



Charlotte Housing Authority

**BOARD OF COMMISSIONERS
BOARD MEETING**

February 12, 2009

*Charlotte Housing Authority
1301 South Boulevard
Charlotte, NC 28203*

Mission Statement

“The Charlotte Housing Authority serves those Charlotte families for whom conventional housing is unaffordable. Our mission is to provide these families with safe, decent and sanitary housing while supporting their efforts to achieve economic independence and self-sufficiency.”

*David Jones-Chairman
Rodney W. Moore-Vice Chairman
Dan Page
Chris Moffat
Will Miller
Joel Ford
Lucille Puckett*



**HOUSING AUTHORITY OF THE CITY OF
CHARLOTTE**

NOTICE

BOARD OF COMMISSIONERS MEETING

***Charlotte Housing Authority
1301 South Boulevard
Charlotte, NC 28203***

February 12, 2009

NOTICE is hereby given that a Regular Board meeting of the Board of Commissioners of the Housing Authority of the City of Charlotte will be held on ***February 12, 2009*** as follows:

TIME/Date: ***12:00 P.M.
February 12, 2009 (lunch will be served at 11:30 a.m.)***

LOCATION: ***Charlotte Housing Authority
1301 South Boulevard
Charlotte, NC 28203***

***Charles Woodyard
Secretary***

Housing Authority of the City of Charlotte

Regular Meeting of the Board of Commissioners

Central Office
1301 South Boulevard
Charlotte, NC 28203

February 12, 2009

12:00 p.m. - Regular Board Meeting Convenes:

Regular Meeting Agenda:

1. Pledge of Allegiance
2. Additions to the Agenda
3. Consideration to Approve the Minutes for:
 - Regular Board Meeting held *January 23, 2009 (all minutes will be distributed at the meeting)*
4. Monthly Report from the CEO (**Information Only**)
 - a) Preliminary Budget to Actual Reports (BAR) December 31, 2008 (**Tab 1**)
 - b) Cash and Balance Restriction Report December 31, 2008 (**Tab 2**)
 - c) Land Sales Proceeds Report December 31, 2008 (**Tab 2**)
 - d) Administrative Budget Changes (**Tab 2**)
5. **Consent Agenda Action Items:**
 - A. Krefeld Drive Apartments-MTW Loan (**p.1**)
 - B. Hope VI Property Acquisition Exploration Budget (**p.2**)
Budget Amendment: MTW Funds (Hope VI Property Acquisition)
 - C. Budget Amendment: Asset Management Project (McAlpine/Glen Cove) (**p.3**)
 - D. Budget Amendment: 2005, 2006, and 2007 Capital Fund Grant (**p.4**)
 - E. Budget Amendment: Southside Homes Phase V & Robinsdale Renovations
Capital Project Budgets (**p.5**)
 - F. Budget Amendment: MTW Funds (Capital Fund Budgets) (**p.6**)
 - G. Budget Amendment: Asset Management Project (Seneca Woods) (**p.7**)
 - H. Budget Amendment: MTW Funds (Seneca Woods) (**p.8**)
 - I. Renewal Authorization for Banking Depository Agreements (**p.9**)
 - J. Collection Loss Report for the Quarter Ended 12/31/08 (**p.10**)
6. Board Workshop

Consent Agenda:

Consent Agenda items for the February 12, 2009 Regular Board Meeting of the Charlotte Housing Authority Board of Commissioners.

5. A Krefeld Drive Apartments - MTW Loan

Action: Approve Resolution No. <u>1650</u> to Authorize a Loan up to \$2,000,000 to Finance the Acquisition, Construction and Installation Krefeld Drive Apartments
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Staff Resource: J. Wesley Daniels

Key Business: Real Estate Development

Strategic Goal: Ensure that the Authority attains long-term financial viability

Explanation:
In August 2008, Horizon Development Properties, Inc, (Horizon) Board approved the acquisition of 9.59 acres referred to as the “Krefeld Property” for the purposes of future development of affordable housing. Consequently, the site was successfully acquired in November 2008. Charlotte Housing Authority (CHA) and Horizon now propose to develop up to 100 units at 2500 Margaret Wallace Road in southeast Charlotte near Independence Boulevard. Approximately 10% (10 units) will be affordable at Community-Based Rental Assistance or 60% of AMI; 28% (28 units) will be affordable at 30% of AMI (Section 9), 62% (62 units) will be affordable at 50% of AMI.

Krefeld Drive Apartments will include twenty-eight (28) Section 9 units and ten (10) Community-Based Rental Assistance units within the development. Staff is requesting a loan commitment for the development contingent upon successful financing from additional sources. Staff has applied for 9% tax credit financing and the final application is due May 8, 2009. In addition, staff has applied for City of Charlotte Housing Trust Fund (HTF) financing as an additional source. HTF applications are due February 20, 2009.

