

POLK COUNTY HOUSING TRUST FUND
BOARD OF DIRECTORS MEETING
Friday, February 6, 2015
10:00 a.m.

MINUTES

Board Members Present:

Debbie Fisher, Joe Gonzalez, Lance Henning, Christine Hensley, Steve Patterson, Sean Pelletier, Elizabeth Presutti, Troy Thompson, Steve Van Oort, Linda Westergaard

Board Members Absent:

Angela Connolly, Creighton Cox, Beverly Evans, Kathy Gray, Luke Gray

Guests:

Pam Carmichael, HOME Inc., Diana Deibler, Deibler & Company, Izaah Knox, Wellmark Blue Cross Blue Shield, Jeri Mace

Staff:

Eric Burmeister, Lori Kauzlarich, Josh Hellyer, Tracy Levine, Claire Richmond

BUSINESS MEETING

Debbie Fisher, Board Chair, called the Business Meeting to order at 10:05 am.

Debbie asked Pam Carmichael, Executive Director of HOME Inc. to begin. Pam extended an invitation to an Open House for Clark Commons, a three year work in progress that has benefitted from Polk County Housing Trust Fund dollars. This is a supportive housing project for low income households (below 30% of median income), particularly targeting homeless households with individuals coming from the nearby House of Mercy. The Open House is on Wednesday, February 25, between 3 and 6 pm. An invitation will be sent with the address to everyone.

Approve Agenda

A motion to approve the amended Agenda was made by Chris Hensley; seconded by Steve Van Oort. Carried unanimously.

Approve January, 2015 minutes

A motion to approve the January Minutes was made by Steve Patterson; seconded by Joe Gonzalez. Carried unanimously.

2. Report of the Governance Committee

2.1 Election of Board Members

Debbie Fisher led with an explanation about the work of the Governance Committee. Three individuals have been asked to serve on the PCHTF board. Two people for a second, three year term:

Steve Patterson (BOS 1) MetaBank (second 3 year term)

Linda Westergaard (BOS 4) Berkshire Hathaway (second 3 year term)
 One new person:
 Izaah Knox (Pool) Wellmark and Urban Dreams for a first 3 year term.

Izaah took a few minutes to thank everyone and tell about his current responsibilities with Wellmark and Urban Dreams. A warm welcome aboard Izaah.

A motion was made to approve the board slate by Chris Hensley; seconded by Sean Pelletier. Carried unanimously.

2.2 Appointment of Committees

The Governance Committee recommends appointment of the following people to membership on the Polk County Housing Trust Fund Standing Committees for a one year term commencing on February 6, 2015;

Finance

Troy Thompson, Chair	Bankers Trust*
Rob Sherwood	Home Services Mortgage
Matt Siwec	Kemin Industries
Steve Patterson	MetaBank*
Eric Burmeister	Staff
Lori Kauzlarich	Staff

Governance

Debbie Fisher, Chair	Newbury Living*
Vicki Facto	Banker's Trust
Luke Gray	Dr Pepper Snapple Group*
Bev Evans	Davis Brown Law Firm*
Larry Goodell	Wells Fargo
Eric Burmeister	Staff

Advancement

Sean Pelletier, Chair	EMC/EMC Insurance Foundation*
Angela Connolly	Polk County Board of Supervisors*
Chris Hensley	City of Des Moines*
Lance Henning	Greater DM Habitat for Humanity*
Diana Deibler	Deibler and Company
Eric Burmeister	Staff
Tracy Levine	Staff

Operating & Supportive Services

Susie Osby	Polk County
Chris Johansen	City of Des Moines
Deirdre Henriquez	Primary Health Care

Craig Schneider	US Bank
Kris Schechinger,	Nationwide Foundation
Andrea Dickinson Dose	Iowa Credit Union League
Brian Hillebrand	American Trust & Savings
Kathy Gray	Wells Fargo Home Mortgage*
Isaah Knox	Wellmark/Urban Dreams*
Eric Burmeister	Staff
Lori Kauzlarich	Staff

Development

Jennifer Cooper	Banker's Trust
Mary Neiderbach	City of Des Moines
Laura Abbott	Iowa Finance Authority
Christine Gordon, Chair	City of WDSM (Metro Home Imprvt)
Gary Buelt	Banker's Trust
Steve Niebuhr	Hubbell Companies
Scott Fitzpatrick	MHEG
Joe Gonzalez	DMPD - retired *
Chase Wagner	Holmes Murphy and Associates
Carole Jones	NRB
Eric Burmeister	Staff
Lori Kauzlarich	Staff

