



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved COMMUNITY DEVELOPMENT BLOCK GRANT COMMITTEE

Thursday, April 7, 2011

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room 260 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 8 -

Tim Bruer; Shiva Bidar-Sielaff; Marsha A. Rummel; Charlie R. Sanders;
Monya A. Choudhury; Daniel A. O'Callaghan; Justin O. Markofski and
Russ Whitesel

Excused: 2 -

Robert M. Hunter and David A. Smith, Sr.

STAFF: Clingan, Kenny, Rood, Short

Sanders called the meeting to order at 5:02 p.m.

APPROVAL OF MINUTES

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

PUBLIC COMMENT

There was no public comment.

DISCLOSURES AND RECUSALS

Bidar-Sielaff disclosed that she sits on the United Way Vision Council.

ITEMS TO BE CONSIDERED

21874

Authorizing the provision of \$216,000 in Federal HOME funds to assist Housing Initiatives, Inc. to acquire and rehabilitate rental housing in 2011.

Dean Loumos said the Housing Initiatives, Inc. (HII) is seeking to acquire a four-unit building for rental housing for homeless mentally disabled individuals. Over the last 15 years, CDBG has invested \$3.375 million in HII. HII has located several properties as prospective sites for this project and will follow their standard search procedure of looking in Scattered Site areas all over town. For the last several units we used the NSP census tract guidelines and bought four foreclosed properties in the last year-and-a-half, including the

Casitas Condos in the Allied area. Habitat for Humanity and Housing Initiatives have collaborated in the Allied area, and now we're actually managing the condo association at the Casitas. So far, everything is going quite well there.

Loumos said HII would like to find a foreclosed property in another area of town for this next project, and he thinks they can make an offer within the next 60 days.

Rummel asked how HII incorporates sustainability concerns. She asked if they look at energy efficiencies.

Loumos said that within the last 10 years, HII has collaborated with Project Home on every single one of our properties, and they have provided well over \$100,000 worth of energy efficiency work on all of our properties. Within the last year we have collaborated with both Project Home (PH) and Operation Fresh Start's (OFS) stimulus crew to provide all kinds of energy upgrades. OFS has replaced four roofs and PH has replaced older boilers with high efficiency boiler systems. With the funding we get from HOME funds and Shelter Plus Care, we are definitely providing long-term affordability, and that won't ever change.

Bruer asked how Allied Drive is going.

Loumos said it's working really well and that HII took over management in September and reinitiated a lot of the systems that got stopped, including hallway cleaning, driveway clearing, garbage pick-up, and water softener systems. Condo fees are being collected. Habitat has taken over management of the condo association, and Loumos is the president. He handles maintenance requests and makes sure all the systems are up and running. They've trimmed trees back and installed nice landscaping.

There are 70 units altogether in nine different buildings, and some of the units are empty and some are rented out. Thirty-two units are owned.

Bruer asked if there is a plan to encourage and strengthen homeownership.

Loumos said yes, he also said the prices of the units are very reasonable. A two-bedroom condo would go for about \$50,000. The condos are very nice.

Bruer said that conversion units tend to be a little more difficult to manage and was curious if HII has experienced those issues.

Loumos said yes, it has been a little challenging, but working with the condo owners has been interesting and good. We've established a trusting relationship with the owners. HII has also identified some of the renters as potential buyers of the condos.

Bruer said the reason he was asking his questions is because Lake Point condos have now reached 75% of sales, which is just short of a miracle. The majority of the sales in Madison have been in Lake Point condos. He stressed the need for preparing people for homeownership through homeownership training.

Clingan explained the history of Allied Drive's redevelopment. Thanks to the

partnership of CDBG, CDA, HII, and Habitat things have really turned around out there.

Choudhury said she really loves HII's model of supportive housing and is happy that they are in Madison's continuum of care, especially with HUD funding cuts.

Rummel moved to approve staff recommendations to provide \$216,000 in HOME funds towards the acquisition and/or rehabilitation of at least 4 units of affordable rental housing under the terms adopted in the 2011-2012 Community Development Program Goals and Procedures. Bidar-Sielaff seconded.

[21678](#)

Accepting a Safety and Security Report from the Allied Area Task Force.

