

City of Raleigh
Affordable Housing Bond Advisory Committee

Meeting of Thursday, April 9, 2020
11:30 AM – 12:30 PM

- I. Welcome - Co-Chair Holmes opened the meeting and took attendance.
- II. Overview of Objectives/Bond – Co-Chair Holmes thanked the group for stepping up to help over the past weeks and is excited for the upcoming launch of the survey. She emphasized that the committee has tried to be inclusive of all members.
- III. Sub-committee Reports
 - a. Community Outreach – Co-Chair Holmes reviewed some of the changes made to the survey since the last meeting. She confirmed that as recommended, “Individuals” was added as an example of a public/private partnership; however, she noted that the example was added without the consideration or endorsement of a particular program. The survey will launch Monday, April 13th and include a Spanish-language version. It will be live for three weeks until Sunday, May 3rd.

Co-Chair Holmes reminded the committee that the bond effort is supported by the Mayor, but the choice will ultimately be made by the voters. Ms. Keefer noted that the survey link will change once it’s officially launched, and the Co-Chairs will notify the committee with the new link. The landing page link will not change and will include a link to the survey. She noted committee member questions about the process should be directed to the Co-Chairs. The first week will include kickoff notifications, and the following weeks will include reminder notifications. Ms. Keefer went over the roll out plan, target audiences, tracking, and point-of-contacts. Co-Chair Holmes reminded committee members to look over and add to the community partner lists by the end of the weekend.
 - b. Communications - Ms. Keefer mentioned the City will be distributing a press release, article, video, and information through its social media accounts and email lists. She stressed the importance of consistent messaging by committee members through their different outlets. Mr. Kucab asked about timing of Council decision making, Larry Jarvis said Council would lock in on a bond total at the May Council meeting.
- IV. Next-steps - Co-Chair Holmes said the group would likely utilize videoconferencing at the next meeting on April 17th, 2020 at 11:30am.

Attendance: Yvette Holmes, Alice Lutz, Bill Ahern, Bob Kucab, Dustin Engelken, Heather Keefer, Joe Rappl, Kia Baker, Lisa Rowe, Mary Jean Seyda, Seth Friedman, Sonia Barnes, Tim Morgan, Wayne Felton, Andrew Sims, Rhett Fussell, Curtis.

Staff: Larry Jarvis, Niki Jones, Will Hartye, Sarah Baker

Guests: John Goodman, Kelly Gale, Robin Hammond, Holley Gallagher