Committee Discussion: Committee recommended approval

Community Input: None

Summary of Bids: N/A

MWBD Consideration: N/A

Funding: None

Attachments: Resolution No. 1650 (Tab 4)

**5. B HOPE VI Property Acquisition Exploration Budget
Budget Amendment: MTW Funds**

Action: 1. Approve Resolution No. 1647 to Authorize the Charlotte Housing Authority (“CHA”) to spend up to \$100,000 of Moving to Work Funds to explore potential acquisitions relating to the application for a 2009 or 2010 HOPE VI grant.

2. Approve Resolution No. 1651 to Amend Resolution No. 1640 which Amended the MTW fund Budget for the fiscal year ending March 31, 2009.

Staff Resource: Tylee Kessler, Ralph Staley

Strategic Business: Real Estate Development/Finance and Administration

Strategic Goals: Maximize Economic, Physical, and Social Value of our Real Estate Portfolio; Attain Long-Term Financial Viability

Explanation:

Staff is recommending that the Board authorize spending of up to \$100,000 of Moving To Work funds on tests, studies, legal and financial diligence, etc. to determine the feasibility of acquisitions relating to CHA’s next HOPE VI application. Questions relating to specific acquisition parameters will be discussed in closed session.

Attached is Exhibit A which establishes the budget for the legal, test, studies for the acquisition of property which relates to CHA’s next HOPE VI application. In the attached exhibit, staff is moving funds from Capital Projects to Administration – Pursuit Costs in the amount of \$100,000.

Committee Discussion: The Development Committee unanimously recommended approval

Funding: MTW Funds

Attachment: Resolution No. 1647 (Tab 4)
Resolution No. 1651 (Tab 4)
Exhibit A for Resolution No. 1651 (Tab 3)

5. C Budget Amendment: Asset Management Project

Action: Approve Resolution No. 1652 to Amend Management Project Budget for the Fiscal Year Ending March 31, 2009.

Staff Resource: Ralph Staley

Strategic Business: Finance and Administration

Strategic Goal: Attain Long – Term Financial Viability

Explanation:

This amendment is necessary to re-appropriate funds for the McAlpine/Glen Cove rehabilitation project in the amount of \$670,622. These funds were approved previously by the Board and need to be re-appropriated in order to utilize funds from the Land Sale Proceeds line item.

Exhibit A shows an increase in total other sources of \$670,622 in Fund Balance Appropriated – Land Sale Proceeds and expenses for this project of \$670,622 will be shown in Other General.

Committee Discussion: The Finance & Audit Committee unanimously approved this amendment for inclusion on the consent agenda.

Funding: Fund Balance Appropriated -Land Sale Proceeds- Live Oak

Attachments: Resolution No. 1652 (**Tab 4**)
Exhibit A for Resolution 1652 (**Tab 5**)

5. D Budget Amendment: 2005, 2006 and 2007 Capital Fund Grant

Action: Approve Resolution No. <u>1654</u> to authorize the amendment of Resolution No. 1603 which amended the 2005, 2006 and 2007 Capital Fund Grants respectively.

Staff Resource: Ralph Staley

Strategic Business: Finance Administration

Strategic Goal: Attain Long Term Financial Viability

Explanation:

This budget revision amends several prior year Capital Fund grant budgets to allow for the drawdown of funds into the MTW program to gain greater local flexibility in utilization of funds. This process also allows for the immediate drawdown and closing of the prior year Capital Fund grants. The reallocation of expenses is shown in Exhibits A, B, and C.

Committee Discussion: The Finance & Audit Committee unanimously approved this amendment for inclusion on the consent agenda.

Funding: 2005 Capital Fund Grant
2006 Capital Fund Grant
2007 Capital Fund Grant

Attachment: Resolution No. 1654 (Tab 4)
Resolution No. 1654 Exhibit A (Tab 3)
Resolution No. 1654 Exhibit B (Tab 3)
Resolution No. 1654 Exhibit C (Tab 3)

5. E Budget Amendment: Southside Homes Phase V & Robinsdale Renovations Capital Project Budgets

Action: Approve Resolution No. 1655 to authorize the amendment of Resolution Nos. 1530 and 1599 which adopted the 2007 and 2008 Housing Trust Fund Grant Project Budgets respectively.

Staff Resource: Ralph Staley

Strategic Business: Finance Administration

Strategic Goal: Attain Long Term Financial Viability

Explanation:

In this agenda item staff is presenting the Southside Homes Phase V Project which combines (and renames) the 2007 Housing Trust Fund Grant Project Budget of \$2,235,737 and a transfer of MTW program funds in the amount of \$1,835,736 for a total project budget of \$4,071,472 as shown in Exhibit A. Under MTW program initiatives, we were able to reprogram the prior Capital Fund Grants for MTW initiatives that allow for immediate drawdown of funds and closeout of the grants. This Capital Project includes transfers from the MTW program for the portion of the budget that was previously included in the Capital Fund grants program.

Staff is also presenting in this agenda item the Robinsdale Apartments Renovations Project which combines (and renames) the 2008 Housing Trust Fund Grant Project Budget of \$1,197,679 and a transfer of MTW program funds in the amount of \$1,310,983 for a total project budget of \$2,508,662 as shown in Exhibit B. The 2008 Housing Trust Fund Grant Project Budget also included funds for Edwin Towers in the amount of \$649,313. This will be presented for adoption as a separate Capital Project budget at a later date and be removed from the Robinsdale budget.