A motion was made by Rummel, seconded by Bidar-Sielaff, to Return to Lead with the Recommendation for Approval. Sent to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

Lorri Wendorf said the Allied Task Force has been in existence since 2005. At the onset of the task force, they identified three key areas to work on. Housing was the first and continues to be the item they spend most of their time on. They also looked at employment and safety and security issues. After about a year of community input and meetings, they developed the report and recommendations, which you have before you. It was introduced to the Common Council and is being reviewed by several committees for comment and input. No real specific action on your part is needed, but because of all the work that CDBG has done in Allied, we wanted to give you a chance to comment on it.

Bidar-Sielaff asked what the hope is to implement to the plan.

Wendorf said that once it goes through all the various committees, the Task Force will prioritize the recommendations and figure out who has the lead for implementing the recommendations, whether it's the Task Force itself, a City staff person or committee, or the neighborhood association to take the lead responsibility.

Bidar-Sielaff asked about language barriers issue referred to on page 5. She asked if it was because the Committee couldn't come up with ways to address that issue.

Wendorf said the Committee did come up with a couple of recommendations but did not get support from the Police staff, so we decided that if we couldn't get buy-in from the stakeholders we didn't put it in here.

Bidar-Sielaff asked what some of the recommendations were that they didn't get buy-in on. The Committee wants a dedicated Spanish speaker and a dedicated Hmong speaker, and those kinds of things take lots of resources.

Wendorf said the Police are dedicated to trying to solve the issue.

Bidar-Sielaff recommended that the Police use the phone interpreters to which

they have access 24/7. Bidar-Sielaff said another issue with language barriers is that they are using inappropriate people as interpreters because often they use neighbors or abusers about whom the person is making the complaint as interpreters, which causes intimidation. So the Police Department needs to have a very clear policy of how officers respond and what to do and what not to do. They also need to make sure that there is follow-through that their policies happen, and one way to measure is to actually audit their contact with limited-English speaking persons.

Whitesel wondered about the categories mentioned in the report. He said that a lot of the recommendations are fairly general. He suggested a summary at the beginning or at the end to help focus the topics.

Rummel asked to make sure that Bidar-Sielaff's comments become part of the record.

Bidar-Sielaff wanted to make sure we send a very clear message that this report goes through the next phase of implementation.

Choudhury suggested that we see whatever actionable items from this committee and other committees get reported back to us.

Neighborhood Centers - Lorri Wendorf

Wendorf said that Clingan asked her to come to talk about how we're envisioning a process for the operational study on centers. We told neighborhood centers last summer that in 2011 we would have a longer conversation about how the City funds neighborhood centers' operational budgets.

A lot of time has passed since the original decisions were made about funding centers for Core or Facility Use. Those formulas are outdated, and we're a growing city which is getting more and more demands for neighborhood centers in lots of new places with a diminishing budget. We want to take a real good look at how the City is funding neighborhood centers most effectively and getting the most bang for our buck. Wendorf suggested smaller, focused groups to develop a goal statement. We'll do some quantitative data input and stakeholder input. Stakeholders will include neighborhood centers, City staff who've been working with centers, various committees, alders, and to a lesser degree, other funders.

We want to look at all the financial pieces and compare the amount of money we have put into various centers and percentages. We want to look at their physical size and geographical service area, as well as demographics of users, and look at what things work well and what things aren't working so well. We need to have a clear rationale for funding centers. We don't have a clear, concise answer for our funding decisions.

Clingan said we've started quarterly meetings with center directors, which gives us a venue to say what's important for the City.

Bidar-Sielaff said that she would say that funding from other funders ought to

be a main focus rather than a secondary focus. She's concerned when main funders are not all discussing the same goals and objectives. It's fine for the goals to be different, but they ought to be complementary. It's also very difficult for neighborhood centers to try to please various funders who are going in different directions. She said the United Way has a very clear agenda of their goals and objectives, and we need to know what they are and how they affect our goals and objectives.

Rummel said she really appreciates that the City is making this effort. She said that purchase of services includes the whole constellation of staff and services and that we're always in a tight spot with wage increases, COLAs, etc. She also reaffirmed what Bidar-Sielaff said about bringing other funders into the discussion.