Marketing

Diana Deibler, Chair	Deibler & Company
Linda Westergaard	Prudential First Realty*
Gunnar Olson	MPO
John Myers	Paragon
Ashley Jared	Iowa Finance Authority
Amber Lynch	City of Des Moines
Erin Hockman	Kemin Industries
Matthew Sorensen	Prairie Professionals
Steve Van Oort	Polk County Board of Supervisors*
Andy Bernholtz	General Dynamics IT
Sara Bonney	Community Foundation
Ryan Crane	Primary Health Care
Teva Dawson	MPO
Abe Goldstien	Trilix
Eric Burmeister	Staff
Josh Hellyer	Staff

Housing Policy

Creighton Cox, Chair	C2 Policy Advocates*
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Luke Mohlenhoff	West Bank
Bev Evans	Davis Brown Law Firm*
Elizabeth Presutti	DART*
Kevin Barber	Shiffler Associates
Kent Sovern	AARP
Joseph Jones	Greater Des Moines Partnership
Todd Ashby	MPO
Mike Tramontina	Charitable Giving Resource Center
Eric Burmeister	Staff
Josh Hellyer	Staff

*PCHTF Board of Directors

A motion was made to approve the Committees by Chris Hensley; seconded by Steve Van Oort. Carried unanimously.

2.3 Amendment to By-laws

Taking the lead for recruitment and orientation of board members, the Governance Committee is making a couple of recommendations. The small size of the board (17) makes it difficult for many constituencies to sit on the board. This is particularly true for corporate donors and neighborhood representatives. The Governance Committee is proposing the addition of four seats on the PCHTF Board of Directors. These will be POOL seats that are open to be filled by persons who have an interest in affordable housing in Polk County and will be elected by the board for three year terms. This warrants a change in the by-laws.

A motion was made to approve amending the by-laws to increase the maximum board membership to 21 and make other changes, as per the attachment by Joe Gonzalez; seconded by Steve Patterson. Carried unanimously.

Special thanks to Bev Evans for her work on the by-laws.

3. Report of Nominating Committee

3.1 Election of Officers

Board Chair Debbie Fisher appointed the members to serve on the Nominating Committee. These individuals are Bev Evans, chair, Bobbie Brewton, Angela Connolly, Chris Hensley, Carol Jones, and Linda Westergaard. Chris Hensley on behalf of Bev Evans, out-of-town, gave a recap of committee's recent work in choosing and asking officers. The Nominating Committee recommends the following individuals for election as officers of the Polk County Housing Trust Fund Board of Directors for a one year term commencing on February 6, 2015.

Debbie Fisher	Chair
Steve Patterson	Vice-Chair
Sean Pelletier	Secretary
Troy Thompson	Treasurer

A motion was made to approve the slate of officers as nominated by Chris Hensley; seconded by Joe Gonzalez. Carried unanimously.

4. Report of the Finance Committee

4.1 Recommendation for approval of November and December 2014 Financials

Treasurer Troy Thompson recapped the most recent meeting of the Committee when the November and December financials were reviewed and discussed. There were no significant variances noted.

Troy compared the first six months for 2014 with 2015. He found that revenues are approximately \$70,000 lower this year than last year. Part of the reduction is due to the loss of two significant corporate contributions, Aviva at \$10,000 and Pioneer Charitable Foundation at \$20,000. In both cases the decisions are due to changes in their business management priorities.

Troy also found that expenses at the mid-year time period were about \$350,000 higher now than from last year at the same time. This is a positive increase however, because it points to additional dollars being allocated for affordable housing development.

For cash in investments, 2015 shows just a little over 3 million compared to about 2.4 million last year.

A question was asked about the benefits section of the financials. Eric explained what has transpired in converting our health insurance from CoOpportunity to Wellmark. Premium costs increased by about 20%, part of which was absorbed by the organization and part absorbed by the employees. There was also a front load cost charged.

Steve Patterson moved to approve the 2014 November and December Financials; seconded by Elizabeth Presutti. Carried unanimously.

5. Report of the Development Committee

5.1 Recommendation of Single Family Allocations

Eric reported that this is the time of year for single family home allocations. There is \$450,000 in monies to award in the FY 15 Housing Allocation Plan.

In the area of single family homes, the Trust Fund supports new construction or rehabilitation resulting in owner owned and occupied homes. Two requests were submitted. One for \$180,000 from Greater Des Moines Habitat for Humanity and one for \$150,000 from HOME Inc.

