ACTION

MINUTES OF THE ANNUAL BOARD MEETING
OF THE
MONTEREY COUNTY HOUSING AUTHORITY
DEVELOPMENT CORPORATION
HELD OCTOBER 22, 2012

Directors met at 123 Rice Street, Salinas, CA 93907. The meeting was called to order by Chair Alan Styles at 5:00 p.m. Present: Chair Alan Styles, Vice Chair Elizabeth Williams, and Directors Josh Stewart, Tom Espinoza, Kevin Healy, Andrew Jackson and Charmaine Scott. Also Present: Starla Warren, President/CEO. Also in attendance HACM staff: Jean Goebel, Executive Director and Lynn Santos, Director of Finance. HDC Staff: Carolina Sahagun, Senior Community Development Planner; Marilyn Rose, Senior Finance Officer and Ray Helali, Senior Construction Manager. MCHI Staff: John Rose, President. Recorder: Kimmy Nguyen

COMMENTS FROM THE PUBLIC: None

PRESENTATIONS:

A. Receive NAHRO Housing Awareness Award

Ms. Warren announced speaker Ken Cole, Executive Director of the Housing Authority of Santa Cruz County who was here representing the NAHRO Board. Mr. Cole mentioned that he is on the Board of the California Association of Housing Authorities and currently representing 65 Housing Authorities in California. The Housing Authorities provide housing for 395,000 households in the State of California.

Mr. Cole further mentioned that he was at the Haciendas site and was very thrilled to be there. He commented that he was very happy to see the three dimensional of new construction knowing what it’s going to do for the families and individuals who are going to live there. Mr. Cole mentioned that the month of October is Housing America month which is an event that NAHRO does nationally to highlight the work of housing authorities. He commended the staff and stated that it was a great pleasure to be on the nominating committee and to be able to present this award to the Monterey County Housing Authority Development Corporation.

Director Styles thanked Mr. Cole and commented that this award will go to the entire staff and everyone that was involved.

B. Receive Annual Report

Ms. Warren gave a lengthy power point presentation of the Annual report to the Board and staff. She commented that this is a recap of what HDC has done this year. Just to name a few, Ms. Warren reported that one of our projects that has reached construction close and will be completed in November is 1 Haciendas Place. She further reported that we received funding for Oak Park Phase 1 for 80 newly constructed units. Ms. Warren mentioned that 2 Haciendas Place is Phase II of the project that is currently under construction. We received notification of funding on this project for 46 newly constructed units and a relatively large residential service facility. Ms. Warren further mentioned that we also completed a refinance for the Housing Authority on Portola Vista. The rehab of the project is in process and should be completed at the end of November. Ms. Warren mentioned that 3 Haciendas Place is where the HDC’s current offices are located, next to Chinatown. She stated that we have engaged the Salinas City Downtown Community Board relative to redevelopment.

A short video was presented by Ms. Warren to the Board, staff and guests. With the help of our marketing firm, they were able to capture some comments from our vendors about their relationship with HDC and what working with HDC is like for them. Ms. Warren introduced our guests at the Board meeting. She introduced our marketing firm, Moxxy Marketing; our general contractor at Haciendas Place, SBI Contractors; Director of the Service Learning Institute at CSUMB, Dr. Seth Pollack and our energy consultant from HERSolar, Jennifer McElellan.

The Board thanked the guests for coming to the Board meeting. Director Styles congratulated the staff and HDC group. He commented that we had a very hectic and challenging year and HDC came through very nicely. Director Styles further congratulated the entire group. Director
Espinoza commented that the video was very impressive. To Board query regarding the video, Ms. Warren responded that it will be used as a marketing piece in the future and will be put onto the website; it may be modified and augmented going forward. She stated that this video was a pretty good testimonial to what HDC does. The Board commented “Job well done”.

CONSENT AGENDA

A. Minutes—Approval of Minutes of the Regular Board Meeting held September 24, 2012

Upon motion by Director Williams, seconded by Director Stewart, the Board approved the minutes for the Regular Board Meeting held September 24, 2012. Motion carried with the following vote:

AYES: Styles, Williams, Stewart, Espinoza, Healy, Jackson, Scott
NOES: None
ABSENT: None

NEW BUSINESS

A. Resolution MDC-95: MOU for Resident Services on Haciendas Phase Zero

Ms. Warren reported that this is a result of HDC reaching out to the community. Ms. Warren commented that CSUMB has been working in the Chinatown area for 4-5 years and have been very successful with receiving funds from HUD. Like many programs, CSUMB is experiencing funding cuts and looking to see what kind of resources they can find elsewhere. Ms. Warren commented that we have vacant units which we are not aggressively leasing up in Phase Zero. She stated that there were discussions at the Finance/Development Committee meeting about a potential great partnership with CSUMB. Ms. Warren expressed that if CSUMB is not there, it would jeopardize Chinatown moving forward. She felt that it would be best for HDC to engage CSUMB and partner with them. Ms. Warren mentioned that HDC offered CSUMB a 2-3 bedroom unit on Haciendas Phase Zero which is not being utilized, to allow them a space in which to provide their services to the community.

