



Affordable Housing Coalition Policy Subcommittee Minutes

February 20, 2024

Love Columbia (1209 E Walnut St., Columbia, MO 65201)

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**Meeting Attendees:** Ken Kuam (Columbia Apartment Association), Tasha Belcher (Columbia African American Business Alliance), Rebecca Thompson (City of Columbia), Nick Foster (City of Columbia - Ward 4 Councilperson), Tim Teddy (City of Columbia Community Development), Ben Burgett (Central Missouri Community Action), Shawna Neuner (Columbia Board of Realtors), James Bayless (Fresh Start), Diane Suhler (Interested Person), Kim James (Love Columbia), Conrad Hake (Love Columbia), Lori Acton (Love Columbia), Mary Clark (Love Columbia), Jane Williams (Love Columbia), Pat Fowler (Mid MO Legal Services), Laura Morrow (Retired), Rikki Ascani (Interested Person/Local Motion), Jodie Jackson Jr. (Como Magazine), Joanne Nelson (Boone County Community Services Department), Gina Jenkins (Boone County Community Services Department)

**Meeting Overview:** Following introductions, Joanne gave a brief overview of the efforts which led to the creation of the Mobility Action Plan and collaboration occurring within the Affordable Housing Coalition Workgroup. An Affordable Housing Coalition Workgroup Overview document was reviewed to guide what strategies previously identified would be relevant to the Policy subcommittee. Nick Foster will be leading this subcommittee.

Nick sought to identify what the group plans to do and accomplish, especially with the awareness of recommendations which will occur from the housing study which is currently taking place. Group discussions about goal setting included the potential to set short, medium, and long term goals and areas of specific policy which could be researched further.

Policies identified as potential areas for further review included cohousing or shared housing solutions, non-conforming lots, Unified Development Code (UDC), non-conforming lots, occupancy ordinances such as R-1 with 4 bedrooms vs. 3 unrelated individuals who can rent, tiny home lot size, building fees which impact housing affordability, lower density zoning, and annexation zoning.

Additionally, researching things that are taking place in other cities and interest in Accessory Dwelling Units were discussed. The connection between health, supportive services, and availability of services/transportation near housing were also identified as relevant to housing affordability. Discussion included changes which have occurred over time, both within policies and the landscape of communities which exist.

Jane shared two documents, Ten Actions Cities Can Take to Improve Housing Affordability, and a list of local policy changes to consider to promote affordable housing. Becky Thompson will provide an update on three of the potential policy changes at a future meeting.

Nick will share with the group a Strategic Plan related to housing he received following his trip to Madison, Wisconsin. He noted part of why this conversation is happening stems from the root causes previously mentioned and to keep equity in mind.

For the next subcommittee meeting, the group plans to continue the conversation about next steps, consider who is missing from the conversation, and hear City of Columbia updates on policy changes.



### **Affordable Housing Coalition, Marketing Subcommittee meeting**

2/20/24, 3:00 pm – 4:30 pm

Attendees: Erica Pefferman, (COMO Magazine), Michael McMann, (AP Como, LLC), Vicki Ratliff (Retired), Lenna Peterson, Verna Laboy (Boone Co Community Services Dept)

#### **Action Steps:**

- Get introduction to Dr. David Boston AMARACHPS.com – will come to COMO, Elmira, NY
- Get stories from Austin, TX
- Share marketing examples from other cities at next marketing committee meeting
- Create social channels for the AHC
- Need a landing page website for the AHC

#### **Strategic Communications Plan**

- **Mission**
  - All people in Boone County have safe, quality, and affordable housing.
- **Goals**
  - Improve community messaging around affordable housing.
- **Target Audience**
  - Constituents
  - Neighborhood associations
    - Not the same as an HOA
    - West Ash
    - Ridgeway
    - North central
    - Historic Old Southwest Housing Association
    - City has neighborhood services – Bill Canton
      - Get map
      - 35,000 on his list serve
  - Private small landlords
  - Policy makers – City council and county commissioners and commissions
  - Columbia apartment association
    - Shawna Neuner – COMO Real investment association
    - Brian Toohey – CBOR
  - Lenders
  - Inspectors?
- **Key Messaging**
  - Everyone has a part to play. – Jane Williams
    - Use the continuum
  - Cost to maintain a home – 12% to 15% of a home's value (still relevant number?)
  - Housing spectrum – Andrew Grabau

- Most people are two paychecks away from being homeless
- Tactics
  - Does the affordable housing coalition have a social media presence?
    - Use stories from other cities
  - AHC has a voice?
    - Jane's newsletter
    - Passive media
  - What is the criteria for sending out to Bill's list of 35k?
  - Newsletter
  - Logo for coalition
    - Do on BrandCrowd
  - Website/Landing page
    - Interns can do this
  - Radio interviews – for business and older groups
  - Stories sell
  - Events with strategic partners
    - League of Women Voters
    - Chamber of Commerce
    - Heart of Missouri United Way
    - Joe Miller
    - Eric Morrison – what would attract other bankers to come to these meetings
  - Neighborhood congress – for associations
    - Key messaging with call to action
      - Coordinate with policy requests?
- Metrics