**Minutes**

**Colorado NAHRO**

**Colorado NAHRO Board of Directors**

**Board Meeting of November 3, 2016**

**AGENDA ITEM 1: INTRODUCTIONS, ROLL CALL:**

President Lori Rosendahl called the meeting to order at 1:08 p.m. As there was a quorum, the following business was transacted.

Board Members Present:

Lori Rosendahl Ann Watts Carl Musso

Peter Lifari Betsey Martens Penny Hannegan

Ed Talbot Craig Maraschky Tami Fischer

Julie Brewen Jill Klosterman Don May

Ted Ortiviz Dave Martens

*Guests: Tina Dill (for Jennifer Eby)*

**AGENDA ITEM 2: Approval of Minutes:**

***Don May moved to approve the minutes of the July 21, 2016, Board meeting. Tami Fischer seconded the motion. The minutes were approved unanimously.***

**AGENDA ITEM 3: President’s Report**

Lori reported that Senior Vice President Kimball Crangle will be resigning and asked Board members to let her know if they are interested in filling the position for the remainder of the term or running for President in the upcoming election in May of 2017. There was also discussion about whether to invite the national NAHRO candidates for Senior VP to attend the 2017 joint Colorado/ Mountain Plains NAHRO conference in May in Vail. Dave Martens mentioned that the candidates pay their own expenses but ask the region to help out with lodging if they can. Julie Brewen motioned to invite the candidates to the 2017 Vail Conference, Betsey Martens seconded the motion and all were in favor.

**AGENDA ITEM 4: Financial Report:**

**YTD Financial Report**– Carl Musso presented the financial report for the month ending 9-30-16. Reviewed by the Board were the following statements:

* Balance Sheet as of 9/30/2016 with 12/31/2015 balance for comparison
* Annual budget comparison to 9/30/2016 for actual income/ expenses
* Member listing for 2016 dues as of 10/18/2016.

The cash balance for all accounts as of 9/30/2016 is $126,404.27 with a net positive income of $27,023.12.

***Craig Maraschky moved for approval of the financial report, Ted Ortiviz seconded the motion, all approved.***

**2017 Operating Budget*-*** Carl also presented a proposed 2017 Operating Budget. It was decided to table approval of the budget until after the presentation by Toolbox Creative on the Strategic Plan PR and Advocacy Toolkit. The suggestion was that we may want to add funds to the operating budget for ongoing efforts around the toolkit project. When the presentation concluded it was decided that we did not, at this time, need to add any funds to the 2017 Operating Budget but could make adjustments to the budget as the toolkit project progresses. Betsey Martens motioned for the approval of the 2017 budget as presented, Ted Ortiviz seconded the motioned and the budget was approved unanimously.

**AGENDA ITEM 5: Tool Box Creative Presentation- PR and Advocacy Toolkit**

Julie Brewen introduced Dawn and Tom from Toolbox Creative who was chosen to develop a toolkit and campaign for public relations and advocacy efforts on a local, statewide and regional level. They have been in business for 15+ years and are active members of the Fort Collins community working with technology and innovation companies as well as non-profits.

Toolbox conducted 8 interviews with Colorado NAHRO leaders to gather information to assist them in developing the toolkit. Areas covered include: CoNAHRO strengths and weaknesses; areas of improvement; the current state of affordable housing; existing communication strategies in use; other organizations that provide inspiration; positioning, messaging and PR. The results of these interviews are summarized in an eight page report that also included suggested goals, concerns and wish list for the campaign.

Dawn and Tom then presented some conceptual material for the campaign with the basic goal of giving CoNAHRO members the tools they need to strengthen the voices of supporters, educate neutral parties and skeptics, and ultimately increase support for local affordable housing initiatives. The focus of the campaign will be more on the economic impact of affordable housing versus the social impact as it was agreed that this argument is more effective in creating support and action. The campaign is being designed to be customizable for whatever size agency is using it. Two matrix charts were presented that address: 1) audiences and communication strategies and 2) Talking points to show the positive impacts of our programs and activities.