In addition, Ms. Warren further mentioned that Phase Zero has gone from earning public housing rents to earning market rate rents because of the tenant protection vouchers. She stated that HUD asked about what we were going to do with the revenue generated, and that any proceeds should be used for qualified activities, one of those being resident services. Ms. Warren reported that we have accumulated about 90k in NOI and we need to make sure CSUMB is vested in our community. She commented that she spoke with Ms. Goebel & Ms. Santos and they are very supportive in giving $50k towards resident services on that site.

Ms. Warren introduced Dr. Seth Pollack, Professor at CSUMB & Director of Service Learning Institute to the Board. Dr. Pollack gave a lengthy explanation regarding his program. He commented that Monterey Bay is the only public University in California with the requirement that every student be involved in the community. He mentioned that every semester about 50% of the students are in a community service course that is linked to their academic program which gets them involved in their community. He further mentioned that this past year there has been about 2500 students working with about 250 different organizations in the Monterey County Bay Area Region and a great example would be Chinatown. Since 2005, CSUMB has had a community learning center on Soledad Street. There have been 65 students a semester who have been in the community working at Dorothy’s Kitchen, Buddhist Temple, etc.

Dr. Pollack stated that CSUMB has been funded through HUD, USDA & other funding sources and now they have had some difficulties lately. He mentioned that he came to Ms. Warren to see if they could find a way to maintain their presence there and be able to get help through the next year to retool their strategic plan to be present for a long time. He further mentioned that social programs and nursing programs are looking to be based in Chinatown as well. Dr. Pollack is excited about the chance to tie them a little closer to the Housing Authority so that their services will be more available to the residents of those communities. He sees it as a nice step in building a connection between the Housing Authority properties and the rest of the Chinatown neighborhoods. Dr. Pollack was really pleased to be able to represent the possibility to the Board for consideration of deepening the partnership so that CSUMB will be able to maintain their services there for the next year.
To Board query, Ms. Warren responded that any low-income person from a different site could come over and access the program to the extent CSUMB has the capacity to serve them. Director Stewart congratulated CSUMB and praised the contributions that were being made by the University. He further welcomed Dr. Pollack to the Board meeting. To Board queries, Dr. Pollack responded that his program does work closely with Collaborative Health & Human Services (CHHS), however, because of their partnerships; they have not been able to bring their students over to the Chinatown area. Dr. Pollack further responded that they have not been successful with the community college outreach nor have they embraced the curriculum. Regarding the nursing program, Dr. Pollack commented that it is a remarkable program and interestingly the Bachelor’s in nursing is wrapped around the nursing programs that are at the community colleges. He commented that the problem is that students get omitted but they can’t start because there is not enough place for them. The idea is while they are waiting, they can start taking courses at CSUMB towards their Bachelor’s so that way they can take advantage of getting to their clinical rotation and upper division courses at CSUMB and get them close to graduate.

Upon motion by Director Espinoza, seconded by Director Stewart, the Board adopted Resolution MDC-95 approving MOU for Resident Services on Haciendas Phase Zero. Motion carried with the following vote:

**AYES:** Styles, Williams, Stewart, Espinoza, Healy, Jackson, Scott
**NOES:** None
**ABSENT:** None

**B. Resolution MDC-96: Change to Bylaws Relative to Annual Elections and Meeting**

Ms. Warren commented this is mostly cleanup work on the bylaws and defining the annual meeting and election process. She stated that this came to the full board last month and these are the changes in the resolution coming forward.

Upon motion by Director Stewart, seconded by Director Jackson, the Board adopted Resolution MDC-96 approving the change to bylaws relative to annual elections and meeting. Motion carried with the following vote:

**AYES:** Styles, Williams, Stewart, Espinoza, Healy, Jackson, Scott
**NOES:** None
**ABSENT:** None

**C. Procedure for Election of Officers**

Chair Styles commented that this was similar to the HACM elections that were held last month with the exception that the Chair and Vice-Chair of HACM cannot be the Chair and Vice-Chair of HDC.

Chair Styles opened the nominations for Chair.

Director Williams nominated Director Styles for Chair and Director Stewart seconded that nomination. Chair Styles is re-elected as Chair of the Board of Director for the ensuing year.

Upon motion by Director Stewart, seconded by Director Espinoza, the nominations for Chair of the Board were closed. Motion carried with the following vote:

**AYES:** Styles, Williams, Stewart, Espinoza, Healy, Jackson, Scott
**NOES:** None
**ABSENT:** None

Chair Styles opened the nominations for Vice Chair.

