



**Community Development Authority
Meeting Agenda
Friday, July 9, 2021 at 8:30 a.m.
via teleconference**

Join Zoom Meeting: <https://zoom.us/j/93014382300>

You may also join the meeting via toll free phone number: 1-312-626-6799

Meeting ID: 930 1438 2300

1. Call to order.
2. Consider June 4, 2021 meeting minutes.
3. Presentation – Milwaukee County’s Strategic Plan for Equity. Presentation by Isaac Rowlett, Director of Strategic Planning and Jeff Roman, Director of the Office of African America Affairs.
4. Next meeting: Tuesday, August 10, 2021 – 9 a.m. via zoom
Presentation: Community Development Alliance
Presenters: Executive Director, Teig Whaley-Smith
Gina Stilp, Executive Director, Zilber Family Foundation/Chair of Community Development Alliance
5. Adjournment.

DATED at Shorewood, Wisconsin, this 2nd of July, 2021 at 4:00 p.m.

VILLAGE OF SHOREWOOD

Sara Bruckman, CMC/WCMC, Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager’s Office at 847-2700. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals



Community Development Authority
Meeting Minutes
Friday, June 4, 2021 at 8:30 a.m.
via Tele/Video-Conference

DRAFT

Present: Chair Hammond, Jessica Carpenter, Michal Dawson, Tr. Arthur Ircink, Jon Krouse, Joe Lesage and Tr. Stokebrand

Also present: Village Manager Ewald, BID Director Steph Salvia, Katie Gnau Elder Services Advisory Board

1. Call to order.

The meeting was called to order at 8:33 am.

2. Consider March 5, 2021 meeting minutes.

Dawson motioned to approve the minutes as drafted; seconded by Lesage. Vote 6-0.

3. Annual election of CDA Chair and Vice-Chair.

Tr. Stokebrand joined the meeting. Tr. Stokebrand moved and Dawson seconded to approve Peter Hammond as Chair and Jon Krouse as Vice-Chair. Vote 7-0.

4. Update on next steps for affordable housing.

Village Manager Ewald relayed that staff has been reviewing for programs for affordable housing. Most of municipalities are larger and have more staff resources than the Village due to their size. Following the decision to extend TID 1 members of the community relayed diverse views on how the affordable housing funds should be applied and the definition of affordable. It was recommended that the CDA take a step back and educate all its members and the public on the options available prior to moving forward. Staff have met with Milwaukee County and a consortium that is working towards a County wide approach for affordable housing.

Chair Hammond requested the CDA play a hands on role as we move forward to learn about affordable housing and educate the community about the options and the process. The CDA is leading the effort, but this is a Village wide effort and we will need to narrow down the options on how to best address affordable housing in Shorewood. Funds can be used to support staff in the administration of affordable housing, as long as it the Village can document it supports affordable housing in the opinion of the Village Attorney. There is no deadline for using the estimated \$2.2 million from the closure of TID 1. One concept discussed was providing guest speakers to review their work in the area of affordable housing. This would provide an opportunity for the CDA members and community an opportunity to learn together, record the sessions and post the meetings online for viewing by the public. Chair Hammond suggested that staff provide a high level outline of our next steps without dates that outlines the proposed process.

Tr. Stokebrand questioned whether the CDA should focus on existing or new housing to be affordable. Lesage followed by noting if the CDA has a goal in mind (ex. 5% of our housing stock affordable) the CDA could look at how to achieve the goal. Everyone says they want affordable housing, but when you get into the mechanics of what that means, the community will need to assess the feasibility of the

approaches to obtain the goal. Ewald noted that there is a consortium of partners in Milwaukee County who recently determined their target groups for affordable housing over the last year. Next they will be discussing strategies to achieve their goals. Krouse noted that the looking at affordable housing from a County wide perspective makes sense. He noted that the CDA needs to keep the scope of the funds available in mind and not spend an inappropriate amount of time of this one issue, based upon what we can accomplish. A big part of the education process for the public should be acknowledging our time and other village priorities and what we can accomplish with the funds available so there are realistic expectations on how we proceed.

Lesage noted he would be curious of how many units could be created with the funds available. How many units can we buy with the funds in existing housing stock. What is the delta between what people can afford versus the asking rent rates? Answering these questions would help him evaluate next steps. Carpenter noted the CDA should be creative, noting an article from Evanston in which they were encouraging home ownership versus rental. Everyone's initial thought is subsidizing rents, but we could also support individuals who desire to purchase a home in our community. She prefers to have a larger impact on fewer people and think creatively on how the funds could work in Shorewood.

Hammond noted this is a strategic initiative of the Village Board and Milwaukee County. He expressed concern with diving into the weeds and only focusing on the \$2.2 million when we know this is a larger issue. The Village could show other communities how to do this. It's heavy lifting with more questions than answers, but if we can chunk it out, we can start developing conversations within the community. This is exciting work, but it's a big undertaking.

