

27TH ANNUAL STATEWIDE AFFORDABLE HOUSING CONFERENCE HIGHLIGHTS

PRE-CONFERENCE SHORT COURSE

We brought back our popular short course on fundraising for affordable housing development. “Building a Successful Nonprofit Affordable Housing Business” was sponsored by Bank of America.

Lisa Hoffmeyer, Technical Advisor with the Florida Housing Coalition, discusses the power of crowdfunding (including an example of a \$55,000 potato salad!) and offers tips for picking the right site and attracting donors’ attention. She also offers guidelines to nonprofits for identifying and cultivating relationships with private foundations whose goals align with their own missions.

Sharon Lee, Executive Director of the Low Income Housing Institute in Seattle, discusses best practices for fundraising through events and galas, using examples from her own organization. To get the Short Course participants energized, she leads a mock fundraiser with a real prize- a \$25 Publix gift card!

FHC Technical Assistance Director Gladys Schneider encourages attendees to seek funding through their local

governments’ budget approval processes. She discusses the regulatory framework, components, and timelines for local budgets, and identifies the key points in the process where nonprofits should get involved.

Christine Ruiz, Market Manager for Bank of America, discusses the Bank of America Charitable Foundation’s support for Florida projects addressing workforce development, housing needs, and hunger. She outlines the eligibility criteria and application process for project grants, and describes the invitation-only Neighborhood Builder grant, which provides flexible operating and capacity-building funds for exceptional nonprofits.

Robert Stuart, Orlando City Council member, provides examples of successful public/private partnerships that have used government housing subsidies, and offers tips for responding to local government solicitations for development proposals.



HOUSING LEADERSHIP AWARD

Linda Byars, the City of St. Petersburg's Housing Finance Coordinator, is honored for using SHIP to fund a major home rehabilitation for former Montford Point Marine William C. Scott. Byars recognized that Mr. Scott's home rehab needs far exceeded the roof repair he initially requested, facilitated the community partnerships needed for extensive rehab, and arranged for long-overdue Congressional Medals of Honor to be presented to him and two other former Montford Point Marines in St. Petersburg.



2014 SHIP AWARD RECIPIENTS



CITY OF HIALEAH SHIP SUCCESS STORY
Rehabilitation to Help Elders Age in Place



OSCEOLA COUNTY SHIP SUCCESS STORY
Using a Small Amount of Subsidy to Provide Permanent Housing for People Experiencing Homelessness

[Read more about the SHIP Success Stories on Pages 10 and 11.](#)

HOUSING PRESERVATION SUCCESS STORY

Debra Koehler, President of Sage Partners LLC, accepts an award for the Aqua, the preservation of project based development (formerly the CTA River Apartments) sitting atop the Hillsborough River, that would have converted to market rate housing, without her work to preserve this community for the seniors who live there.



RICHARD BARON GIVES MONDAY KEYNOTE



Richard Baron, CEO and co-founder of McCormack Baron Salazar (MBS), emphasized the importance of coupling affordable housing with human capital development.

AWARD FOR FLORIDA REALTORS®



Sherri Meadows, President of Florida Realtors®, accepts an award recognizing the Realtors® for their advocacy on behalf of the Housing Trust Funds and their steadfast commitment to housing Floridians at all income levels, including those who are experiencing homelessness.

