

City of Raleigh Housing Bond Advisory Committee

Friday, March 13, 2020

11:30 AM – 12:30 PM

Conference Call

I. Welcome - Co-Chair Kane opened the meeting and took attendance.

II. Overview of Objectives/Bond

III. Sub-committee Reports

a. Community Outreach - Ms. Keefer gave an update from the subgroup and noted the committee decided at its previous meeting that the target audience are voters and those earning below 60% of the area median income. The subgroup has identified physical locations including libraries and grocery stores and print materials such as post cards to assist in communication efforts. Ms. Keefer said the group has spoken City staff about past efforts including mailing lists and water bills. Post card mailings may be an option if meetings may not be possible.

Ms. Keefer said the subgroup has also touched base with City Communications staff regarding the project landing page and recommended use of a common hashtag on social media. Ms. Keefer mentioned it may be possible to obtain apartment mailing lists from Apartment Association. Co-Chair Kane recommended creating a Google Doc for members to include their phone numbers for committee use. Co-Chair Holmes mentioned the group may want to consider options for those that may not be reached by post card mailings. Ms. Baker mentioned the city's Nextdoor account can be used for additional outreach.

b. Communications - Mr. Ahern gave an update on the Communications subgroup tasks including the creation of a flier for the March 23rd meeting. Mr. Ahern mentioned the subgroup also worked with staff on the website landing page and has an upcoming call with the CEO of Habitat Denver to discuss a previous survey they conducted to guide the subgroup on the creation of the survey. The subgroup will also be creating a list of talking points and presentations. Co-Chair Holmes stressed that questions on the survey should be simple, clear and able to translate results easily.

The Committee decided that the March 23 Public Input meet should be cancelled due COVID-19.

c. Event/Meeting - Mr. Friedman said the subgroup is on hold with the COVID-19 developments. Mr. Jarvis noted the City is going to suspend events, festivals and meetings of more than 100 people through May 1st.

IV. Next-steps - Co-Chair Holmes mentioned that committee meetings in the near future meetings may continue to be held over conference call and reviewed current subgroup tasks.

Attendance: Yvette Holmes, Paul Kane, Alice Lutz, Andrew Sims, Bill Ahern, Bob Kucab, Dustin Engelken, Heather Keefer, Joe Rappl, Kia Baker, Seth Friedman, Tim Morgan, Dexter Hebert, Wayne Felton.

Staff: Larry Jarvis, Niki Jones, Shawn McNamara, Will Hartye, John Niffenegger, Kristin Williams, Sarah Baker

Guests: Russ Stephenson, John Goodman