

CRHA Redevelopment Committee Meeting Minutes
April 14, 2009
South First St. Community Center

Present: Rick Jones, Randy Bickers, Amy Kilroy, Rosalyn Keese, Jason Halbert, Paul Vaughan, Edith Good, Karen Shepard, Joy Johnson, Alex Gulotta, Dave Norris, Emily Dreyfus, Hosea Mitchell, Peter Loach, Deirdre Gilmore, Kathy Galvin, Howard Evergreen

Summary of topics/action items discussed:

1. Staff update on current projects –
 - RFP – negotiations update
 - Resident outreach on Redevelopment
 - Trips to visit other redeveloped Housing Authorities – Hagerstown, MD
 - Youth Initiative Subcommittee

2. Other Business –
 - Review of drafted Marketing Strategy document

Minutes:

- Meeting began with a round of introductions of everyone at the table. Dave announced that Wende Marshall has resigned from the Redevelopment Committee.
- Minutes of the March 10th meeting were reviewed and approved.
- Amy gave a brief update on staff activities:
 1. RFP negotiations update – Staff are nearing completion of contract negotiations. Tentative dates for the first consultant visit were discussed. It was suggested that alternatives to these dates be put out to Committee members so that there is more flexibility with members' schedules. Staff will do that to the greatest extent possible. Several meeting-scheduler tools were suggested to use for future meeting planning. At the May meeting, staff hopes to present suggested meeting dates for the remainder of the calendar year.
 2. Resident outreach on redevelopment – No new updates to report at this time. Staff would like to get a spot on upcoming PHAR Board meeting agendas to provide updates. Efforts for resident outreach will be stepped up significantly to help prepare residents for the first visit from the Master Planning consultant team.
 3. Trips to visit other Housing Authorities – Staff will be taking a small group of residents to visit several apartment complexes in Charlottesville and Albemarle County on April 15th. The properties to be toured include student rental housing, private non-student rental housing, and a mixed-use office space with an apartment unit on the top floor.

Staff proposed several dates available towards the end of May for the trip to the Alexandria Housing Authority. Amy will send out notice through the meeting-scheduler tool for Committee members to weigh in about their availability. Date will be finalized and made public as soon as possible.

Several Committee members had issues with the language in the current version of the trip waiver. Staff will revisit the waiver language and make the appropriate changes.

4. Youth Initiatives & Redevelopment – Amy met with staff from Parks & Rec department to discuss the redevelopment effort and how we would like to get the youth involved. Will be setting up dates/times to visit each of the community centers to meet with youth and to do some recruiting for involvement in summer activities.

Staff also ran two art activities at Westhaven and 6th Street community centers during the week of spring break. Approximately a dozen youth showed up to each event. Youth were asked to draw the changes they would like to see made in their neighborhoods.

A meeting with youth service providers will be scheduled for Wednesday, April 29th. This will provide an opportunity to learn about what initiatives are already going on, to synchronize the internship opportunities that are available, and to promote the new urban design initiatives at Charlottesville High School and Buford Middle School.

Kathy provided several updates from the School Board:

1. The summer Urban Design Institute currently has over 60% of CRHA youth enrolled to participate.
2. CRHA youth will earn credit towards graduation requirements by participating in the Master Planning and Redevelopment processes.

▪ Other Business updates:

1. Draft of Marketing Strategy – Staff circulated a copy of the drafted marketing strategy for Master Planning. Comments received during discussion were as follows:
 - Jason volunteered to create a new website for redevelopment information. www.cvillehousing.org will be a place where regular updates will be posted to document progress on the Master Planning and Redevelopment efforts.
 - Dave mentioned that there are discussions under way about increasing the amount of internet access currently provided at each site, possibly even providing wireless access at each of the sites.
 - Any marketing efforts need to look broader than just the CRHA community. Redevelopment will have an impact on the greater Charlottesville community and we need to think of a way to tie into the more conventional markets too.
 - Marketing efforts also need to have positive elements to them – not just solving problems and dealing with issues – will have a larger target audience.
 - The suggestion was made to see if any firms in town would want to help CRHA with these marketing efforts on a pro-bono basis to not have the effort done entirely in-house.
 - Staff will provide another draft/update before the May committee meeting.
2. Karen Shepard mentioned that MACAA is applying for grant funds to provide a Summer Youth Employment Program. After some discussion, it was decided that if MACAA receives the funds, they will coordinate as much as possible with the existing Summer Youth Employment programs to reach the greatest number of youth.
3. Dave mentioned that a number of Committee members are unable to attend the 10:00 meeting on the 2nd Tuesday of the month, and asked the group to think about other

dates/times that work for them in case the meeting needs to be moved. Amy will send out an e-mail to poll the committee for suggestions. Any proposed changes will not take place before the May 12th meeting.

▪ Future Agenda items:

1. Review of Master Planning meeting dates
2. Discussion of moving the date/time of regular Redevelopment Committee meetings
3. 2nd Draft of the Marketing Strategy
4. Report on Section 3 opportunities

There being no other business, the meeting was adjourned. Next meeting is Tuesday, May 12, 2009 at 10:00 am in the South First St. Community Center.