Tr. Stokebrand noted this doesn't have to be bricks and mortar, it could be a revolving loan program with local banks. It was noted that the Neighborhood Loan Program is currently frozen and its objective was not affordable housing. She noted we are dense, high tax, high demand, high home values. We can't provide our funds to a neighboring jurisdiction to create affordable housing, it needs to be within our boundary.

Dawson noted that it would be an embarrassment to have a listening session on affordable housing and rather felt the CDA should take some time to research and go back to the public with some options and have some discussions about the options available. Lesage volunteered his time to look at the money and flush out the numbers. He thought we would need to look at what percent our dollars could play with potential other partners in order to accomplish our goal. Could there be a non-profit to pay the taxes?

Krouse suggested creating a list of options for affordable housing. What could affordable housing be? Perhaps a subgroup could be developed to identify the options and possible costs. Ewald noted that no more than two people can meet at a time, but the group can share information with the group. It was noted she could create a shared space for links and information. Dawson agreed with Lesage's point that we don't have to be the only authors of the solution, we could find partners to help stretch our dollars where people can be served. Lesage noted a development in Evanston Illinois in partnership with Goldman Sachs. Private contributions could also be meaningful and make a difference. Tr. Stokebrand questioned whether it would be wise to reach out to the Greater Milwaukee Foundation to see if they are doing projects on affordable housing that could partner with us on our next steps so that they could provide administration of the project, as long as the project would be in the Village.

Hammond noted that a lot of this we will be creating as we go along. He expressed the desire to have the CDA learn but also have the community learn with us at the same time. Tr. Stokebrand suggested a better website for the CDA including a reading list and materials they are reviewing before their next meetings. There needs to be something beside the minutes for transparency and accountability. Dawson also suggested meeting with the consortium group soon to learn about their process. For a

smaller community, this can create challenges, but it also opens the door to other solutions that may work really well.

5. CDA Q1 financial report.

Manager Ewald noted that the report has been provided for reference.

6. Adjournment.

Prior to adjournment the CDA agreed on their next meeting date, July 9. Tr. Stokebrand motioned to adjourn the meeting at 9:33 a.m.; seconded by Lesage. Vote 7-0.

Respectfully submitted,

Rebecca Ewald
Village Manager



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO THE CDA

Agenda Item: Presentation – Milwaukee County’s Strategic Plan for Equity

Date: July 9, 2021

Presenter: Rebecca Ewald, Village Manager

Department: Village Manager’s Office

History – Please include a timeline of historical relevant events related to this agenda item. This may include previous Village Board action, policies, planning documents, etc. If able, hyperlink to previous agenda packets (include page number) to reference information. If there is no relevant history, N/A should be entered in this space.

1. [March 15, 2021](#) – Village Board approved the extension of TID 1 for purposes of affordable housing, collaborating with Milwaukee County Office on African America Affairs and the Metropolitan Milwaukee Fair Housing Council.
2. June 4 – the CDA agreed to start by educating the membership and community on the regional issue of affordable housing. Staff will be working on a series of educational presentations that will be recorded and share on the Village website so the community to learn and engage in the CDA’s journey.
3. Staff anticipates outlining a list of these educational opportunities in August and anticipates them running through 2021. We are collaborating with the Shorewood Public Library, Milwaukee County, Shorewood Human Relations Commission and Senior Resource Center on development of these educational opportunities.

Agenda Item Discussion – Please provide a summary of the agenda item along with bullet points highlighting the main items and key issues to be discussed.

In 2019, Milwaukee County declared racism a public health crisis and declared a vision that “by achieving racial equity, Milwaukee is the healthiest County in Wisconsin.” Over the past two years, the County has examined their policies, practices and biases and established a set of strategic objectives for how to achieve their vision. The presentation will provide an overview of Milwaukee County’s journey to date toward achieving racial and health equity, as well as our current work and next steps. One component of this journey relates to the topic of affordable housing. A presentation on this topic will be provided by Isaac Rowlett, Director of Strategic Planning and Jeff Roman, Director of the Office of African America Affairs.

Community and Business Outreach – If applicable, did you notify the community groups and businesses that are directly impacted by this agenda item. Please specify in attached communication plan how community groups and businesses will be informed of action after Village Board consideration.

Yes No

If Yes, identify how and what community groups and businesses were notified.

Action Required / Recommended – Please include the recommended motion or possible actions for this agenda item.

No action required. The presentation will be followed by an opportunity to ask questions and comment.

Attachments – *Please list the following attachments and supporting documents for this agenda item. Some attachments may be hyperlinked. Include Fiscal notes, if applicable, as the first attachment following this memorandum. Attachments may include: agreements/contracts, presentation materials, letters, service proposals, etc.*