



The Town of Barnstable
Affordable Housing Growth & Development
Trust Fund Board
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Mark S. Ells, Chairman

Friday, December 10, 2021
Affordable Housing Growth & Development Trust Fund
Fund Board Meeting APPROVED Minutes
9:00 A.M.

Pursuant to the passage of legislation extending certain COVID-19 measures adopted during the state of emergency, this meeting was closed to the public.

Alternative public access to this meeting was provided by utilizing a Zoom link or telephone number, both provided in the posted meeting notice.

Board Member Attendees: Chairman Mark Ells, Andy Clyburn, Mark Milne, Laura Shufelt and Wendy Northcross.

Other Attendees: Attorney Ruth Weil, AHGDT Staff; Attorney Charlie McLaughlin, Senior Town Attorney; Lynne Poyant, Director of Communications; Elizabeth Jenkins, Director, Planning & Development; Ryan Bennett, Housing Coordinator; Planning & Development; Gordon Starr, Town Councilor; and Ellen Swiniarski, CPC Coordinator, Planning & Development.

Call to Order

With a quorum present, Chair Ells called the meeting to order at 9:00 a.m. and stated that today's meeting is recorded and in accordance with M.G.L. Chapter 30A, s 20 he must inquire whether anyone is recording this meeting and to notify the Chairman that a recording is being made. No one came forward.

Member Introduction

By roll call (present): Wendy Northcross, Laura Shufelt, Andy Clyburn, Mark Milne, and Mark Ells.

Topics for Discussion

1. Public Comment

None.

2. Approval of minutes for the 11/12/21 meeting.

Motion was made by Laura Shufelt and seconded by Wendy Northcross to approve the November 12, 2021, meeting minutes as submitted. Roll call vote: Wendy Northcross (yes), Laura Shufelt (yes), Mark Milne (yes), Andy Clyburn (yes) and Mark Ells (abstained). Motion carries.

3. Discussion of advertising for the Trust's Notice of Funding Availability (NOFA) and whether the date for the submission of the first round of development activity funding should be extended.

Ruth Weil provided background and noted that the Trust worked with Lynne Poyant in 2020 when the initial Notice of Funding Availability (NOFA) was sent out as press releases to the Town's press list and various press entities as well as other organizations that dealt with housing. For the new NOFA, the Trust is interested in brainstorming with Lynne to expand the publicity of the availability of these funds.

Lynne Poyant said that her first question is who is the target audience. Lynne explained that usually press releases go out to traditional and digital media, this list includes the Cape Cod Chamber, Greater Hyannis Chamber, Hyannis Main Street BID, Cape Cod Young Professionals and supplemental lists that includes Civic Associations and Library Directors. Lynne noted that one media source that was not utilized for the prior NOFA was Channel 18, specifically a program available called Municipal Matters that deep dives into different subjects. Lynne said Channel 18 provides a video that lends itself very well to social media platforms. The Trust could be the centerpiece bookended with traditional topics and possibly invite speakers from Housing Assistance Corp to provide a broader conversation of affordable housing. Lynne mentioned the prior targeted emailing to builders and their associations, and attorneys working with developers, and noted that Facebook and Twitter can be targeted by demographics. Lynne suggested that for a rental assistance program, flyers and backpacks through schools may be helpful noting that the translation of this information should be expanded and suggested that the Family Engagement Center at the HYCC could possibly be a place for information to be distributed. Lynne explained that with the traditional media, it is hoped they would pick up a press release, but this rarely happens and suggested instead that someone do a story or take out an advertisement with pictures or graphics. Lynne suggested the Sunday Journal through Cape Cod Broadcasting is always looking for people to come in and talk and she noted also that the NOFA would be an ideal topic for the podcast that will be launching in January.

Chair Ells asked if there is a critical path that developers seeking funding must go through. He noted that if there is a critical path through financial institutions there should be a way to make sure that any of the entities along that critical path have that information so they can consider it. Ruth said there has not been a focused effort to reach out to those financial institutions in the past and will add them to the list to be contacted.

