



**Community Development Authority
Meeting Agenda
Wednesday, August 24, 2022 at 9:00 a.m.**

Village Hall Committee Room
3930 N. Murray Ave., Shorewood, WI 53211

Join Zoom Meeting:

<https://us06web.zoom.us/j/87666331247?pwd=Q3M4MzVQS01IWExTcmppQUNEYVnkQT09>

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

Meeting ID: 876 6633 1247

Passcode: 463574

1. Call to order.
2. Consider June 3, 2022 meeting minutes.
3. Presentation by Community Development Alliance Executive Director Teig Whaley-Smith:
Consider goals and strategies for rental offense approach for affordable housing.
4. Provide direction on the next step for rental offense strategy.
5. Adjournment.

DATED at Shorewood, Wisconsin, this 18th day of August, 2022 at 4:00 p.m.

VILLAGE OF SHOREWOOD
Toya Harrell, Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Village Manager's Office at 847-2701. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may attend 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 all individuals



Community Development Authority Meeting Minutes Friday, June 3, 2022 at 9:00 a.m.

DRAFT

Present: Jessica Carpenter, Mike Dawson, Jon Krouse, Joe LeSage, Tr. Kathy Stokebrand and Wesley Warren

Excused: Tr. Arthur Ircink

Also present: Village Manager Rebecca Ewald; and BID Director Janet Henning

1. Call to order.

The meeting was called to order at 9:04 am.

2. Consider December 21, 2021 meeting minutes.

Tr. Stokebrand moved to approve the minutes, as drafted; seconded by Ms. Dawson. Vote 6-0.

3. February 24, 2022 meeting notes.

Notes were provided for informational purposes only.

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

Mr. LeSage moved to approve Jon Krouse as Chair and Jessica Carpenter as Vice-Chair; seconded by Tr. Stokebrand. Vote 6-0.

5. Consider recommendation on affordable housing.

The CDA has been requested to provide a recommendation to the Village Board on how to utilize the TID 1 extension funds for affordable housing. The CDA has acknowledged the Village will not be able to act as a loan agent or program administrator with current staff and limited administrative capacity. Paying another organization to implement and manage these types of programs would also further reduce the amount of funds available to assist those in need. Over the last year the CDA provided a series of presentations to educate its members and the community on affordable housing. The CDA needs to proceed towards identifying what affordable housing strategies can work in Shorewood and which, if any, are agreeable to the CDA as an advisory group to the Village Board. Here is a high-level overview of key findings:

- Members of the CDA desired to review models that could assist them in determining their next steps and other similar organizations that have already taken action in the area of affordable housing. Milwaukee County shared they are members of the Government Alliance on Race and Equity (GARE) and have utilized their tools in their strategic plan for equity.
- GARE developed a Racial Equity Tool Kit with a process Shorewood could use to develop an affordable housing goal and action plan.
- The Milwaukee Community Development Alliance was already in the process of utilizing the GARE process to determine their affordable housing goal and action plan, see link for an overview of the Alliance findings.
- The Milwaukee Community Development Alliance adopted a goal: A quality home for every Milwaukeean - creating 32,000-40,000 affordable housing units for Black and Latino families

making \$7.25 - \$15/hr. There were four areas in which the Alliance identified action plans: homeowner offense, homeowner defense, rental offense and rental defense, see attachment.

- Given Shorewood's limited capacity, the rental offense action plan appears to fall within our capacity. This action strategy may include the creation of new affordable housing units through incentives provided to a developer. It may also include designating funds to allocate affordable housing units within existing multi-unit buildings. While existing buildings may not actually add affordable units to the Village's housing stock, because older units likely already are "naturally occurring affordable housing," this option would guarantee that residents living in such units would qualify for them. The Village could also develop minimum standards, which might help to secure 2 or 3 bedroom units, if desired, for example. Existing property owners may or may not be willing to participate (due to the increased management necessary), but if the funds helped to modernize their buildings (bathrooms, kitchens, accessibility) in exchange for providing affordable housing, it's a strategy that could be considered.

At the meeting, please come prepared to share your thoughts on "What is Shorewood's Why?" The questions below may assist in your reflection. What is Shorewood's Why?

Ms. Carpenter relayed she desire to provide affordable units to people who live in Shorewood and perhaps incentives older rental property owners to update their properties to create affordable units.

Mr. LeSage relayed his why is to benefit diversity, incomes and race; so the people who bag your groceries are also your neighbors, and the kids who come from outside of district to go to school can also live here; allowing others who resource poor communities to live in a resource rich community.