Choudhury said she agrees with what Rummel and Bidar-Sielaff said. She would like the City to find the capacity to be more flexible because neighborhood centers are at the mercy of the United Way because of the way the United Way operates.

Whitesel said that if we're going to have scarce resources, then we need to do things to make sure we're focusing our money in places where it's going to encourage new or continuing programs, and we need a set of more flexible criteria.

Bruer said that CDBG is like the marines being the first into challenged neighborhoods.

Choudhury said that when we're surveying centers, a handful of them have been able to leverage funding.

Rummel asked Wendorf to review the timeline.

Wendorf said she didn't have a specific timeline, but we know that at the very latest, we need to have whatever recommendation we're going to have, whether it's a concise formula or clear criteria in place by no later than February, 2012 so that it can feed into the 2013-2014 funding cycle.

Clingan said that, if it comes down to reducing certain centers, we may have to stage cuts so that they don't get hit all at once with funding reductions.

O'Callaghan asked if it were possible that the recommendations might be reduced to some sort of formula, and Wendorf said that's a possibility.

Wendorf said we should incorporate both operating and programs costs in the funding recommendations.

O'Callaghan asked if one of the goals was to simplify the process, and Wendorf said yes.

Whitesel said that one of the implied messages that he'd like to pass on is that we can't afford to give everyone everything they need. It's going to have

to be an allocation of scarce resources. We're going to have to come up with fair and equitable distribution of money.

Choudhury said she'd like it noted that neighborhood centers are nonprofits that are completely capable of being able to respond to funding changes. They don't need us to coddle them. They just need us to be straightforward and honest about our funding process.

In terms of not coddling neighborhood centers, Wendorf said that we've recently held a training in which they learned to do reporting required by HUD.

Emerging Neighborhood Funds Applications

Wendorf said that today we just released notice of the Emerging Neighborhoods Funds grant application due in April 22. There's \$50,000 available in the fund, and we're only having one application cycle for 2011. A committee reviews the applications and makes recommendations to the Common Council.

[21481](#)

To approve the Madison Sustainability Plan.

Karl Van Lith spoke about the Madison Sustainability Plan. The original group that led to the formation of the Sustainable Design and Energy Committee goes back to 2005 when there was an initiative to look at energy use and green building practices. The first report had the focus of green building practices and energy conservation. Over the ensuing years, there's been a change in how we look at sustainability, and we know that it's much more broadly sensed. The new plan now has a much more broad focus. Social resilience is now a piece of the plan.

The plan will be a guidance document that's also an adjunct to the City's Comprehensive Plan. The hope is that you as policy makers will look at the plan over the next 20 years. It will be updated annually. Van Lith asked the Committee to take a look at it and let us know if you think anything is missing. It will be going around to 14 different committees.

Van Lith said that it's also based on the Natural Step Process which is the sustainability framework that the City uses approved by the Council in 2005 or 2006. He said his office provides training on the Natural Step Process. He discussed sustainability categories, such as natural systems, energy, transportation, workforce training, green jobs, economic development, etc.

He said they would be having a public outreach process with two public meetings next week. They've also developed a survey on their website that individuals can fill out with their comments.

Choudhury said that the plan was great. She would like CDBG specifically to be aware of the plan in terms of LEED standards versus Energy Star. She's concerned that Energy Star sets the bar too low for CDBG, and CDBG can do better than that.

Rummel said that the plan presents great ideas and she loves the report, but she's afraid it will just sit on the shelf. She wondered how the CDBG Office would implement some of the plans. She said she would also like to see the basic fundamental City process for determining where city gardens will be in the plan.

Whitesel said it is a terrific report and that he liked the response that if you don't achieve it, at least you move towards it. He said, however, there's a real disconnect in water conservation because the more you save, the more you pay. There should be some way to reward people for saving as opposed to penalizing them for not using.

Whitesel also said that where the goal of diversity is concerned, there's a danger of embracing the goal without knowing what it means.

O'Callaghan agreed with the comments that this is a terrific initiative and great work went into this report, but one of the things he was surprised the report didn't include was a discussion about density. He said urban environments are inherently sustainable because of their density, but the plan does not discuss density. There are opportunities to work it into various portions of the plan, such as transportation, planning, land use, and housing.