MONDAY CAUCUSES

CONTINUUM OF CARE/ HOMELESS CAUCUS



FLORIDA NONPROFIT HOUSING ADVOCATES NETWORK CAUCUS



HABITAT FOR HUMANITY CAUCUS



HOUSING COUNSELORS CAUCUS



LOCAL GOVERNMENT/FLORIDA COMMUNITY DEVELOPMENT ASSOCIATION/COMMUNITY REDEVELOPMENT AGENCIES CAUCUS



UTILITY COMPANIES, WEATHERIZATION NETWORK AND ENERGY EFFICIENCY PARTNERS CAUCUS



NETWORKING RECEPTION



EFFECTIVE COMMUNICATIONS: BRANDING, MESSAGING, AND SOCIAL MEDIA

Lynne Takacs, Principal of LAT Creative, (upper photo, right) discusses branding; emphasizing the importance of making an emotional connection with customers, living up to promises, and being consistent. Janet de Guehery (upper photo, center), the Florida Community Loan Fund's Communications & Marketing Manager, gives pointers for using social media and e-mail to promote your organization. Christine Long from Metropolitan Ministries (upper photo, left) moderates the session.



ENDING VETERAN HOMELESSNESS: SUCCESSFUL PROGRAMS AND NEW ENDEAVORS

Nikki Barfield from the VA Sunshine Health Care Network (VISN 8) (upper photo, right) and Elisha Harig-Blaine from the National League of Cities (upper photo, center) give an update and forecast for the national push to end homelessness. Barfield uses the latest VA models to define the concept of “functional zero” for vet homelessness, while Harig-Blaine describes current initiatives including 25 Cities and Zero: 2016. The Big Bend Homeless Coalition’s Susan Porciau (upper photo, left) moderates the session.



FHFC FUNDING RESOURCES FOR RENTAL AND HOMEOWNERSHIP

Florida Housing Finance Corporation staff members Nancy Muller (upper photo, center), Ken Reecy (upper photo, left), and David Westcott (not pictured) describe the affordable housing funding programs their organization administers, including SHIP, SAIL, Housing Credits, and the First Time Homebuyer and Housing Opportunity programs. This session is offered in both the morning and the afternoon, and is among the most popular workshops. Jeff Kiss of Kiss & Company, Inc. (upper photo, right) serves as moderator.



PARTNERING WITH LOCAL HOUSING FINANCE AUTHORITIES FOR RENTAL AND HOMEOWNERSHIP

Participants learn about the variety of development types supported by local HFAs, as well as strategies for combining HFA financing with SHIP, HOME, and other locally administered funds. The panel includes Frank Bowman from the Pinellas County Department of Health and Community Services (second from left), Helen Feinberg from RBC Capital Markets (center), Mitch Glasser from Orange County's Housing and Community Development Division (far left), and Shawn Perrine from Hillsborough County's Affordable Housing Services Department (second from right). Ed Busansky from First Housing moderates the session (far right).

NSP: CROSSING THE FINISH LINE

The Neighborhood Stabilization Program is winding down, but grantees still have work to do. David Noguera (upper photo, second from right), one of HUD's NSP experts, discusses national and state progress with expenditures and housing production. Gladys Schneider, FHC expert in NSP, (upper photo, far right) provides an overview of the closeout process, including disposition of land bank properties and spending program income. Racquel Reddie (upper photo, second from left) from the National Community Stabilization Trust discusses the First Look program, which continues to make REO properties available to local governments and nonprofits. George Romagnoli from Pasco County (upper photo, far left) moderates the session.



RENTAL PROPERTY MANAGEMENT AND RESIDENT SERVICES

This workshop addresses the importance of good property management for maintaining desirable, financially sustainable affordable housing developments. Mike Kent of Progressive Management of America (upper photo, second from right), Flynn Janisse from Rainbow Housing Assistance Corporation (upper photo, second from left), and Chris Thomas from CohnReznick (upper photo, far left) discuss the components and regulatory framework of property management, as well as the social and financial benefits of resident services. Robert Von from Meridian Appraisal Group (upper photo, far right) moderates the session.