Mr. Warren agreed with Mr. LeSage's comments. He noted that diversity and racial equity was his why when voting to extend TID 1 for purposes of affordable housing.

Ms. Dawson agreed with racial diversity. She believed the goal was to use housing to open Shorewood to a more mixed population.

Chair Krouse noted that we provide affordable housing we would like it to ultimately a more diverse environment. Ms. Stokebrand noted that Ms. Peregrine from the Wisconsin Fair Housing Council referenced there are ways to encourage diverse housing but was not specific on the mechanism.

Tr. Stokebrand supported economic diversity. She would like to use 25% of the funds to support lead lateral replacement costs. Under state statute 75% of the funds must be used on affordable housing and 25% maybe used for purposes of improving our housing stock. Tr. Stokebrand would like to support homeowner defense, with supporting homeownership and wondered whether providing funding for lead laterals would make a difference. The Village Board is considering programs for lead laterals at their upcoming meeting. Ms. Dawson relayed that she would prefer the funds all go towards affordable housing.

Mr. LeSage noted that he reviewed rental versus home ownership. The highest level of affordable rental at 80%; even if 100% financing was provided at 0% there would need to be a \$200,000 home to make affordable homeownership. Even if we provided this financing for five or six houses, it doesn't guarantee it's maintained as affordable housing because the property can be sold and profit made, ending the home being used for affordable housing. And if we restrict the owner from selling, we are saddling them with the expense of homeownership without wealth accumulation from selling the property at market rate. Mr. LeSage noted we do have a lot of rental. The Village could consider doing rent assistance to bridge the gap from market rate rental and affordable. **The group desired to review Mr. LeSage's information.**

- A quality affordable homes for everyone already living in Shorewood.

- A quality affordable home for everyone working in Shorewood.
- A quality affordable home so our kids can and want to live near us.
- Racial Equity in homeownership rates in Shorewood.
- Racial Equity in population in Shorewood.
- A quality affordable home for every Milwaukeean.
- Other?

After reviewing various options, a rental offense action approach that may include adding additional affordable units and/or modifying existing multi-unit housing stock to become affordable units are viable options. Should the CDA agree, it is recommended that this recommendation be provided to the Village Board for review. If the Board agrees with this direction, it is recommended that staff provide more specific action plan options to the CDA for further review and recommendation to the Village Board.jk

Ms. Dawson moved, seconded by Mr. LeSage to recommend the Village Board consider 1) a rental offense action approach for affordable housing that may include adding additional affordable housing units and/or modifying existing multi-unit housing stock to become affordable units as viable options, and 2) request the CDA to review specific action plans for the rental offense approach, providing a recommendation to the Village Board. Vote 6-0.

6. Consider financial advisor for CDA.

Ms. Carpenter moved to approve Baker Tilly for financial advisor services; seconded by Tr. Stokebrand. Vote 6-0.

7. CDA Q4 Financial Report.

Informational only.

8. Adjournment.

Ms. Dawson motioned to adjourn the meeting at 10:21 am; seconded by Ms. Carpenter. Vote 6-0.

Respectfully submitted,

Rebecca Ewald
Village Manager



VILLAGE OF SHOREWOOD

REPORTS AND PRESENTATIONS TO THE COMMUNITY DEVELOPMENT AUTHORITY

Agenda Item: Provide direction on the next step for affordable housing rental offense strategy.

Date: August 24, 2022

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 American 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. ***Session 1 - July 9, 2021 @ 8:30 a.m. Milwaukee County Strategic Plan for Racial Equity***
PRESENTERS: Isaac Rowlett, MKE Director of Strategic Initiatives. Jeff Roman, MKE Director of African American Affairs
THEME: Regional Approach to County-wide equity.
HOST: Village of Shorewood Community Development Authority
WATCH – [CDA meeting with presentation](#).
VIEW – [PowerPoint Slides](#).
READ – [CDA meeting packet introducing presentation](#).
4. ***Session 2 - August 10, 2021 @ 9:00 a.m. Community Development Alliance***
PRESENTERS: Teig Whaley-Smith, CDA Executive Director, Gina Stilp, Executive Director, Zilber Family Foundation & Chair, CDA Executive Committee
THEME: Private Collaborative Addressing Affordable Housing in the City of Milwaukee Area
HOST: Village of Shorewood Community Development Authority
WATCH – [CDA meeting with presentation](#).
VIEW – [PowerPoint Slides](#).
READ – [CDA meeting agenda and materials](#).
5. ***Session 3 - September 14, 2021 @ 6:30 p.m. Affordable Housing 101: What You Need to Know About Affordable Housing Opportunities & Challenges.***
PRESENTER: Reggie Jackson, Nurturing Diversity Partners
THEME: Exploring the topic of affordable housing's history, the opportunities presented by creating affordable housing and the challenges of making that happen. We will provide common language to help attendees have productive conversations about the topic. Examples from around the country, as well as locally, will give us background on the difficulties communities face when trying to provide affordable housing.
HOST: Shorewood Library and the Shorewood Senior Resource Center
WATCH – No recording will be available.
VIEW – [PowerPoint Slides](#).
READ – [Resources for Future Learning on Affordable Housing](#).