O'Callaghan said he's not exactly sure how this plan fits in as an adjunct to the City's Comprehensive Plan. Van Lith said the Comprehensive Plan is driven by statute. There's a transportation piece and a land use piece, and this document enhances and links them together.

O'Callaghan said his last comment relates to the memo we received from Matt Mikolajewski. He made some very excellent points and observations, and it would be nice to see if those could be addressed.

Choudhury said that to make this actionable, we should see how we can incorporate aspects of this into our Framework to inform our RFPs that we issue. She said that Community Gardens Committee would also love to receive copies of this and the memo.

A motion was made by Choudhury, seconded by Rummel, to Return to Lead with the Recommendation for Approval. Sent to the SUSTAINABLE DESIGN AND ENERGY COMMITTEE. The motion passed by voice vote/other.

REPORTS

Child Care - Monica Host

Clingan said that we're trying to let you know what's going on in the other parts of our division. He introduced Monica Host as the Childcare Coordinator.

Host gave a brief overview of the Child Care Program and some history. In 1975 the Council set up the Child Care Assistance Program to give money to support low-income or high needs families with child care needs. Right now we accredit about 90 programs. We work with for-profits, non-profits,

government-sponsored programs, and family day-care providers. Our tuition assistance pot is now \$750,000, and last year that allowed us to serve about 140 children in about 99 families. It's important to recognize that the accreditation process which works with centers to improve the quality of care in their programs is tied really to the tuition assistance program. The accreditation process is very intense. We have six child care specialists at this point, and when we go into a center, we review and report on every classroom. Right now there's quite an influx in our program because of the changes in the community, and that's because four-year-old kindergarten is coming. There's also the Young Star rating system from the State. People can meet Young Star requirements on their own, but it's easier to do it with the support of accreditation. The Child Care Program has an Early Childhood Care and Education Committee for which Bidar-Sielaff is the alder, and we work directly with the Community Services Committee. We have a child care assistance coordinator who handles the \$750,000. We haven't opened up our waiting list for a year-and-a-half.

Whitesel asked how you control quality.

Host said that we have quite a good and solid relationship with centers. We identify strengths and areas for improvement and require licensing and regulation of all the centers.

Neighborhood Liaison - Nancy Rodriguez

Clingan said that Council took action to add a Neighborhood Liaison position, which was frozen for quite some time, but we've been able to bring Nancy Rodriguez on this year in that position.

Rodriguez said she started in November, and she started working right away in the Brentwood Neighborhood and also Orchard Ridge. Regarding Brentwood, she said her job was to go out and do an assessment of the community and figure out who was working there for the neighborhood. Funds were available from last year's Emerging Neighborhoods Funds, and we opened them up as a grant application process. The applications were due today. We got four applications, and we just went over them and were able to give funds to all of them.

She has also been working with the Orchard Ridge Open Schoolhouse, which the City just started funding. We decided to fund for one school to have an open schoolhouse. The nice thing about the open schoolhouse is that the neighborhood got some funds. It's right next to the Meadowood Neighborhood Center. Currently, what they're offering at the Open Schoolhouse are various programs, such as Employment Connections through the Urban League, ESL through Literacy Network, open gym, UW Extension's cooking demonstrations, the Rose Project's Science Nights through Edgewood College, computer training, and Healthy Families through the Dane County Parent Council. We're hoping to get more programming.

She has also been assisting the Energy Grants Program and the Child Care Program with their Spanish-speaking families.

Bruer asked to what extent this role or position will be able interface with other emerging neighborhoods that CDBG has targeted, such as the Leopold area.

Clingan said that the model we're using is to determine what the neighborhoods are that Rodriguez can go into for a three- or four-month span of time and have an impact on in the short term. Brentwood and Orchard Ridge will be tied up fairly quickly, and there's talk of a South Side project that we'll be conferring with Bruer on.

Rodriguez is also getting involved with a project in Great Gray neighborhood.

21798

Energy update from Larry Studesville regarding the new programs.

Studesville said that one of the things we're doing with the Green Madison Program is we're looking at using more formal marketing for trying to promote the program. He discussed the Energy Star rating and that we ought to raise our standards for that. He said we'll be doing a survey of the 4,500 residents they will work with in the program on quality assurance and the level of energy efficiency.