CONTINUUM OF CARE/HOMELESS: 2014 FUNDING & BEYOND

This session addresses the range of funding sources available to house people experiencing homelessness, and best practices for using them effectively. FHC Technical Advisor Rose Phillips (upper photo, far left) provides an overview of public and private funding sources, while Susan Porciau, Big Bend Homeless Coalition's executive director (second from left), offers tips for finding local funding. Dawn Gilman (upper photo, center) and Antoinette Triplett (upper photo, second from right), executive directors of the Emergency Services & Homeless Coalition of Northwest Florida and the Tampa-Hillsborough Homeless Initiative, respectively, describe their first-hand experiences with successfully implementing Housing First. Gladys Schneider (far right) moderates the session.



COUNSELING: PREPARING BUYERS IN A DYNAMIC MARKET

Sarah Gerecke (upper photo, left) and Emelda Kennerly (upper photo, center) from HUD's Office on Housing Counseling discuss two hot topics: the upcoming Homeowners Armed With Knowledge (HAWK) program and HUD's proposed rule for housing counselor certification. This workshop is featured in the "Housing Counseling Session Highlights" article in this issue (see p. 12). Aileen Pruitt from PNC Bank (upper photo, right) moderates the session.



ENERGY EFFICIENCY AND BUILDING PERFORMANCE IN AFFORDABLE HOUSING

David Harder (upper photo, center) from Adanac Development and Construction Services gives an overview of energy efficiency measures that can be incorporated in affordable housing developments, including renewable energy sources, efficient appliances, and building fixtures that resist air leakage. Harder also discussed standards for evaluating home energy efficiency and the process for choosing cost-effective measures. Melvin Philpot (upper photo, left) from Duke Energy moderates the session.



FUNDING OPPORTUNITIES FOR AFFORDABLE HOUSING WITH FHLB BANK OF ATLANTA AND NLP

Arthur Fleming (upper photo, left), Senior Vice President and Director of Community Investment Services for the Federal Home Loan Bank of Atlanta, and Debra Reyes (upper photo, right), President and CEO of Neighborhood Lending Partners, discuss their respective agencies' funding programs. Fleming focuses on FHLB Atlanta's programs to provide Veterans with affordable homeownership, rental housing, and financial literacy training, while Reyes discusses NLP's Florida Minority Affordable Housing Development Fund. Deana Lewis (not pictured) from SunTrust Bank moderates the session.



NONPROFIT & FOR-PROFIT DEVELOPER PARTNERSHIPS/ PARTNERING WITH PUBLIC HOUSING AUTHORITIES

Jack Humburg from Boley Centers (upper photo, second from right) and Shawn Wilson from Blue Sky Communities (upper photo, second from left) describe the process and keys to success for joint venture development, using the Duval Park development in Pinellas County as an example. Leroy Moore from the Tampa Housing Authority (upper photo, far left) describes the multiple layers of financing assembled for several public housing redevelopment deals in Tampa. The workshop is moderated by Seltzer Management Group's Ben Johnson (upper photo, far right).



STRATEGIES FOR AGING IN PLACE

Cory Livingston (upper photo, right) from the Florida Department of Elder Affairs (DOEA) gives a broad overview on the benefits of aging in place, specific features of universal design and visitability, and DOEA's SAFE Homes Program and partnerships with local stakeholders. Valerie Brookens from the Florida Department of Economic Opportunity (upper photo, center) describes the features and multiple benefits of Accessory Dwelling Units (ADUs). The session is moderated by Donna Carman from Indiantown Non Profit Housing, Inc. (upper photo, left).



COMMUNITY LAND TRUSTS: THE WHY AND HOW

Evelyn Dobson (upper photo, second from right), Executive Director of the Delray Beach Community Land Trust, gives a broad overview of the principles and basic structure of CLTs. Stan Fitterman, FHC's Technical Assistance Director and COO, (upper photo, far left), explains the nuts and bolts of community land trusts and demonstrates the math behind two resale restriction mechanisms, while the CLT of Palm Beach County's Executive Director Cindee LaCourse-Blum (center) provides data on CLT homeowners nationwide. Nancy Merolla, Vice President for Florida Community Bank (upper photo, far right), explains how CLT loans can help a bank meet its Community Reinvestment Act (CRA) obligations. Barbara Inman, President of Habitat for Humanity of Florida (upper photo, second from left), moderates the session.