Committee Discussion: The Finance & Audit Committee unanimously approved this amendment for inclusion on the consent agenda.

Funding: Housing Trust Fund Grants
MTW Program Funds

Attachments: Resolution No. 1655 (Tab 4)
Resolution No. 1655 Exhibit A (Tab 3)
Resolution No. 1655 Exhibit B (Tab 3)

5. F Budget Amendment: MTW Funds

Action: Approve Resolution No. 1656 to Amend Resolution No. 1651 which Amended the MTW Fund Budget for the fiscal year ending March 31, 2009.

Staff Resource: Ralph Staley

Strategic Business: Finance Administration

Strategic Goal: Attain Long Term Financial Viability

Explanation:

In Resolution No. 1654 staff revised Capital Fund budgets for 2005, 2006 and 2007 to drawdown funds to be utilized in the MTW program. This amendment is necessary to recognize those funds in the amount of \$8,054,384 in the MTW program. Of that amount, \$264,340 is from the 2005 Capital Fund; \$3,365,864 is from the 2006 Capital Fund and \$4,424,180 is from the 2007 Capital Fund. Also in this amendment \$1,835,737 is being allocated for the Southside Homes Phase V Project and \$1,310,983 for the Robinsdale Apartments Renovation Project.

Exhibit A shows revenue from the Capital Funds of \$8,054,384 and \$3,146,720 in Capital Projects and additional expenses of \$4,907,664 in Implementation of MTW Initiatives of MTW funds.

Committee Discussion: The Finance & Audit Committee unanimously approved this amendment for inclusion on the consent agenda.

Funding: MTW Funds

Attachments: Resolution No. 1656 (Tab 4)

Exhibit A for Resolution No. 1656 (Tab 3)

5. G Budget Amendment: Asset Management Project

Action: Approve Resolution No. 1657 to Amend Resolution No. 1652 which amended the Asset Management Project Budget for the Fiscal Year Ending March 31, 2009.

Staff Resource: Jeff Meadows and Ralph Staley

Strategic Business: Real Estate/Finance and Administration

Strategic Goals: Maximize the economic, physical and social value of our real Estate; Attain Long – Term Financial Viability

Explanation:

Due to a policy change by HUD the funding for the Seneca Woods Apartments Capital Project must now come from Land Sale Proceeds instead of Moving to Work funds. Therefore, staff is requesting permission to appropriate \$650,000 in land sale proceeds for this project.

Exhibit A shows revenue of \$650,000 in Fund Balance Appropriated – Land Sale Proceeds and expenses for this project of \$650,000 will be shown in Loans To Others.

Committee Discussion: The Development Committee discussed this item at its meeting on February 4, 2009 and recommended approval.

Funding: Fund Balance Appropriated -Land Sale Proceeds

Attachments: Resolution No. 1657 (Tab 4)
Exhibit A for Resolution 1657 (Tab 3)

5. H Budget Amendment: MTW Funds

Action: Approve Resolution No. 1658 to Amend Resolution No. 1656 which Amended the MTW Fund Budget for the fiscal year ending March 31, 2009.

Staff Resource: Jeff Meadows and Ralph Staley

Strategic Business: Real Estate, Finance Administration

Strategic Goal: Maximize the economic, physical and social value of our Real Estate; Attain Long Term Financial Viability

Explanation:

In Resolution No. 1604 the Board approved Moving To Work funds in the amount of \$650,000 for the Seneca Woods Apartments Capital Project. Due to a policy interpretation by HUD, we are reverting back to the use of Land Sale Proceeds to comply with the HUD policy interpretation.

Exhibit A shows a reduction of expenses of \$650,000 in Capital Projects and an increase of Implementation of MTW Initiatives

Committee Discussion: This item was discussed at the Development Committee meeting on February 4, 2008 and they recommended approval.

Funding: MTW Funds

Attachments: Resolution No. 1658 (Tab 4)
Exhibit A for Resolution No. 1658 (Tab 3)

5.1 Renewal Authorization for Banking Depository Agreements

Action: Approve Resolution No. 1649 which amends Resolution No. 1608 for the Renewal of Banking Depository Agreements and Designation as Official Depositories to add First Citizens Bank and Carolina Premier Bank.

Staff Resource: Heather Franklin

Key Business: Maintain Existing Housing Stock

Policy: HUD PIH notice and N.C State Law

Explanation:

In December 2007 the Housing Authority published an RFP for banking services with one main provider. The result of that process was a Service Contract awarded to First Charter Bank/Fifth Third Bank by the Board. From time to time, the Housing Authority also places money in CD's and other accounts with area banks as needed for the financial benefit of Authority. These include First Trust Bank, Mechanics and Farmers Bank, Bank of America, Wachovia, Paragon Commercial Bank and Self-Help Credit Union.

The Board is asked to authorize the addition of First Citizens Bank and Carolina Premier Bank to the above list of banks the authority can maintain accounts with. This action is necessary in order to maintain appropriate audit trails.

