



City of Madison

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

Meeting Minutes - Approved COMMUNITY DEVELOPMENT AUTHORITY

Thursday, November 9, 2017

4:30 PM

Goodman Maintenance Facility
1402 Wingra Creek Parkway

CALL TO ORDER / ROLL CALL

The meeting was called to order at 4:41 p.m. by Chairperson Dean Brasser.

Present: 5 - Sara Eskrich; Daniel G. Guerra, Jr.; Sariah J. Daine; Dean Brasser and
Claude A. Gilmore

Excused: 1 - Sheri Carter

Staff: Natalie Erdman, Tom Conrad, Deb Rakowski, Lisa Daniels, Jim Nichols

APPROVAL OF MINUTES

A motion was made by Guerra, Jr., seconded by Gilmore, to Approve the
Minutes of the October 12, 2017, meeting. The motion passed by voice vote.

PUBLIC COMMENT

None.

DISCLOSURES AND RECUSALS

Sara Eskrich is a member of the Bayview Foundation Board.

1. [32700](#)

COMMUNICATIONS

None.

2. [49431](#)

CDA Resolution No. 4245 - Authorizing the CDA to enter into a lease with
MINACT, Inc. for office space at The Village on Park.

**A motion was made by Guerra, Jr., seconded by Daine, to Approve CDA
Resolution 4245. The motion passed by voice vote.**

3. [49435](#)

CDA STRATEGIC ASSESSMENT DISCUSSION

3. Strategic Planning for 2018 (Summary)

A. Regarding the Bylaws and Structure:

1. Create a draft CDA Resolution to amend the Bylaws regarding
subcommittees, including their scope and structure.
 - a. Keep the Finance Subcommittee, with quarterly meetings,

budget meeting and auditor meeting for a total of six annual . meetings.

- b. Create a Memorandum concerning committee and subcommittee structure for the December, 2017, meeting.
- c. Based on decisions regarding the subcommittees, get the positions filled for the start of 2018.

2. Resident Advisory Board

- a. As Sariah Daine is on the RAB, have her provide reports on their meetings.
- b. The Triangle should be discussed by the RAB before the CDA Board makes any decisions.
- c. Be sure to send Board members notice of all RAB meetings.
- d. Have discussion on the Board's expectations of the RAB, possibly at the December meeting.

3. Create a CDA Resolution to clarify who the CDA Deputy Director is.

4. As part of the Results Madison strategic management system newly adopted by the City, we must:

- a. Identify our services
 - 1) define them in a way that is consistent with how the residents interact with us
 - 2) make sure our budget is actually defined by those services
- b. Determine how we measure success
- c. Develop a data action plan, or data dashboard
 - 1) This will give the Mayor, Council and Board access to the information

6. Fill vacant position on CDA Board

- a. Current members should consider what skill set they want to add.

7. Consider allocating some of our activity to other City agencies

B. Strategic Priorities

1. Use the 2013 major priorities to determine our actions for the coming year

- a. Maintain financial stability without decreasing services.
- b. Redevelopment of owned property
- c. Increase capacity through partnerships
- d. Increase access to supportive services for residents through partnerships with service providers
- e. Revitalize neighborhoods

2. The CDA's major goals

- a. Safe, high-quality housing for low-income people
- b. Revitalization and stabilization of neighborhoods populated by low-income people

3. Items to add to the 2013 Goals

- a. Diversity and Inclusion (Racial Equity and Social Justice)
 - 1) Have indicators of diversity in our dashboard

- 2) Add to our discussions, analyses and reports, with regular reports and activity.
- 3) Consider more inclusive and complete language inclusiveness.
- 4) Conrad said the City is working on updating its plan for a HUD requirement called "Affirmatively Furthering Fair Housing" (AFFH) as required by the Fair Housing Act. HUD also has a requirement for a Limited English Proficiency program. We need to assess needs for different languages and address those needs.
- 5) Eskrich noted that the City has an active system and data on diversity in hiring.

The meeting was recessed at 6:57 p.m.

The meeting was reconvened at 6:12 p.m.

Present: 5 - Sara Eskrich; Daniel G. Guerra, Jr.; Sariah J. Daine; Dean Brasser and Claude A. Gilmore

Excused: 1 - Sheri Carter

[49435](#)

CDA STRATEGIC ASSESSMENT DISCUSSION

The discussion of Strategic Priorities continued:

C. Housing Operations

1. Ongoing and future goals and programs
 - a. Implement an "aging out of foster care" program (pilot project)
 - b. Implement Tree Lane supportive housing for families program by end of 2018
 - b. Work with CDBG regarding "moving up" vouchers
2. Housing and Payment Standards
 - a. The primary goal is to house as many as possible.
 - 1) maintain fiscal stability
 - 2) try to return to and maintain our past level of 1700 vouchers
 - 3) maintain voucher value at a minimum of 90% of HUD fair market value
 - b. Use the Section 8 comparative handout (years 2009-2018) as a model for data dashboard

D. Public Housing Redevelopment

1. Goals
 - a. Provide safe, sanitary and affordable housing for low-income people
 - b. Create dashboard for public housing, based on:
 - 1) How safe is it?
 - 2) Housing stability
 - 3) Are families moving up and out?
 - 4) Are elderly and disabled staying in place?
 - c. Get occupancy up
 - 1) Deal with the Truax site
 - d. Improve quality of neighborhoods
 - 1) Village on Park project

- 2) Continue to sell homes at Mosaic Ridge
- 3) Develop new, high-quality, affordable housing at Teresa Terrace

2. Redevelopment Priorities

- a. Operate and responsibly maintain 230 units not federally subsidized
- a. Teresa Terrace Redevelopment
- b. Triangle Redevelopment has 300 units that have aged and some need replacement
- c. Truax Redevelopment Assessment of 3A Units

D. CDA Redevelopment - Village on Park

1. Opinions regarding the CDA's future involvement

- a. The CDA has accomplished its goal of bringing economic stabilization to the neighborhood (Guerra).
 - 1) Sell to an independent third-party
 - 2) Define an end so that third parties can invest in the area
 - a) Step back and allow the private sector to do further development and provide services
 - b) Consider promoting or advertising the CDA's intention to sell.
 - c) Consider asking residents what they want to see if the CDA is not there
 - 3) The CDA doesn't have time or resources to provide services or programming.
- b. The CDA needs to remain as an owner and participant (Gilmore, Daine, Eskrich)
 - 1) It has become a primary go-to location, especially for children/teens after school, but there are not services or activities there for them
 - 2) The area is not stable, and still needs the influence and leadership the CDA provides.
 - 3) A third party owner would not be concerned with the neighborhood or its residents. Selling could be harmful to the neighborhood.
 - 4) We need input from the neighborhood as to what they want and need, and base our actions on that information.
 - 5) We have partners who provide services while the CDA remains as owner, and we need to remain as a partner.
 - 6) Other City agencies can also provide programming and services
 - 7) City Jobs-based TIF policy could bring in some investors.
 - 8) Give neighborhood residents a chance to buy in.

2. Options

- a. Divest quickly
- b. Stay for 3-5 years
- c. Get involved in more economic development in the area

3. Actions
 - a. Have staff prepare a 5-10-year cash flow report.
 - b. Discuss or decide on the options based on the report

4. [36526](#) BUSINESS BY THE COMMISSIONERS

None.

5. [35867](#) SCHEDULED MEETINGS

ADJOURNMENT

A motion was made by Daine, seconded by Guerra, Jr., to Adjourn. The motion passed by voice vote, and the meeting adjourned at 7:46 p.m.