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**Private/Non-Profit Partnerships Work Group**

May 26, 2:30 PM

Lakeshore Advantage

201 W. Washington Ave.

Zeeland

**Present:**

Racheal Neal - HRM

Charisse Mitchell – CWIT

Kelley Pasatta – Community Member

Linda Jacobs – GSM

Angela Huesman – Lakeshore Advantage

Rick Mannes – Lakeshore Life Works Ministries

Beth Larsen – Grand Haven Community Foundation

Mark Wolfe – His Harvest Stand

Anna Bednarek – CMH

Lyn Raymond – United Way

Scott Sterenberg – Calvary Church

Kris Keegstra – Re-max Grand Valley

Steve Grose – Jubilee Ministries

Jane Johnson – League of Women Voters

Scott Brooks – IPA

Sonja Archer – Love INC

Amy Alderink – HomeCor

Nate Schipper – Third Reformed Church

Patrick Moran – United Way

Minutes

1. Welcome and Introductions

* Charisse welcomed the group and each attendee introduced themselves.

2. What is Collective Impact?

* Lyn reviewed the Collective Impact Model and the phases of the process.

3. Work Group Expectations

* Lyn reviewed expectations of the Work Group
  + Meet no more than six times over the course of the next twelve months.
  + Through a flexible framework prioritize, identify and create a plan to create more affordable housing.

4. Review input from March 20th Community Conversation

* What is missing?

**Strategy?**

Give people the hope of moving down a path to success. Career advancement.

Surround people with supportive services.

Make connections with employers; increase programs like that of Primera Plastics. Apprenticeship programs.

**Roadblocks?**

Needs to be connected to economic development. Key component to increasing affordable housing/building public will.

A lot of people moving into Ottawa County because of the jobs but can’t find housing.

Change perspective of affordable housing, it can be an indicator of a healthy economic environment.

NIMBY – concerned about the effect affordable housing has on property values

Growing gap between wage and housing cost.

What would it take to facilitate the potential growth.

Income and debt ratio is the biggest issue for renters.

Both markets homeowner/rental markets are tight and expensive but both important to the process.

How do we determine the scope of the problem? The market may take care of some of it, and what do we need to address that the market will not correct.

30 families vying for one apt.

Complex problem that includes lack of land.

Affordable housing needs to be walkable.

When unemployment is low, businesses note that employees are not reliable

How do we stimulate the housing market?

**First Steps?**

Educational campaign, to express a sense of urgency. Developers need to hear the stories as well.

Identify common themes, strategies for people who have succeeded in transitional housing.

Increase the housing stock.

**Who else should be involved?**

Community Planners

Economic Development Coordinators

Innovative Community – complex thinkers in this community

Community Planners – Economic Development Coordinator

Employers have a vested interest in people being safely housed (healthy, engaged employees)

PADNOS would be a key company to approach – community-minded and own rental property.

Herman Miller

Primera Plastic

5. **Identify potential strategies and projects**

Public/ Business Education; Conversation

Need to talk about different housing models to address the zoning issues.

Dormitory style living tied to job or school.

Can we get the data for employers to determine how many employees are under the ALICE threshold? Put a face on ALICE.

Workplace-driven partnerships. Leverage a think tank with businesses. Target particular populations. Starting with innovative presentations.

What would employers rather do? Subsidize, or pay the person more per hour.

Ask employers where are you investing in your employees? Why are you investing there? Bonuses and health care may not be enough.

A local employer pays first month rent and security deposit.

Housing as a benefit.

Mixed income solutions are more effective but rent must be controlled and located in desirable areas.

Scott’s scenario – employers purchasing units in a complex for their employees.

Landlords too?

Employer Assisted Housing

Landlord Risk Reduction Fund

Landlord Assisted Housing

8. Next Steps

* Lyn will bring examples of strategies employed by other communities.
* Present a draft of Employer Assisted Housing idea
* Present a draft of a Business Education Plan idea

9. Next Meeting

June 23, 2:30 PM