CONSUMER FINANCIAL PROTECTION BUREAU: HELP FOR STRUGGLING BORROWERS

This workshop is led by Lynn Drysdale (top), attorney from Jacksonville Area Legal Aid, and Cathy Mansfield (bottom) from the Consumer Financial Protection Bureau. Cathy Mansfield provides a technical overview of loss mitigation regulations that are overseen by the CFPB, while Lynn Drysdale, a consumer advocate expert, provides Florida-specific information. Marilyn Drayton from Wells Fargo (not pictured) moderates the session. See Lynn Drysdale's HNN article on the new regulations on p. 14.



MICHELLE NORRIS GIVES TUESDAY KEYNOTE



Michelle Norris, President of National Church Residences Development Corporation, describes a perfect storm of trends affecting the future of affordable housing, including the federal deficit, the “silver tsunami”, and health care reform. See article on page 2.

PNC AND WELLS FARGO RAFFLE



PNC and Wells Fargo continue their annual tradition of awarding \$1,000 each to two lucky conference participants. Sarah Isaacs, Development Coordinator for Habitat for Humanity of Marion County, wins the PNC raffle, while the Wells Fargo prize goes to Sylvia Alvarez, Executive Director of the Housing and Education Alliance.

HOW TO BEST END HOMELESSNESS: A POLICY DISCUSSION

Susan Porciau, Executive Director of the Big Bend Homeless Coalition (top left) gives an overview of the Housing First approach embodied in the federal “Opening Doors” plan to end homelessness, and urges attendees to have a “bias toward action”. Sharon Lee, Executive Director of the Low Income Housing Institute (top right), profiles models for successful permanent supportive housing developments from the Seattle area. Christine Long, Chief Programs Officer for Metropolitan Ministries (bottom left), concludes with a perspective on transitional housing’s role. David Christian, Senior Vice President of Regions Financial Corporation (bottom right), moderates the session.



PARTNERSHIPS AND FUNDING OPPORTUNITIES THAT CONNECT HEALTH AND HOUSING

Ed Green from Rebuilding Together Orlando (upper photo, far left) discusses the tremendous difference that home rehabilitation can make in residents' health. Ignacio Esteban from Florida Community Loan Fund (upper photo, second from right) provides examples of FCLF-funded affordable housing developments, health clinics, and healthy food initiatives. Lisa Portelli from the Winter Park Health Foundation (upper photo, second from left) explains why health foundations around the state are interested in improving the quality of the built environment, both outdoors and indoors. Bob Ansley from the Orlando Neighborhood Improvement Corporation (upper photo, far right) moderates the session.



COMMUNITY BASED AND SUPPORTIVE HOUSING FOR PEOPLE WITH SPECIAL NEEDS

This workshop addresses housing options for people with special needs who want to live as independently as possible. Sheryl Soukup of Soukup Strategic Solutions (upper photo, second from left) describes the Florida Developmental Disabilities Council's findings on the challenges and opportunities for independent living, which led to the formation of Residential Options of Florida (see article on p. 15). Gladys Schneider (second from right) discusses the funding sources for different housing options, and Bob Hebert from Charlotte County (upper photo, far right) describes a successful shared housing development built with NSP. Suzanne Cabrera from the Housing Leadership Council of Palm Beach County (not pictured) moderates the session. Jack Humburg from Boley Centers (upper photo, far left) moderates the session.



SURVEY AND USES OF FEDERAL RESOURCES

Linda Couch, the National Low Income Housing Coalition's Senior Vice President for Policy (left), reviews the current and projected federal funding landscape for affordable housing, including the impact of the sequester. She discusses the extent of affordable housing need in Florida, and the degree to which federal programs such as Housing Credits target extremely low-income households. Couch also discusses the role of non-financial policies, such as fair housing and tenant protection laws, and concludes with an overview of NLIHC's United for Homes initiatives. Chuck Elsesser, Lead Attorney with the Community Justice Project of Florida Legal Services (right), moderates the session.