HUD PIH Notice 2002-13 requires that the Housing Authority have a Banking Depository Agreement with all banks utilized and NCGS 159-31 requires that the governing board designate official depositories. With this item the Board will be giving approval of both renewals required in a single formal action.

Committee Discussion: This item was unanimously approved at the Finance & Audit Committee meeting on February 4, 2009.

Attachments: Resolution No. 1649 (Tab 4)

5. J Collection Loss Report for the Quarter Ended 12/31/08

Action: Approve the write-off of \$32,616.65 in accounts receivable due to collection losses for tenants vacated through 9/30/08.

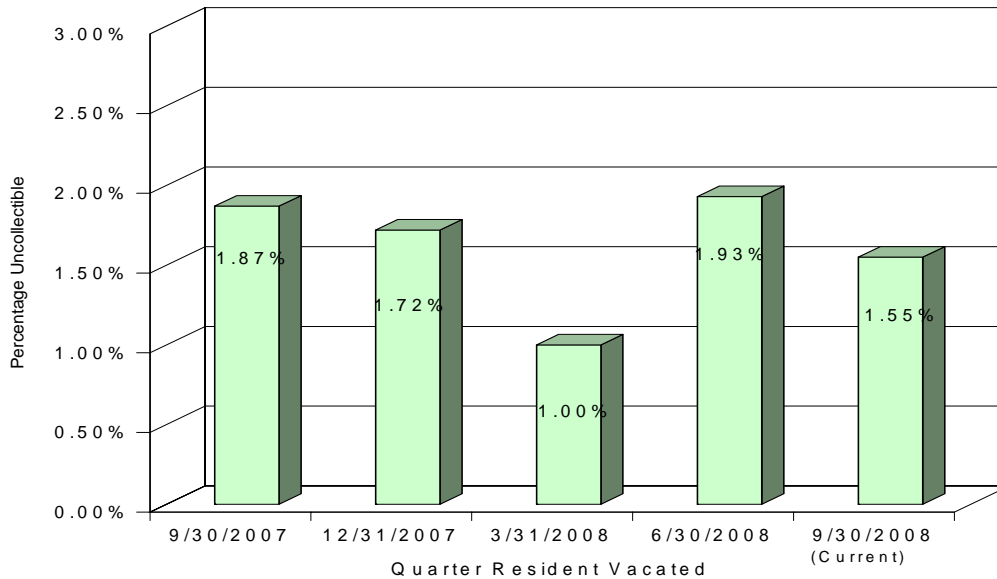
Staff Resource: Heather Franklin

Strategic Business: Finance Administration

Strategic Goal: Attain Long-Term Financial Viability

Explanation:

We are requesting to write-off as per the policy, the receivables outstanding as of December 31, 2008 from tenants who vacated during the quarter ending September 30, 2008. The amount proposed for write-off is \$32,616.65, which represents 1.55% of total charges for the quarter then ended. Below is a graphical depiction of the write-offs percentages over the past several quarters. All quarters below compare Total Charges.



Committee Discussion: The Collection Loss Report was approved unanimously at the Finance Committee meeting on February 4, 2009.

Community Input: None.

Funding: Conventional and Horizon Development

Attachment: Collection Loss Report, 12/31/08 (Tab 3)

**MINUTES OF THE REGULAR BOARD MEETING
OF THE COMMISSIONERS OF THE HOUSING
AUTHORITY OF THE CITY OF CHARLOTTE
HELD ON FRIDAY, JANUARY 23, 2009**

The Board of Commissioners of the Housing Authority of the City of Charlotte, North Carolina held a regular meeting at the *Charlotte Housing Authority, 1301 South Boulevard, Charlotte, NC 28236* at 12 noon on January 23, 2009.

Present: *Chairman David Jones*
 Vice-Chairman Rodney Moore
 Commissioner Dan Page
 Commissioner Joel Ford
 Commissioner Will Miller
 Commissioner Chris Moffat

Also Present: Charles Woodyard, CEO
 Sherrod Banks, General Counsel

Pledge of Allegiance:

Vice-Chairman Moore led us in the pledge of allegiance. Once completed the public forum was opened.

Public Forum:

Chairman Jones asked if there was anyone present that would like to speak. Hearing none, the public forum was closed and the regular board meeting was convened.

Additions to the Agenda:


Commissioner Page asked to pull the McCreesh Place Addition item 9.B from the Consent Agenda and put it under the Business Agenda. Chairman Jones stated that Item 9.B would be moved to the Business Agenda as Item 10.B. Also, an Executive Session is to be added to discuss a matter of real estate. Sherrod Banks, General Counsel, clarified that discussion would be legal advise concerning a public records request. Hearing no other changes a motion was asked to accept the revised agenda.

ACTION:

A motion was made by:	Commissioner Moffat
Motion was seconded by:	Commissioner Ford
Outcome:	Passed unanimously

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Consideration to Approve the Minutes for:

 Regular Board Meeting held on *December 16, 2008*

ACTION:

Motion was made to approve:	Vice-Chairman Moore
Motion was seconded by:	Commissioner Ford
Outcome:	Passed unanimously

Resident Advisory Council (RAC) Report:

Mr. Troy White, COO, stated that there would not be a report this month.