Director Williams nominated Director Espinoza for Vice Chair and Director Styles seconded that nomination. Director Espinoza is elected as the Vice Chair of the Board of Directors for the ensuing year. Chair Styles congratulated Director Espinoza.
Upon motion by Director Healy, seconded by Director Williams, the nominations for Vice Chair of the Board were closed. Motion carried with the following vote:

AYES: Styles, Williams, Stewart, Espinoza, Healy, Jackson, Scott
NOES: None
ABSENT: None

D. HDC Logo Review

Ms. Warren mentioned that we are trying to bring this to the Board to gain some consensus. In a lengthy discussion regarding the HDC Logo, Ms. Warren responded to the board queries. Ms. Warren responded that the “2” in one of the version of the HDC logo meant as a square. She explained that we had to get a fictitious name and Mr. Feinberg chimed in responding that the name HDC was not legally available therefore they came up with the name Housing Development Consulting Corporation. He stated that the “2” was used in one of the version of the logo because of the two uses of the C’s. Ms. Warren’s response to another query was that the actual entity does not change and this is just a DBA through the County. Mr. Feinberg stated that we did not do a legal search but to avoid conflicts, we checked with the Secretary of State and the patent/trademark office. He further stated that the name was definitely available in the County. Ms. Warren commented that this is just a way for us to capture HDC and formalizing what we have been informally calling ourselves. She further commented that HDC needs to have a logo in order to identify ourselves.

Regarding the possible name change of the corporation, Ms. Warren explained that because there are so many documents with that corporate name, it would be a significant problem to do a corporate name change. Director Stewart commented that he gives Director Healy credit for bringing the corporate name up 6 months ago. Ms. Warren stated that if we began the document with the Monterey County Housing Authority Development (HDC) then we can use HDC in the balance of the document because the corporate name is identified and the acronym is right behind it. Therefore, she stated that Director Healy was pushing for some consistency in that approach. To board query regarding the corporate name, Mr. Feinberg responded that even if we left out the word “consulting”, the name Housing Development Corporation was not available. To another query, Mr. Feinberg responded that the logos were just options made by the designer for us to look at and he stated that the “2” is not a major function and could be taken off. Mr. Feinberg expressed that the different versions of the logos were designed to get feedback from the Board.

After a lengthy discussion and the Board’s comments on the logos, Ms. Warren stated that the marketing firm will come back at another time with a different rendition of the logos. Director Espinoza commented that he doesn’t think there is a legal issue now that he understands what we are doing and from what Mr. Feinberg was explaining regarding the State and County. Director Espinoza also commented that he doesn’t think we should go backwards but need to go forward with whatever logo is decided. Director Espinoza thanked Mr. Feinberg.

Director Williams commented that there was a photo op and HDC was presented a National award but yet there was no newspaper or television person at the site. Ms. Warren responded that notifications were sent out and she expressed that since the main entrance was blocked off, it was quite likely that if anyone showed up, they were deterred from going there. Ms. Sahagun commented that the press release had our contact information and we did not receive any calls. Mr. Feinberg also commented that we put the information out there but we are at the mercy of the press and what they choose to cover. He stated that we definitely put the information out there but he felt that there would be a better opportunity at the Grand Opening. Ms. Craig explained that often times, stories are written off of press releases and you don’t even see a reporter at the event. She stated that we will continue to follow up locally with some of the local media. To Board query, Ms. Goebel commented that the marketing firm is doing this together for HACM & HDC but for right now, their focus is with HDC. Ms. Warren commented that this is a joint thing but HDC just happens to have more needs at this time. The Board wanted to make sure that the marketing firm is working with both organizations. Director Scott suggested to the marketing firm to get in touch with Access Monterey Peninsula (AMP). She stated that they have crews and volunteers who are very accessible.
October 22, 2012

INFORMATION

A. Monthly Development Report

Ms. Warren reported that she has nothing to add to the report unless there are any questions. To Director Healy’s query, Ms. Warren responded that she has not received her brokers’ license yet and commented that it is still on her list to do.

B. Property Management Report

Nothing to add to the report.

DIRECTOR COMMENTS

Director Jackson commented that Ms. Warren is doing a good job.

Director Stewart commented that the Board is very lucky to have Director Scott. He stated that she is quite the celebrity and is a great jazz singer. He commented that he appreciated her taking the time to serve on the Board. Director Stewart further commented that he is very impressed with Ms. Warren and the rest of the staff.

Director Williams congratulated HDC on the award and commented that she is happy to be a part of it.

Director Healy thanked Ms. Warren and the team for all the work that has been done since the last meeting; he appreciated it. He congratulated Director Styles & Director Espinoza on the new leadership of the Board of Directors. He thanked Ms. Nguyen & Ms. Tebbs for setting up the conference call so that he could participate. He further thanked everyone.

Director Scott commented that she thought it was a very good meeting. She further commented that this was her first HDC meeting so it was a good learning experience. Director Scott stated that it will take her a while to understand everything but she appreciated HDC and all the work that they do; it's obvious.

Director Espinoza commented good job to everyone and thanked Ms. Warren for putting up with the Board’s opinions.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 6:16 p.m.

[Signature]
Chairman - ACTING CHAIR

TTEST:

[Signature]
President/CEO

\[\text{Date}\]