There was some positive discussion and critiques of the material with Board members generally excited about the potential for the campaign.

A revised sub-committee was created to continue work on the project to include Julie Brewen, Peter Lifari, Tami Fischer and maybe Jill Klosterman (pending some work related commitments). This group will meet to discuss next steps, strategy and budgetary implications.

Julie Brewen suggested we try to roll out the toolkit at the MPRC regional planning meetings in Las Vegas in February.

Ed Talbot objected to the title of the summary report that Toolbox Creative presented which was “CoNAHRO Branding and Positioning”. Ed indicated that this was not a “branding and positioning” project. People agreed with this and those words will not be used going forward.

**AGENDA ITEM 6: Old Business**

**DOH Developers Working Group-** Julie Brewen reported that a group has had a few meetings regarding consistency of underwriting process amongst the major players in the state including DOH and CHFA. Lori mentioned and apologized for the fact that the proper process for the formation and sanctioning this working group to be an official representative of Colorado NAHRO was not followed. Julie Brewen suggested that the Developers Working group be officially recognized and that the Chair or Vice Chair be authorized to approve the sub-committee’s communications between meetings. Don May officially voiced this motion which was seconded by Craig Maraschky.

There was discussion and a friendly amendment that all communications and documents be circulated for discussion amongst Board members between meetings with final approval of those communications and documents made by the Committee Chair or Vice Chair.

All approved the motion with one abstention by Ann Watts.

**State Legislative Update**- Ann Watts reported that there is proposed $18.3 million increase in affordable housing allocations for 2017. $2 million would go to DOH’s Housing Development Grant line item, $4 million would go toward new housing for people living in behavioral health type project and $12.3 million in homelessness. $16.3 million of these funds would come from the marijuana cash fund. This request for funding is proposed to be annual and ongoing. Dave will send a press release from Ann Watts on this proposed funding.

Ed Talbot mentioned that the Colorado Municipal League is holding a city summit on affordable housing on November 9th. There was some surprised that NAHRO was not invited to participate in the organization or promotion of this summit. Lori indicated she would speak with Tami Fischer, the CML representative from CoNAHRO, about ongoing communication with CML.

**2017 Joint Conference Update**- Dave Martens briefly reported that the Colorado NAHRO arm of the 2017 joint conference planning committee conducted its first meeting this morning and that they have a good group. Dave will be communicating with MPNAHRO leadership to get them involved in the planning process.

**AGENDA ITEM 7: New Business**

**2017 Election Committee-** Lori established an election committee for the 2017-2019 CoNAHRO Board Election which will take place at the May 2017 conference in Vail. Julie Brewen and Craig Maraschky volunteered to be on the committee.

Habitat 3- Julie Brewen reported that there were 12 NAHRO representations at the Habitat 3 conference in Ecuador and that it was an amazing experience. Our delegation spoke twice with HUD Secretary Castro. The sessions were good. A *New Urban Agenda* was adopted and HUD has asked NAHRO to put together a white paper about how we can include the *New Urban Agenda* in our national housing policy.

Julie also mentioned that three NAHRO representatives will be attending and speaking at the INTA conference in Lisbon, Portugal about the NAHRO position on the *New Urban Agenda*.

Attendees of Habitat 3 will be doing quarterly calls to follow up on issues.

Julie also mentioned she is thinking of doing a session in Vail on Habitat 3.

Housing America- We will continue to do a poster contest in 2017 but people are generally unimpressed by what Housing America is doing.

**Housing Colorado Report-** Don May submitted this report to the Board via email.

**National NAHRO Committee Reports**- These were submitted to Board members via email.

**The next Board meeting** is currently scheduled for January 12. Dave will be working on dates for the MPRC Planning Retreat in February.

**The meeting adjourned at 2:40.**