Monthly Report from the CEO

Monthly Scorecard:

Mr. Troy White, COO, gave the following report:

Referring to tab 1, for the month of December we are at 97.6% utilization for the Housing Choice Voucher program. We will reach the end-of-the year target of 98% of utilization. There are fewer vouchers on the streets because we have some project based units coming on line. We are revising the landlord package briefing process and we have new staff on board to assist with the process.

On page 2, we are within target at 99% occupancy rate. It was noted that the 22 days reflects a few challenges in the portfolio. We will be under the 20 days on an annual basis, however when the number is above 20 he or Cheryl Campbell, Deputy COO, will have a conversation with those individuals.

Under the Affordable properties, our occupancy rate is 99%. We had 10 days for the turn as our measure. Our TARS (Tenant Account Receivable) are at 97% which is above the 96% threshold.

Listed on page 3, which is Private Management, we are 100% occupancy. We are at 94% on the TARS, and we have 14 days turn. It was noted that one of the properties, which is Springfield Gardens, is at 58% . There was an individual that committed fraud by not notifying the property manager of earned income. The management company is aware and they working to rectify this issue.

Housing Subsidy & Production Strategies Research:

Mr. Woodyard, CEO, stated that this is one of two items that originated from the Ad Hoc committee. One was to do research on affordable housing subsidy programs. The committee decided to visit various cities, to observe what worked and what did not work. Mr. Woodyard and staff have visited one city (which was Philadelphia); however, there are at least two or three more on the horizon. The two that we are sure of are: Chicago and Seattle however

there has been a slight scheduling conflict. One additional city may be Baltimore, Maryland. Mr. Woodyard suggested that over the next three months all visits will be scheduled and completed, and a report will be given to the full board by the end of May 2009. Commissioner Miller stated that he understood the need to go to see first hand and meet people; however, maybe a brief discussion of what those programs are. Could we get something brief which will enable the Board to get a sense of what they are doing before your meeting? Mr. Woodyard stated that his sense of what is taking place in all three cities is they are subsidy programs that are aimed at either transitional housing or bridge housing for families who are in homeless situations and there is a bridge between homeless and getting into permanent housing. In some cases, like in Baltimore, it is more of a state program same as in New York. Chicago and Seattle are more of a local program. In some cases if there is a local trust fund, the trust fund also has operating dollars for the subsidy program. The commonality is that they seem to be transitional or bridge programs not long term subsidy programs.

Affordable Housing Study Timetable:

This is another issue that came out of the adhoc committee. We have issued an RFP and have received three responses. The Procurement Department, sent out the responses electronically along with a cover, some evaluation material to the team on Thursday, January 22, 2009. There are two members from the Board, which are Commissioner Moffat and Commissioner Miller, as well as members from the affordable housing community, which are A way Home, Crisis Assistance, Urban Ministry, CMHP (Charlotte-Mecklenburg Housing Partnership) and the City of Charlotte Neighborhood Development. Presently we are making contact with the three respondents to schedule times for the oral interviews. (One is local and two are out of State). We will probably meet with the team to discuss the scoring and evaluation process. The RFP designates a four month time period to do the study. Mr. Woodyard would like to recommend that by the August 2009 Board meeting we will have made a recommendation, conducted the study, negotiated a contract and be ready to inform the Full Board.

Committee Reports

Client Relations Committee:

The update was given by Vice-Chairman Moore:

- The meeting took place on January 14, 2009.
- Discussion of the Nurse Family Partnership. There were questions of subsidies which were clarified by Ms. Donna Hughes, Client Services Director, for Commissioner Miller.
- There was a presentation from the Center for Applied Research on the Section 8 assessment program.

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- Also a presentation on how our scorecard is evolving and the different topics being added on a quarterly/monthly basis.
- Discussion of the Family Unification Program Grant.
- There was a special meeting to adopt our MtW Annual Plan prior to being sent to HUD for approval.

Development Committee Meeting:

The update was given by Commissioner Moffat:

- The meeting took place on January 14, 2009.
- There were two items on the consent agenda, however the McCreech Place Addition has been pulled from the Consent Agenda and moved to the Business Agenda for further discussion.
- We received a very brief update on the Neighborhood Stabilization Program with anticipation that there will be a more detailed discussion at the February Development Committee meeting.
- Received a very brief update and gave guidance on the possible new office location for CHA.

Finance and Audit Committee:

The update was given by Commissioner Dan Page:

- The 2009-2010 Budgets were distributed. It is encouraged that everyone review and if you have any comments/questions, please contact Ralph Staley, CFO.
- Also called for a public hearing to be held on February 17, 2009 for the Operating Budget.
- It was mentioned that we are getting some of the PILOT money back from the City and County. Mr. Staley, interrupted, that all of the money has been received.
- Lastly, it was reported that there was a vote by all CHA employees on the retirement plan change. Mr. Staley, explained that the vote did take place on January 22, 2009. There were two representatives from the Local Government Employee Retirement system present to give an overview and answer any questions. To move forward with the process you must have a 60% favorable vote and we had a 63% favorable vote, 31% non-favorable, 1% abstained from voting and finally 5% of our employees were absent. Therefore we met the threshold of 60% with the 63% favorable vote.