6. **Session 4 – October 27, 2021 @ 10:00 a.m. [Shorewood Housing Market Study and Need Analysis - 2020](#)**

PRESENTER: Julia Smith, Novogradac
THEME: Review of the Village housing market, needs including affordable housing data, feedback and recommendations.
HOST: Village of Shorewood Community Development Authority
WATCH – [CDA Meeting and presentation](#).
VIEW – [Power Point Slides](#).
READ – [Shorewood Housing Market Study and Needs Analysis – 2020](#).
7. **Session 5 – November 9, 2021 @ 6:30 p.m. [Understanding Racism as a Threat to Public Health](#)**

PRESENTERS: Reggie Jackson, Nurturing Diversity Partners, Dr. Fran Kaplan
THEME: Presenters will expand our understanding of racism as a social determinant of health locally, regionally and nationally; they will examine how successful public health campaigns have made our lives better by moving us beyond longstanding but unhealthy cultural practices; and they will increase your desire for and ability to work towards racial equity in your sphere of influence.
HOST: Shorewood Public Library and Shorewood Senior Resource Center
WATCH – No recording will be available.
VIEW – No Power Point Slides are available.
READ – [Resources for Further Learning from Nurturing Diversity Partners](#).
8. **Session 6 – November 18, 2021 @ 6:00 p.m. [The Impact of Affordable Housing](#)**

PRESENTERS: Kori Schneider Peragine, Metropolitan Milwaukee Fair Housing Council, Ana Simpson, Wisconsin Housing and Economic Development Authority
THEME: This session creates a community forum to talk about the impacts of affordable housing. The first 30-45 minutes will consist of guest speakers who will provide an introduction on affordable housing. After the presenters, there will then be a 75-minute open forum offering residents a chance to express their thoughts and questions around affordable housing. Community members may also decide to ask the speakers direct questions to learn more about affordable housing. This discussion will be moderated by Frank Cumberbatch.
HOST: Village of Shorewood Human Relations Commission and Community Development Authority
WATCH – [Video recoding is here for viewing](#).
VIEW – This event will be virtual, call in information will be available on the [Village's meeting calendar](#).
READ – To be determined.
9. **Session 7 – December 1, 2021 @ 9:00 a.m. [Zoning for Affordable Housing](#)**

PRESENTERS: Susan Henderson, 2nd Principal at PlaceMakers, LLC, Taylor Graybehl, City of Eau Claire Associate Planner, Curt Witynski (moderator), Deputy Executive Director for the League of Wisconsin Municipalities
THEME: In 2021, the League of Wisconsin Municipalities teamed up with the Congress for New Urbanism (CNU) to prepare a guidebook to help Wisconsin cities and villages make small, incremental changes to their zoning codes to better enable the location of workforce housing within their communities. In this workshop, CNU faculty will describe the project and discuss a few of the zoning code changes the guidebook will recommend. A planner from the City of Eau Claire will speak about their city's participation in the project and zoning changes the city is considering to enable the creation of more affordable housing.

HOST: Village of Shorewood Community Development Authority, at the League of Wisconsin Municipalities Conference

WATCH – [Video recording is here for viewing.](#)

VIEW – [Incremental Code Reform: Enabling Better Places - Zoning for Affordable Housing](#)

READ – The Village is currently undertaking a [Commercial Zoning Update](#).

10. **Session 8 - February 24, 2022 @ 6:00 p.m. System Change and How It Relates to Affordable Housing**

PRESENTERS: Sam Coleman, [Shorewood School District](#), Frank Cumberbatch, [Bader Philanthropies Inc.](#), Kevin Newell, [Royal Capital Group LLC](#)

THEME: Presenters educate the community on thinking strategically across institutions, not in a vacuum. Humans exist and span across spaces. Deliberate, intentional processes that foster new systems of inclusiveness are needed in all environments. These are not easy systems to breakdown, but we need to start, be purposeful and adopt a strategy for doing so.