COMMUNITY LAND TRUST ROUNDTABLE DISCUSSION

This workshop provides conference participants a chance to dig deeper into community land trust issues such as data management and financing. Tiffany Eng from HomeKeeper (left photo, right) explains the benefits of the HomeKeeper's software, which was designed with extensive input from CLTs. Marcia Barry-Smith of MBS Consulting Services (left photo, center) shares her enthusiasm and success with bringing back financing for CLT homebuyers, and Jaimie Ross, founder and director of the Florida Community Land Trust Institute, (left photo, left) explains the benefits of using community

land trusts in conjunction with inclusionary housing programs. Suzanne Cabrera, Florida Housing Coalition board member (not pictured), moderates this session and shares her enthusiasm for the Florida Community Land Trust Institute's plans for producing a 2015 CLT Primer for Florida.



COMPLYING WITH HOME RULE CHANGES

In this timely workshop, FHC Technical Advisor Aida Andujar (left) reviews the changes in the final HOME Rule published in July 2013. She discusses requirements for Participating Jurisdictions to develop policies and procedures and underwriting guidelines, new time limits for completing projects and leasing up rental units, CHDO capacity requirements, and property standards, among other topics. Iris Jones, Vice President of BB&T Community Development (right), moderates the session.



ENHANCED RESIDENT SERVICES: IMPROVING TENANT, PROPERTY, AND COMMUNITY HEALTH



National Church Residences President Michelle Norris (right) provides insight on the connection between housing and health in this workshop on service-enriched housing. She presents several examples of successful preservation deals that her organization has undertaken, and discusses the partnerships and financing structures that made them work. She examines the principles and practices needed to make wraparound health services proactive rather than reactive. Don Hadsell (left), Housing and Community Development Director from Sarasota, moderates the session.

HEALTH RISKS TO HEALTH PERKS: WHAT MATTERS IN CREATING HEALTHY HOMES AND NEIGHBORHOODS

University of Florida faculty members Sherry Ahrentzen (left) and Ruth Steiner (not pictured) lead this workshop on the growing body of evidence about what creates a healthy residential neighborhood. The workshop examines how builders, housing providers, property managers, and planners can use certain materials and designs to improve the health of individual homes and whole neighborhoods. Bill O'Dell, Director of the University of Florida's Shimberg Center for Housing Studies (not pictured), moderates the session.



REHABILITATION FOR UNIVERSAL DESIGN AND ENERGY EFFICIENCY (REHAB THE RIGHT WAY)

Two seasoned rehabilitation professionals, Donna Carman (right photo, right) from Indiantown Non Profit Housing, Inc. and Bill Lazar (right photo, left) from St. Johns Housing Partnership, lead this practical and engaging workshop. They discuss the multiple health and financial benefits of home energy efficiency and aging in place, tests for building performance, steps to take during construction and renovation, and funding sources for rehabilitation. Brad Goar (right photo, right) from Florida Power & Light moderates the workshop.



SAVE THE DATE FOR THE



28TH ANNUAL STATEWIDE AFFORDABLE HOUSING CONFERENCE

PRESENTED BY THE FLORIDA HOUSING COALITION
AUGUST 30-SEPTEMBER 2, 2015 | ROSEN CENTRE HOTEL

EDUCATION AND NETWORKING WITH
HOUSING EXPERTS, ADVOCATES, AND PRACTITIONERS



"It is people like Jaime Ross, Stan Fitterman, and the whole Florida Housing Coalition team that make us local government folks return to our offices with enthusiasm to continue the uphill battle of multitasking between grant programs. Thank you all!"

- Mildred J. Reynolds, Broward County