Chris Hensley moved to approve awarding single family homeownership grants for the full requested amount to both Greater Des Moines Habitat for Humanity for \$180,000 and to HOME Inc. for \$150,000, thus providing the community with seventeen additional units for low and moderate income families; seconded by Steve Patterson. Carried unanimously with Lance Henning abstaining.

5.2 Recommendation of Technical Assistance

The Housing Allocation Plan sets aside \$40,000 for affordable housing organizations' work in preliminary planning activities or housing studies. As part of PCHTF's work on Housing Tomorrow, Iowa State University will do a comprehensive study of the immigrant population at Oakridge Neighborhood and their future housing needs. With so many languages spoken there, Oakridge has applied for a technical assistance grant of \$9,800 to train and employ multi lingual interviewers in ten languages for gathering information. The results of this study will inform PCHTF work on Housing Tomorrow as well as be foundational for Oakridge's upcoming 10 year Visioning Plan for that foundation.

Sean Pelletier moved to approve allocating \$9,800 to the Oakridge Neighborhood to assist ISU researchers in interviewing Oakridge immigrant residents; seconded by Elizabeth Presutti. Carried unanimously.

6. Report of the Advancement Committee

6.1 Training of the 2015 Campaign

Tracy Levine introduced Jeri Mace, former executive director of the Des Moines Metro Opera for thirty years and now a consultant with her own business. Jeri led the Opera with distinction, bringing it to the national spotlight as one of the largest summer opera festivals in the country. An extremely successful fundraiser, raising 3 – 4 million dollars for the Opera each year, Tracy asked Jeri to share with the board tips on "fundraising" and "friend-raising."

Jeri presented an excellent session part coaching, part re-assuring and recommended to be ready for the "Combined Campaign for Housing." She said the secret to fundraising is to have a compelling story to tell, to be excited about it and to share with the public. She gave tips on how to feel more empowered. Key, you have to "ask" and you never apologize or it minimizes why you are there.

Before you go out to fundraise for PCHTF, be sure you as an individual are giving to the organization. Let Tracy know what you will give.

TO GET YOUR FOOT IN THE DOOR

In setting up a phone call for an appointment, Jeri offered these points:

- Stand up when making your call – it changes your voice.
- Introduce yourself as a board member of PCHTF.
- Ask for 25 minutes of their time.

The majority of calls will be to lapsed donors.

- It is easier to set aside some time to schedule all calls at one time.

APPOINTMENT/VISIT

Jeri reviewed a handout (in their packet) for a meeting agenda. Key points she made:

- Explain that you want to reconnect with their company (if lapsed donor) and tell them what has been done with their funding and what is to come.

- Talk about fundraising plans, why we need the money.
- Be prepared to know what you are asking for, why you are asking for it, what it is for, why it is important (an elevator speech). Getting a “no” is not a reflection of you. It is an opportunity for future consideration.
- What differentiates the Trust Fund from the other organizations and be able to explain the difference?
- Tell contact why you are involved.
- Think about what would be relevant to the person and business you are talking to. Take a look at what they do and shape their request to their interest. Explain the need for a consistency for dollars to go to supportive services through the years.

MAKING THE ASK

People are inherently good; you want to give them an opportunity to share their goodness in a big way so make the “ask.”

- Say that you are excited about being a board member of the PCHTF and what we do for the community. You would like to include their business as one of our key supporters.
- Ask will they support us with a certain amount of money (more than they will probably give); stop; let them think about what you said and if they have questions.
- If follow-up is needed, it is your responsibility to follow-up.
- Stay in touch through e-mails, invitations to events we are doing. Send personal notes including thanking them for their time.

FINALLY

Fundraising is about percentages. Once you get on a roll, consider making additional calls. Be fearless. Go out and tell your story.

Tracy invited Tim Shanahan, Executive Director of Hawthorn Hill, to speak about the critical importance of the supportive services funded by PCHTF for the Home Connection program. He shared three stories of families who have been residents there and about the transformation that has occurred in their lives due to this support.

Tracy reviewed for the board the campaign information and assignments. Packets were distributed with a copy of the letter, timeline, talking points and the newly released annual report, “By the numbers.” She said the corporate packets for board members to take on their appointments will be dropped off the week of February 16.

Eric spoke about the newly released Annual Report, “By the Numbers.”

The results highlight the connections and support PCHTF is accomplishing in order to move the needle.

With no further business, the meeting was adjourned at 11:05 am.

The next meeting of the Polk County Housing Trust Fund is Friday, April 3 at 10:00 am.

Respectfully submitted
Tracy Levine
Administrative Coordinator