

Longmont Housing and Human Services Advisory Board
Minutes of June 13, 2019 Meeting

Members Present: Jake Marsing, Graham Steers, David Spencer, Camilo Pineda, Brian Coppom, Sarah Holt and Polly Christensen, Council Liaison.

Members Absent: Daniel Brewington, Ann Baldwin, and Madelyn Woodley.

Staff Present: Karen Roney, Kathy Fedler, Molly McElroy, and Eliberto Mendoza.

Guests Present: Harris Rollinger, Katie Pague, Mary Green, Becky Thelen, and Darlene Bushue.

Agenda Item 1: *Call to Order:* LHHSAB Chair Brian Coppom called the meeting to order at 7:00 p.m.

Agenda Item 2: *Public invited to be heard:* No public present.

Agenda Item 3: *Approve minutes from the May 9, 2019 meeting:* Jake Marsing called for a motion to approve the minutes; Graham Steers seconded the motion. Passed unanimously.

Agenda Item 4: *Topic: CDBG funding applicant presentations.*

E for All presentation: Harris Rollinger. Funding request: \$30,000. Summary of presentation:

- Organization is expanding nationally. Longmont is first expansion in Colorado and will be available for all of Boulder County.
- The goal of the organization is to catalyze small business development in communities that have typically been underserved.
- Organization serves entrepreneurs who are in the idea and beginning development stage.
- There is a free Accelerator program which is 12 weeks over a year.
- The Program helps people learn about customer validation, market analysis, social impact, and business financials.
- Entrepreneurs get three mentors from the local community. Mentors are coached to help to the entrepreneur get to answers instead of providing the answer.
- At the end of the Accelerator Program there is a Pitch Contest that awards \$3,000 - \$5,000 grants.
- 80% of businesses assisted through the organization are still in business or development since the organization's launch in 2012.
- Services provided in English and Spanish
 - The first Accelerator Program in Longmont will be this December, with a second in May. In December 2020, the organization will start running in English and Spanish.
 - Organization would to start building relationships with the Hispanic community and show results before starting Accelerator program in Spanish.
- Cost of \$300K/year to run the program

- It is a lean program
- There are between 80 and 100 mentors and other volunteer, but only two staff members.
- \$193,000 has been committed. An additional \$100,000 is available from EforAll Board to be spread over 3 years to fill in funding gaps instead of being provided in one lump sum to get started.
- Organization believes that funding level is sustainable.

Boulder County Personal Finance Program presentation: Katie Pague, Mary Green, Becky Thelen, and Darlene Bushue. Funding request: \$50,000. Summary of presentation:

- The Program has expanded from housing counseling when it first started.
- 2018
 - 1002 appointments
 - 849 unique visits.
 - 83% below 80% AMI
 - 26% from Longmont
- Finance Counselors
 - 3 HUD certified – required by HUD that all counselors are certified by next year.
 - 3 student loan debt certified
 - 2 certified – AICFP
 - 1 Reverse mortgage certified
- Appointments with clients:
 - Clearly define goals
 - Identify barriers and solutions
 - Create personalized action and spending plans
 - Set follow up and track progress
- Counseling helps establish financial foundation that can help someone get to the point of buying a home.
- Since 2015 the Program has been doing student loan debt counseling. This helps people reduce their debt
- Counseling help people plan for health insurance costs.
- Journey to Success – this is a new program that combines career services, personal finance, public support

Agenda Item 5: *Topic: CDBG and Affordable Housing Funding deliberations and recommendations.*

Kathy Fedler reviewed the two competitive housing applications: Inn Between and Habitat for Humanity, and the 2019 funding scenarios.

Jake Marsing serves as the HHSAB liaison to the Technical Review Committee (TRG) and he provided some comments from his participation on the TRG.

Jake Marsing made a motion and Camilo Pineda seconded the motion to fund the Housing Counseling Program for \$50,000 and the Inn Between for \$121,740. The motion passed unanimously.

In the future, staff inquired how the City should consider funding for the Boulder County Housing Counseling Program. Should we continue to require an application, or just set

aside funding for the program, since we require the service to be eligible for other city housing assistance programs. The HHSAB recommended that we continue to require an application, but ask the agency to report on program trends and outcomes.

Regarding the Habitat for Humanity application, the HHSAB discussed whether to require more units (increase density) because of the significant city investment in this project (funding and land donation). The TRG did suggest that Habitat try to increase the number of units on these two lots from 6 – 8 to 10 units. David Spencer made a motion and Camilo seconded the motion to approve funding for Habitat for Humanity as recommended, understanding that Habitat shares the HHSAB's interest to construct as many units as feasible on this site. The motion passed unanimously.

Regarding E for All funding request, there were some concerns expressed about this being a start-up business, plus some other concerns: How to fill the pipeline? What type of ongoing support is provided once they graduate? What are other similar programs doing (SBDC and Colorado Enterprise Fund)-is there some redundancy? Jake Marsing made a motion to deny funding for this project and Camilo second the motion. The motion passed unanimously.

Agenda Item 6: *Topic: Other Business*

Eliberto Mendoza reminder the advisory board members that they are invited to attend the June 18 Logic Model Training that the government funders are hosting this year for applicant agencies. Eliberto will send another link.

Agenda Item 7: *Adjournment:* There being no other business to conduct the meeting adjourned by consent at 9:04 p.m.