Presentation from Carolina PR:

Ms. Jennifer Gallman, PR Director, introduced Adam Bernstein , Amanda Kirkpatrick , and Beth Davis, Media Strategist, of Carolina PR to give the following presentation. This presentation is to further look at the research that was received last month and to once again review the campaign and ongoing communications. As well as a question/answer session. Mr. Bernstein stated that the purpose is to discuss the implementation of the plan recommendations that were delivered in December 2008 for branding and announcing MtW or as we are recommending the new tag/brand being Moving Forward. Handouts were distributed with basically an executive

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summary of the plan documentation. Additionally you have the advertising concepts that were presented, to give you a visual of what is being suggested for the launch. There is also an updated list of details of the communication tactics we are recommending, not only for the launch of the campaign but also the ongoing communications which will carry forth the messaging over the course of the year. Lastly you have a further level of detail about the budget implications, regarding expenses, cash flow, etc. over the entire year. These numbers have been updated refined/revised since the delivery of the final document primarily is to set priorities. The plan is designed to be a strategic blueprint for branding, introducing and possibly positioning this initiative. It is our recommendation that the identity be Moving Forward with the positioning line of Families Advancing to Self Reliance. That brand identity is designed to embody the values of shared intent or purpose, forward moving or progress and using housing as a platform for building and/or rebuilding lives. Those were the ideas/principals that we were able to discern through our research and were able to validate through extensive research.

Our recommendation or intent is that your campaign would tell the community about the issue and how you intend to influence it differently to achieve positive change and progress. The channels being recommended are mostly paid media and that is the reason for the expense. It is recommended that we use billboards, TV, Cable TV, print media, mass transit, and internet search engine authorization. General cost to buy media in Charlotte is in the \$250,000 – \$300,000 range. Then the ongoing communication impact is approximately \$150,000 budget impact.

The floor was opened for questions.

Commissioner Page asked if public service announcements were available that could take care of some of these budget items. Mr. Bernstein responded “no” that it is far more difficult to get stations to pick up PSA’s . One recommendation is that we re-purpose the cable spots being produced. Next question is what is the basic difference between \$295,000 and \$258,000? Mr. Bernstein explained that the difference is repetition. The more expensive one has more placements of those ads and the less expensive is one off. Lastly stated by Commissioner Page we are roughly looking at 450,000. Mr. Bernstein agreed that is the aggregate amount.

Commissioner Ford indicated that there is no mention of radio. He asked about the clarification/justification for that. Mr. Bernstein stated they were prioritizing and getting the biggest bang for the buck. Typically we take advantage of radio however in this case we felt that we needed the visual, therefore the investment in TV was considered worthwhile. Commissioner Ford stated that on a limited budget it would be in his opinion to at least consider radio and its effectiveness on who you are trying to reach.

Vice-Chairman Moore asked about the community relations line items, what is your concept/thought about looking at this annual policy speech and annual report card? He asked for

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an explanation of the cost. Mr. Bernstein answered that those are one time report-outs on your progress. It is presumed that you will be monitoring lots of data as it relates to the initiative and your success rate in various categories. The report card is an insert and the cost there is producing several one hundred thousand of those and inserting into print media.

Commissioner Miller, stated that he wants to be clear on the proposed outcome. What do we want to be different from what it is now? Also how will we know if we have accomplished our goals? Mr. Bernstein responded that the proposed outcome is to define this issue in the public mind and take advantage of explaining MtW in a broader way. To know if we have accomplished our goal will be determined in the most cost effective method. Commissioner Miller posed a question for staff is have we explored talking to partners to share some of the cost, specifically the City of Charlotte. Mr. Woodyard responded that presently we have not asked anyone one/agency. We view this as an MtW initiative that has been budgeted for with MtW funds.

Commissioner Moffat stated is it practical that we opt toward Option B which is less reliant on print and we supplement with the lower end of the range for radio; therefore, we end up in the \$295,000 - \$298,000 range which is the same as Plan A. He feels that if we are going to flood the market then lets go all the way. Commissioner Moffat thinks that radio is a very large component and to leave it out at the expense of putting more into the print, he agrees that it is not what it used to be. He suggested that perhaps we consider this proposal as a hybrid.

Chairman Jones, asked if the authority is on a time sensitive schedule? Mr. Woodyard responded that "yes". It will not be necessary to take a formal action but we do need some consensus where we are with the bottom line expenditures and when you drill down how much print media vs. electronic media, then let's see where we land on that but we do need direction today, if possible.

Additionally, Mr. Woodyard thinks that the biggest bang for the buck is in TV and outdoor print media. He does think radio is excellent; however, in his personal opinion the TV audience is the biggest bang for the dollars.

Commissioner Page asked for a staff recommendation. Ms. Gallman, Corporate Communications Officer, responded that the hybrid would be our best option. In general the key is repetition; statistics show that it takes seven impressions for a brand to start to register with the person.