Wendy said the target audience is potential developers and wondered how many off-Cape developers have interest in Cape projects explaining that perhaps the Trust should reach media off-Cape and noting that off Cape banks are financing projects on the Cape. Laura commented that most of the developers she has dealt with are from off-Cape and may seek to partner with an on-Cape non-profit ideally for a project with an RFP because a lot of projects do not work financially if land acquisition is involved. Laura explained that the usual pathway if there is development it will come through the Planning Dept., adding that building and permitting staff should be aware also of this funding. Wendy noted that we should keep all options open including invitations to a public event. Laura mentioned another group that could be included in notification of the NOFA is the Landlord Association especially for the conversion of existing units to affordable units; and realtors as they try to make a deal work financially. Atty McLaughlin agreed there are a lot of commercial realtors looking for funding, suggesting another place to advertise in Banker and Tradesman and Mass Lawyers Weekly. He further suggested an event with a high-profile speaker from the Administration that could attract people.

Chair Ells suggested a tab or button on the Town's home page on the website for "Housing." Elizabeth Jenkins noted that Housing Coordinator, Ryan Bennett had recently updated the Housing webpage which now lists all the opportunities and resources and zoning information all in one place.

Mark Milne confirmed that there are funds available from the original trust assets that could be used for marketing. Ruth confirmed the takeaways from this discussion:

- Work with Lynne and Elizabeth to develop the ideas discussed such as an event to bring various entities together which would be helpful for the community and the NOFA.
- Contact financial institutions with the NOFA.
- Create a one-page flyer for potential applicants and developers.
- Ask Laura to provide an updated list of builders.

Chair Ells said he liked Wendy's idea of reaching out to entities that are already invested in affordable housing such as Housing Assistance Corporation, to start to forge partnerships. As an example, Wendy shared that pre-pandemic, the Smarter Cape Partnership, which is a collaboration of various organizations, ran a summit one year on affordable housing that packed the room. Governor Baker was one of the speakers and there was a daylong of seminars and events and she noted that it may be worth enlisting a high visibility speaker as Atty McLaughlin suggested. Laura noted also that the Trust could piggyback on the roll out of the ARPA funds which will generate many events to get that money out because funds need to be committed by 2024 and spent by 2026 and it is a lot of money specially for the support of housing, production, and preservation. The Administration will be going throughout the Commonwealth and the Trust can use this opportunity to highlight that their funds can be used to supplement the government programs.

Motion was made by Andy Clyburn to extend the deadline for the first round of the NOFA 2022-2023 to March 1, 2022, and seconded by Laura Shufelt. Roll call vote Wendy Northcross (yes), Laura Shufelt (yes), Mark Milne (yes), Andy Clyburn (yes), Mark Ells (yes). Motion carries.

4. Update on future staffing for the Trust.

Elizabeth Jenkins said that she circulated the draft job description that was worked on with the Human Resources Director and Ruth Weil in terms of duties and responsibilities of the Trust Administrator. Pending final formatting and edits that were indicated by HR, it appears to be ready to be published. Elizabeth noted that Planning & Development staff stands ready to fill any gaps that may exist during transition to a new consultant. She noted that it was recommended in close cooperation with Human Resources that the Trust seek this position to be another contractual employee, however there is a game plan to look for other staffing resources if needed. Chair Ells noted that the job description was developed to make sure that whoever is contracted, can meet the needs as administrator of the Trust but we are looking to continue with a contract employee and that employee works for the Trust and funded from the Trust. Chair Ells said that he would like Andy to coordinate as he had before to ensure the same success. Elizabeth noted that this individual technically will work for the Town Manager to assist him in carrying out his duties in administering the Trust. Laura Shufelt suggested that while a bachelor's degree is desirable, qualifications should not be limited to a specific degree as many people do not have planning degrees and their related experience originates from many other areas. It was agreed that flexibility in the required qualifications may facilitate finding a viable

candidate. Ruth noted that she would be willing to stay for a reasonable amount of time until her replacement is found.

5. Review of possible amendments to the Trust's Rules and Regulations.

The draft Trust Rules and Regulations was shared on screen. Ruth noted that after reviewing the NOFA, she realized that the definitions in the Trust's Rules and Regulations, particularly under Affordable Housing, needed revision to reflect a targeted rather than individualized median income. The revision in the proposed draft mirrors the language that was adopted in the NOFA by the Trust. Ruth also asked the Trust members whether they wanted to revise any of the stated goals in the Rules and Regulations. No member offered any revisions.