HOST: Village of Shorewood Community Development Authority

WATCH - [Video recording is here for viewing.](#)

11. [June 3, 2022](#) – the CDA recommended pursuing the affordable housing rental offense strategy.

12. [June 20, 2022](#) – the Village Board agreed to pursue the affordable housing rental offense strategy and requested the CDA to review specific action plans associated with this approach.

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.*

The CDA is requested to advise staff on the affordable housing rental offense strategy(s) they desire to further explore.

New Housing Units

When looking at the creation of new housing units, the CDA would need to consider the location in which they desire new housing units to be created, review our zoning code to ensure requirements support affordable housing in the desired areas, and percentage of affordability desired, as these factors impact the cost of development.

1. Development incentives for new affordable rental units.
2. Review available parking lots owned by the Village of Shorewood for possible additional development above the surface parking for new rental housing. Upon site selection issue an RFP for a developer to create the new rental units with possible incentives.
3. Purchase property that can be developed into rental housing. After securing the land, Issue an RFP to developers with requirements for affordability.

Creating Affordable Units within Existing Housing Units

1. Solicit existing rental property owners to create affordable rental units through agreement and incentives to the property owner, including but not limited to renovation of the property.
2. Request Milwaukee County to consider providing administration of housing vouchers for Shorewood. Shorewood would fund the housing vouchers. While this has not been done before, this could be an opportunity to start a partnership that could be utilized

throughout Milwaukee County. This month Housing Authority of the City of Milwaukee (HACM) is likely to adopt higher payment standards for 53211. This will make renting in Shorewood much more attainable for people with rent assistance.

	2bedroom	3bedroom	4bedroom
53129	\$1,272	\$1,620	\$1,764
53207	\$1,224	\$1,560	\$1,692
53213	\$1,296	\$1,644	\$1,800
53226	\$1,356	\$1,728	\$1,884
53228	\$1,500	\$1,908	\$2,076
53211	\$1,476	\$1,872	\$2,040

Should Milwaukee County be amendable, and a partner organization secured for administration of vouchers funded by Shorewood, other models from around the United States to explore could be:

- A. Landlord incentives to rent to families with children with Housing Choice Vouchers (HCVs). (Buffalo and Long Island programs use these incentives)
 - Incentives can take a variety of forms: holding fees, signing bonuses, insurance funds for damages beyond what security deposit covers
 - PHA/s would need to increase the payment standard for 53211. Currently HACM’s payment standard for Milwaukee County is \$1,523 for a 3 bedroom. If HACM were to adopt “Small Area Fair Market Rents” for 53211 they could raise the payment standard to \$1,716 (110% SAFMR) or \$1,871 (120% SAMFR)
 - MMFHC’s Opportunity MKE could potentially play a role in implementing this.
- B. Targeted assistance to kids attending Shorewood schools but not living in the district. The School District could inquire if these kids have a voucher, if so, market the incentivized units to them.
- C. Targeted assistance to kids attending Shorewood schools, not living in the district, who qualify for a voucher but do not have one. (Hartford, CT model) If Wisconsin has a state-funded rent assistance program, we could request 50-100 earmarked rent assistance vouchers for a pilot program helping non-resident families of Shorewood (who income-qualify for rent assistance) secure housing in the Village.

Partnership with Milwaukee Community Development Alliance

1. Partner with the Milwaukee Community Development Alliance utilizing their rental offense approach strategies. The Milwaukee Community Development Alliance adopted

a [goal](#): A quality home for every Milwaukeean - creating 32,000-40,000 affordable housing units for Black and Latino families making \$7.25 - \$15/hr.

Executive Director for the Development Alliance Teig Whaley-Smith will be presenting to the CDA at the meeting. During his presentation he will review the similarities and differences between the current housing stock in the City of Milwaukee and Village of Shorewood and provide information on the Community Development Alliance's approach to creating affordable housing, should the Shorewood CDA desire to partner. Also in attendance will be Kori Schneider Peragine, Senior Administrator of the Metropolitan Milwaukee Fair Housing Council. She has offered to coordinate a meeting with Housing Authority of the City of Milwaukee or Milwaukee County representatives to further explore options is desired.

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.*

Possible motions:

"I recommend the Village Board consider:

*- New Housing Units – **SPECIFY STRATEGY** (1) incentives, (2) development on top of a village parking lot, **OR** (3) purchase land for redevelopment*

AND/OR

*- Creating Affordable Units within Existing Rental Units – **SPECIFY STRATEGY** (1) incentivize existing commercial multi-family owners, **OR** (2) explore creation of a voucher program*

AND/OR

- Partnership with Community Development Alliance"

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.*