Synopsis: Chairman Jones stated that this discussion does not need a motion; however, he would like to see a nod of consensus from the commissioners which would allow staff to move forward with this program. We would prefer the smaller print media budget augmented by radio. Is there a general consensus from the commissioners? (There were visible nods of approval from the commissioners to approve the amount that is already in the current year budget). The amount

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of money confirmed is the \$295,000 which reduces the print media scoop and increases the radio scoop. Discussion ended.

Consent Agenda Action Items:

Chairman Jones explained that these are the Consent Agenda action items which previously have been brought before their individual working committees. At this time you can select any item for discussion if you need further information or you can leave all the items as they are shown under consent through **Item 9.A & Item 9.C** (NOTE: Item 9.B was pulled and added to the Business Agenda).

ACTION:

Motion was made for approval:	Commissioner Miller
Motion was seconded by:	Commissioner Ford
Outcome:	Passed unanimously

Business Agenda:

10.A Board Elections

Elect a Chairperson and Vice-Chairperson for the Charlotte Housing Authority Board of Commissioners for calendar year 2009 according to Authority By-Laws.

Chairman Jones opened the floor for nominations for the position of Chairperson. This election will represent calendar year 2009. Commissioner Moffat made a motion that the Chairman and Vice-Chairman remain as they have been for the past year with Commissioner Jones serving as Chairman and Commissioner Moore serving as Vice-Chairman. The motion was seconded by: Commissioner Page and the motion passed unanimously.

10.B McCreesh Place Addition

Approve resolution no. **1645** an amendment to resolution no. 1621, to authorize staff to make an MtW loan of \$875,000 to make minor upgrades to the existing 63-unit building and construction of a new 26 unit efficiency addition to McCreesh Place located along N. Davidson Street.

Commissioner Page had the following comments: He questioned an item in the resolution on page 3 of the package about mid-page, which states we are making this available to McCreesh Place because it will make the lenders comfortable (especially AHP). He did not think this through in development committee and it was a part of the resolution agreed to send to the Board; however, in retrospect it appears that we have stepped up substantially in commitment to this organization. He explained that McCreesh Place is doing a great job and this is not a negative against them, but McCreesh Place is not our "CHA" project. There is a body that governs that and a body

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Regular Board Meeting

that initially funded that project; however, they have found themselves in difficult financial straits and we “CHA” have made a substantial commitment in the form of a grant. It is incumbent upon them to operate it and not to dip into the Seigle Point Client services pot. CHA has a large investment in Seigle Point and he feels we need to be sure that there is enough money to provide the services to our clients at Seigle Point to make them successful. He would like to delete that from this resolution, everything else remaining the same, but remove the access to Seigle Point Client Services endowment.

Chairman Jones responded that viewing resolution no. 1645 it authorizes CHA to make a MtW loan of \$875,000. Ms. Kathleen Foster, VP Real Estate Development, responded that it is an amendment of an earlier motion/action item which authorized a loan of \$100,000 from the HOPE VI funds as well as Section 8, Section 9 rental subsidies. Clarifying the request from Commissioner Page, he wants the amended resolution condition on further amending resolution no. 1621 to delete the access to the client services endowment. Commissioner Page agreed with that clarification of his request. Mr. Woodyard, CEO, stated that his sense is that would collapse the entire deal. Kathleen continued to explain CHA’s position. Mr. Woodyard, CEO, stated he was not aware of the conversation between Ms. Foster and Commissioner Page; therefore, he feels uncomfortable making a recommendation. He has not had an opportunity to vet this with his staff. Commissioner Page is fine with not voting on this item today. Chairman Jones recommended that this item be deferred to the March 2009 meeting. Ms. Foster stated that this was not possible because she has convinced the City of Charlotte to leave the Housing Trust Fund in place until this request could be presented to this Board meeting. Chairman Jones reiterated that we need to tell the Housing Trust Fund that we need to defer this request. The next Development Committee meeting will be held on February 4, 2009. Chairman Jones does state that he is willing to accept a motion to approve Resolution no. 1645 which amends Resolution no. 1621 with a further amendment to delete direct mention of accessing their client services endowment with the understanding that they still can ask for the money, however we have the ability to turn down the request. Commissioner Ford asked if the motion was being made with or without Mr. Woodyard’s recommendation. It was explained that the motion will come without a recommendation neither positive nor negative. Commissioner Ford has a challenge with this. He stated that he did not feel comfortable voting for this without Mr. Woodyard’s support or at least having him look it over. Ms. Foster explained she was unable to speak with Mr. Woodyard on this matter because she had only spoken to Commission Page roughly 10 minutes prior to the meeting. She did not have the opportunity to speak to him.

ACTION:

Commission Page made the following motion to approve this without the paragraph with the understanding that Mr. Woodyard has the prerogative to come back to the Board.

Motion was seconded by: Vice-Chairman Moore
Outcome: Passed unanimously

January 23, 2009
Regular Board Meeting

Chairman Jones requested a motion to suspend the regular Board meeting to convene the Horizon Developments Properties, Inc. and CORE Programs, Inc.