Motion was made by Wendy Northcross and seconded by Laura Shufelt to accept the updates proposed in the Barnstable Affordable Housing Growth and Development Trust Fund Board Rules and Regulations 2022. Roll call vote: Wendy Northcross (yes), Laura Shufelt (yes), Mark Milne (yes), Andy Clyburn (yes), Mark Ells (yes).

6. Presentation on the use or proposed use of funds received under the American Rescue Plan Act (ARPA) and under the Coronavirus Aid, Relief and Economic Security Act (CARES).

Mark Milne provided an update on the CARES ACT noting that the CARES ACT funding has expired with the period to use these funds ending October 30, 2021. He explained that there was no money in the CARES ACT for affordable housing. However, under the ARPA program or the Coronavirus local fiscal recovery fund, there are three tranches of funding available. He explained that there is \$7.6 M at the local level which the Town of Barnstable was granted; Barnstable County was granted \$41.3M; and the Commonwealth was granted \$5.3 Billion. The County established a plan as to how they propose to award county funds by putting water and sewer and broadband projects as the top priority list and followed the eligibility categories under the ARPA program in order. The newspapers outlined that there is disagreement as to who has the authority to authorize how those funds would be used at the County level and this remains to be resolved. He said he anticipated there will be an application process which we can look at once posted. Mark said he shared the State level funding last night and is before the Governor as a supplemental budget for fiscal year 2022. He explained it is a \$4 billion budget that includes \$2.5 billion of ARFA funds and within that program is about \$624M dedicated for housing. Laura mentioned today there is a lot of money for public housing, support of housing, rental housing, production of housing, homeownership assistance and local housing earmarks. He noted that it is likely this money will be doled out in a competitive grant process likely not by direct allocations to communities. Laura Shufelt said that most of the money is going to supplement existing programs by raising project caps or raising the per unit cap. She explained that putting more money into an existing system is the quickest way to spend the money rather than creating a new program on the production side. However, for homeowner assistance, funds will be used for down payment assistance, supplementing existing programs or creating programs where there are none. It also will be used for interest rate subsidy such as the ONE Plus program through MHP which will likely be made available statewide. Programs are being developed and at this point MHP is still developing a program that would pay the private mortgage insurance for mortgages greater than 80% loan to value. Support of housing is all about reducing homelessness and providing housing with wrap around services for special populations like veterans and special needs and persons with disabilities and frail elderly and chronic homeless individuals and families. She shared that the acquisition of motels and hotels

to convert to either temporary or permanent housing is called out in the legislation. For Commonwealth Builders, Barnstable should be aware that this is for gateway cities and other qualified census track areas. There are only 32 communities and \$115M in that program that provides subsidies for homeownership opportunities between 70-150% AMI. Laura said that the Public Housing Maintenance fund is one the Barnstable Housing Authority should be aware of as those funds can be used to rehabilitate State public housing and seems to be directed toward infrastructure.

Chair Ells said that the Trust should see if there is a role for the Trust to be proactive in targeting these programs to bring these programs and money to the community realizing that Planning & Development staff will need additional support to aggressively pursue the programs described by Laura.

7. Correspondence.

None.

8. Discussion of topics for future meetings.

- Follow up on marketing ideas – report on what we will do.
- Trust Administrator position information when appropriate.

Adjournment

Motion to adjourn was made by Wendy Northcross and seconded by Laura Shufelt Roll call vote: Wendy Northcross (yes), Laura Shufelt (yes), Mark Milne (yes), Andy Clyburn (yes), and Mark Ells. Meeting adjourned.

List of documents/exhibits used by the Board at the meeting:

Exhibit 1 – Affordable Housing Growth and Development Trust Fund Board Agenda 12/10/21.

Exhibit 2 – Draft minutes for the 11/12/21 Affordable Housing Growth and Development Trust Fund Board meeting.

Exhibit 3 – BAHGDTFB Trust Administrator Job Description

Exhibit 4 – BAHGDTF Rules and Regulations 2022 - Draft

Exhibit 5– ARPA Fiscal Recovery Fund Spending; Table of Government Programs/Grants; Cape Cod Times Article: Barnstable County to seek public comments on how to spend \$41M in COVID relief money by Jeannette Hinkle, November 12, 2021. Provided by Mark Milne.

Respectfully submitted,
Ellen M. Swiniarski
CPC Coordinator
Planning & Development