provide "bricks and mortar," but can also positively impact the lives of local residents who live in the neighborhoods being redeveloped. The City will maintain a list of Section 3 certified individuals and businesses. Contractors will be able to draw from this list of people when hiring for projects involving HUD funding. The Dept. of Civil Rights, the county CDBG office and the CDD will work together to create a list of Section 3 businesses and individuals, eventually offering training to individuals. At the next CDBG meeting, the draft plan will be considered.

Russ Whitesel stated that we could possibly incorporate MATC and Urban League into these programs. Monya Choudhury asked if we can bridge the organizations that we fund that don't fit our framework. Mike Miller indicated that is a possibility.

Disadvantaged Businesses are defined as businesses with sales than \$750,000 and 51% minority/female owned. The ultimate goal is to create jobs and jump start minority owned businesses. Examples of CDBG funded businesses are Full Spectrum, RP Pasta and Green Oval Restaurant. They have all expanded their businesses.

Monya would like to see some flexibility in the program by either expanding the amount of time to begin loan payment or use a sliding scale.

David Smith asked how the program will be marketed. MDC, AABBA, and the Latino Chamber can assist with marketing.

Russ asked how the applications will be approved. Mike stated that staff is still discussing the specifics. Underwriting and loan facilitation will be done by WWBIC.

A motion was made by Smith, Sr., seconded by Hunter, to Approve the transfer of \$67,733 in CDBG funds from the Housing Development Fund to the Economic Development Fund. The motion passed by voice vote/other.

## REPORTS

8. [23796](#) Energy Update

Larry Studesville presented the committee with an update to the CDBG Energy Grant. Green Madison has one of the highest number of hits on the City's website. The Green Madison Newsletter was distributed and the newsletter is continually improving communication. Currently, the City is working with CCD, UW Research Park, Vilas and Greenbush neighborhood redevelopment project for workforce housing supported by St. Mary's, Meriter and UW Hospital (approximately 750 homes and a couple hundred businesses). Projects under development include CWA (community workforce agreement), BPI (weatherization contractor worker skills standards requirements), Commercial Loan Sell Sheets and increase advertisement and promotional plans. Also, minority contractors are being trained to work with various businesses to encourage growth and hire more people. The program performance report was distributed and the goal is to triple the numbers contained in the report.

Discuss and Finalize.

9. [23761](#) CDBG September 2011 Staff Report

Bill Clingan stated the division is in budget mode. Federal cuts are coming, however, it is unknown at this time how significant the cuts will be. The City of Madison Operating Budget is introduced in October and the HUD budget is introduced 6 months into the year. It is unknown if the City will be able to maintain current contracts to our service providers since the funding cycles occur every 2 years.

Discuss and Finalize.

10. [23760](#) Report from committees with CDBG Committee representation and designation of Commission representatives.
1. Gardens Committee
  2. Martin Luther King Humanitarian Award Committee
  3. Committee on Office of Neighborhood Support
  4. Community Development Authority (Bruer)
  5. Other Commission representation or relationships

None.

## ADJOURNMENT

A motion was made by Hunter, seconded by Smith, Sr., to Adjourn at 8:07 p.m. The motion passed by voice vote/other.