ACTION:

Motion was approved by:	Commissioner Miller
Motion was seconded by:	Commissioner Page
Outcome:	Passed unanimously

Once meetings were adjourned, the Regular Board meeting was reconvened to go into Executive Session after a short break.

Motion to approve: Commissioner Moffat; seconded by: Vice-Chairman Moore. Motion carried. Regular Board meeting officially adjourned.

Minutes respectfully prepared by:	Barbara G. Porter Executive Assistant to the CEO
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The next meeting will be held on Thursday, February 12, 2009 at the Charlotte Housing Authority, 1301 South Boulevard, Charlotte, NC 28203 starting promptly at 12 noon. Lunch will be provided at 11:30 a.m. If any questions/comments, please contact the Executive Office at 704.336.5221.

Horizon Development Properties, Inc
Meeting of Directors
AGENDA

Central Office
1301 South Boulevard
Charlotte, NC 28203

February 12, 2009

Directly After CHA Board Meeting – Meeting Convenes:

Regular Meeting Agenda:

1. Additions to the Agenda
2. Consideration to Approve the Minutes for:
- *minutes will be distributed at the meeting*
3. **Business Agenda Item:**
A. Budget Amendment: Seneca Woods Apartments (**p.1**)

Business Agenda:

Business Agenda items for the February 12, 2009 Meeting of the Horizon Development Properties Board of Directors

3.A Budget Amendment: Seneca Woods Apartments

- Action:**
- 1. Approve the Authorization of \$650,000 of Land Sale Proceeds of the Seneca Woods Capital Project Budget**
 - 2. Approve the Amendment of the Seneca Woods Apartment Capital Project Budget in Horizon Development Properties, Inc**

Staff Resource: Jeff Meadows and Ralph Staley

Strategic Business: Real Estate, Finance and Administration

Strategic Goals: Maximize the economic, physical and social value of our real estate, Attain Long-Term Financial Viability

Explanation:

The CHA Board authorized staff in Resolution 1539 to act as developer to rehabilitate and restructure Seneca Woods Apartments. The authorization approved sources and uses of funds in the amount of \$3,540,000. Subsequently in August 2008 the budget was amended to use Moving to Work Funds in the amount of in place of Land Sales Proceeds. However, due to a policy interpretation by HUD we are reverting back to the use of Land Sales Proceeds as originally adopted to comply with the HUD policy interpretation and move the project to closing. This amendment is being done to amend the budget for the Seneca Woods Apartments Capital project. Also in this amendment staff is showing the major expense for this project in the Capitalized item account.

The attached Exhibit A shows the revenue of \$650,000 in Land Sale Proceeds and the corresponding expenses for this project.

Also as a part of this amendment the Chief Executive Officer (CEO) or his/her designee may transfer funds as provided below. All such transfers must be consistent with state or federal laws and local board policies. The CEO or his/her designee must report any such transfers at the regular meeting of the board at which the budget to actual results are discussed and transfers between functions must be entered in the minutes of that meeting.

1. The CEO may transfer between sub-functions and objects of expenditure within a function.
2. The CEO may transfer amounts not to exceed \$50,000 between functions.

3. The CEO may not transfer any amounts between funds or increase the total amount of a fund.

Committee Discussion: The Development Committee discussed this item at its meeting on February 4, 2009 and recommended approval.

Funding: Proceeds from Notes, Loans, Bonds
City of Charlotte
Housing Trust Funds
NCHFA
HOPE VI

Attachment: Resolution for Seneca Woods Amendment

RECORDING OFFICER'S CERTIFICATION

I, Barbara Porter, the duly appointed Secretary of the Horizon Development Properties, Inc., do hereby certify that the above item was properly adopted at a regular meeting held February 12, 2009.

(SEAL)

BY: _____
Barbara Porter, Secretary

**MINUTES OF HORIZON DEVELOPMENT PROPERTIES, INC.
BOARD MEETING HELD ON FRIDAY, JANUARY 23, 2009**

Regular Meeting:

Additions to the Agenda:

Chairman Jones asked for any additions/modifications to the agenda. Hearing none the agenda was approved as submitted.

ACTION:

Motion was made to approve as submitted:	Vice-Chairman Moore
Motion was seconded by:	Commissioner Miller
Outcome of the vote:	Passed unanimously

Consideration to Approve the Minutes for:

- Meeting held on December 16, 2008

ACTION:

Motion was made to approve by:	Commissioner Miller
Motion was seconded by:	Vice-Chairman Moore
Outcome of the vote:	Passed unanimously

Business Agenda Item:

3.A Budget Amendment: Horizon Development Properties

Approve the amendment of the Horizon Development Properties, Inc. budget for the Fiscal Year Ending March 31, 2009.

ACTION:

Motion was made to approve:	Commissioner Page
Motion was seconded by:	Commissioner Moffat
Outcome of the vote:	Passed unanimously

Motion was then made to adjourn this meeting and convene the CORE Properties, Inc. Meeting,

Motion was approved by:	Vice-Chairman Moore
Motion was seconded by:	Commissioner Miller
Outcome of the vote:	Passed unanimously

Minutes prepared by:	Barbara G. Porter
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