He also spoke about the sheet regarding Your Green Madison Path to Savings, which is in a format that's easy for folks to read. It's a comprehensive, at-a-glance summary of the program. It's also available in Spanish and Hmong. We will also start to improve our website with Spanish and Hmong interpretations in our attempt to reach all sectors of the community.

ROLL CALL

Rummel left the meeting at 7:00.

Present: 7 -

Tim Bruer; Shiva Bidar-Sielaff; Charlie R. Sanders; Monya A. Choudhury; Daniel A. O'Callaghan; Justin O. Markofski and Russ Whitesel

Excused: 3 -

Marsha A. Rummel; Robert M. Hunter and David A. Smith, Sr.

21798

Energy update from Larry Studesville regarding the new programs.

Studesville gave a quick update of the program. He said the residential program is almost like a start-up scenario. He said they ended up with Summit as their financial partner. We're trying to pace ourselves to do more right than wrong with these start-ups. We want to cut down on the amount of rework that we have to do, so we're trying to be very methodical in our planning of the program.

He said they are working with Water Utility, Building Inspection, and the Assessor's Office to create marketing channels. We're trying to be very cost effective.

Before we launched the website, we sat down and had a focus group of 30

people who gave us excellent feedback.

We're already getting good feedback on the program. We haven't done much advertising yet other than the Mayor's media day that we had on this. We're going to be dealing with a lot of neighborhood associations and a lot of different folks to get the word out. We need to upgrade 4,500 residences within the next two-and-a-half years.

The Assessor's Office is excited about the program because with some of the upgrades and improvements to the properties, they may be able to raise assessments.

Studesville handed out a summary and overview of exactly where we are on the residential program. We've had 70 to 80 applications without even advertising for them. The fact that it's an unsecured loan makes it a lot easier on individuals interested in the program. No assessment is necessary. Financially, we have \$15,000 or 15 years at 5.5% on the loan or if it's less than five years for payback, it's 4.75% for any amount of funds. We ended up with a \$30 million portfolio from Summit using a \$1.5 million loan leveraging fund. They gave us 20 to one on this.

The commercial piece is set to launch in six to eight weeks. We don't want our program to come between the business and their existing banker. We want to work with their financial institutions and add more securitization and reduce risk. We're ironing out the legal issues with the commercial piece.

Studesville said we're starting to look at building a sustainability feature into this program so that we can go beyond year three. His goal is to have about \$750,000 in the bank by the fourth year that we can use to generate cash re-flow. Our main objective is still to be completely off the books for the City.

[21802](#)

CDBG March 2011 Staff Report

Rood said that you got a summary of the CAPER with maps and graphs of where and how we spent our money. The maps really show that we have invested throughout Madison. The second item you got is a copy of the Framework. We're going to be starting to work on this again soon. Rood said that staff will be starting to look at this in June or July to plan for the next funding cycle, so she asked for Committee members to give their feedback through emails or phone calls.

Rood said the NSP program had \$1.3 million with which we purchased and rehabbed 10 single family homes and 15 rental units. Three homes have sold, and two have offers, with the other five still in rehab. Of the rental units, 13 are occupied, and two are still in rehab with the tenants identified. So, the program has really done a lot for the community.

Rood said we hired a new grants administrator to replace Barb Constans who has been gone for about a year now. Her name is Julie Spears, and she will be starting on May 2. She's coming to us from the Commerce

Department, so she will come on board with some great CDBG and HOME experience. We'll look at filling Audrey Short's position soon as well.

Rood said that OFS has a new executive director, Greg Markle. George Riggins, their housing director, said that from the Graduate Crew, one person has gone on to do some custom tiling, one person has gone on to work for Monona Plumbing, and then there have been some apprenticeships with Sergenian's. Their goal had been to provide assistance to 24 houses, and they ended up servicing 54.

Rood said that staff is trying to get out and see more of the projects we fund, and she would encourage Committee members to do the same.

Report from committees with CDBG Committee representation and designation of Commission representatives.

ADJOURNMENT

Bidar-Sielaff moved adjournment at 7:45 p.m.; O'Callaghan seconded.

**Respectfully Submitted,
Anne Kenny**