

## Housing Meeting

**Meeting:** Post Housing Summit Meeting

**Date:** April 5, 2019

**Time:** 9:00 am

**Present:** Vickie Corbett, Lisa Donohoe, Robin Fitzpatrick, Kathy Gaskin, Shannon Harvey, Jennifer Herfel, Jeff Rioux, Megan Shreve

## Meeting Topics

### 1. Debrief and Lessons Learned

- a. Group reviewed the Post-Event Housing Summit survey and discussed lessons learned and suggestions for the housing summit next year.
  - i. Suggestions included:
    1. Planning needs to occur at least 9-11 months out (e.g. identify speakers, panelists, breakout group topics et al.)
    2. Marketing needs to occur at least 6 months out
      - a. More visible & accessible to public in order to be top of mind for intended audience
      - b. More exposure / shares / coverage on partner websites & partner social media etc.
    3. Media packets
    4. More cushion time for transition of panels, speakers etc. and for sound check
    5. Real Time app (to capture questions / feedback during the event in a live capacity – useful for breakout groups when asking participants to hold questions until the end as well)

**Action Item for All Partners:** Identify internal marketing contact and connect them with Jenn to create more cross-posting opportunities and larger audience reach.

### 2. Going on in the background

- a. Gettysburg Times stories
  - i. An update was provided on Gettysburg Times stories:
    1. The Gettysburg Times will be featuring weekly stories of individuals impacted by the lack of affordable housing, challenges they face in finding affordable housing and / or how affordable housing has changed their lives for the better.
      - a. All partners will be featured in these stories and tied back the @Home In Adams County initiative / website.

**Action Item for all partners:** *Each organizational partner picks an individual / employee from their organization (who is willing to share their story with the Times / then ask that person to recommend 1 other person who would be willing to participate & so forth).*

- b. Revision of Act 137 Criteria
  - i. Megan provided an update on the revision of Act 137 criteria. The revision is still under discussion with the Adams County government planning team with the possibility of 10% under market rate rent.
- c. SHARE Program Update
  - i. Megan and Jenn to meet with Julie Seby, Office of Aging to discuss the possibility and logistics behind a pilot SHARE program in Adams County.
- d. Meeting with Commissioners
  - i. Megan to have further conversations with the commissioners regarding possible affordable housing projects in Adams County. Update from Commissioner Qually indicates an interest in moving forward with assessing PHFA funding opportunities and what it will take to make affordable housing projects happen in the county.
- e. Marketing
  - i. Jenn to continue working on marketing planning, digital efforts and collateral.

**Action item for all partners:** *Create testimonial for @Home In Adams County – Why are you involved? How does this tie into your organization's mission? How do you think the initiative and your partnership will benefit the community?*

**Extension of Previous Action Item:** *20-30 second video testimonial (capturing the information above) to be used during municipal outreach efforts if partner leaders are unable to attend those meetings.*

- 3. Next Steps
  - a. Jenn to attend PHFA Housing Summit on May 8 & 9
  - b. Megan & Jenn to look at funding models for PHFA and similar project types
  - c. Jenn to work with Robin and County on possible DCED combination funding sources
  - d. Jenn to work with Robin on strategic plan objectives
  - e. Identify "low hanging fruit" items that the task forces can start to work on
- 4. Incorporating Transportation and Economic Development
  - a. Jenn to work with Robin on identifying key players and crafting approach in alignment with strategic plan goals.
- 5. Next Coalition Meeting
  - a. April 24<sup>th</sup>, 2019 – 8:00 am – 9:30 am
- 6. Task Force Sub Groups
  - a. Two groups were identified as the initial task force sub groups:
    - i. SHARED Housing Task Force
    - ii. YIMBY Advocacy Group

**Action Items Recap for All Partners:**

1. *Identify internal marketing contact and connect them with Jenn to create more cross-posting opportunities and larger audience reach.*

**Due Friday, May 3, 2019**

2. *Each organizational partner picks an individual / employee from their organization (who is willing to share their story with the Times / then ask that person to recommend 1 other person who would be willing to participate & so forth).*

**Due Friday, May 17, 2019**

3. *Create testimonial for @Home In Adams County*

- a. *Why are you involved?*
- b. *How does this tie into your organization's mission?*
- c. *How do you think this initiative and your partnership with @Home will benefit the community?*

**Due Friday, May 3, 2019**

**Next Meeting – Large Housing Coalition Meeting**

**Date & Time:** *Wednesday, April 24<sup>th</sup> 8:00 am – 9:30 am*

**Location:** *Destination Gettysburg Event Space*