

## JOINT CITY-COUNTY OF LA CROSSE HOUSING TASK FORCE

September 6, 2011

Administrative Center Room B190

<b>MEMBERS PRESENT:</b>	Rick Staff, Steve Nicolai, Kathleen Enz Finken, Doug Farmer, Mathias Harter (arr. 1:25), Tara Johnson, Todd Mandel, Wayne Oliver (arr. 1:32), Michael Richards, Sara Sullivan, Marvin Wanders, Tina Wehrs
<b>MEMBERS EXCUSED:</b>	Jill Billings, Jay Hoeshler, Audrey Kader
<b>OTHERS PRESENT:</b>	Brian Fukuda, Karl Green, Larry Kirch, Amy Peterson, Jason Dillaber, Steve O'Malley, Dick Milleto, Nate Patros, Maureen McCaulum, Diane Schobert, Terri Pavlic

### CALL TO ORDER

The meeting was called to order at 1:08 P.M.

### PUBLIC COMMENT

There was no public comment.

### APPROVAL OF MEETING MINUTES OF AUGUST 23, 2011

**MOTION** by Farmer/Sullivan to approve minutes of the August 23, 2011 meeting of the Joint City-County of La Crosse Housing Task Force. **Motion carried unanimously.** (Billings, Harter, Hoeschler, Kader, Oliver excused)

### PRESENTATION ON EMPLOYER ASSISTED HOUSING

Diane Schobert of WHEDA, gave a Powerpoint presentation on using Employer Assisted Housing (EAH) in La Crosse. EAH is an employer provided benefit that helps employers achieve business goals while helping employees with homeownership or rental housing. Strong EAH programs are 3-fold:

- **Home buying "educational" workshops** to employees offered by EAH trained lenders, realtors and housing counselors
- **One on one housing counseling sessions** in partnership with nonprofit counseling agency
- **Financial incentives** such as forgivable loan, matched savings, or gifts to help employees purchase a home or funds to assist with rental housing

Ms. Schobert discussed how this program worked in Madison with Meriter Hospital, with \$10,000 loans to revitalize the Vilas/Greenbush neighborhood. Other examples are Pitney Bowes in Appleton and Aurora Health Care in Milwaukee. Todd Mandel of Coulee Cap discussed how they are involved in these programs.

Who should be partners?

- Realtors
- Lenders
- Non-profit housing counselors

This results in prepared local teams to approach employers.

## **JOINT CITY-COUNTY OF LA CROSSE HOUSING TASK FORCE**

**September 6, 2011**

**Page 2**

### **LA CROSSE HOUSING PLAN OUTLINE**

Brian Fukuda distributed the original La Crosse Housing Plan Outline, along with a "reworked strategy/policy options section" Outline. Wayne Oliver asked to add to this list Community Development Corporation (CDC), which is a non-profit corporation created for the betterment of the community (new market tax credits or federal tax credits for investors). Ms. Schobert suggested Commonwealth Development in Madison is a good one to check out. This will be put on a future agenda.

Steve Nicolai asked staff to get more information on Phillips Partnership Neighborhood Model for Success or even get someone to come here and talk to us.

Brian Fukuda distributed summaries of strategy options for the committee to review, along with a survey to complete prior to the next meeting. (Please give to Brian Fukuda). It was felt that "law enforcement" should be spelled out in the outline. Under "C. Goals & Strategies – Propose New Policies – Improved Enforcement – staff will add "Law Enforcement".

### **PUBLIC COMMENT**

Dick Milleto, landlord, feels that the community should be addressing the drug problem.

**NEXT MEETING DATE: September 20, 2011 at 1:00 in Room 3220 of the Administrative Center**

### **ADJOURN**

There being no further business **MOTION** by Staff/Richards to adjourn the meeting at 2:50 p.m. **carried unanimously**. (Billings, Hoeschler, Kader, excused)

The above minutes may be approved, amended or corrected at the next meeting.

**Recorded by Terri Pavlic**