

2015 CONFERENCE HIGHLIGHTS

PRE-CONFERENCE SHORT COURSE

We continued our Sunday short course series with “Branding and Marketing Strategies That Work”. Lynne Takacs, principal of LAT Creative (Left) and an award-winning communications and graphic design professional, gave course participants a whirlwind overview of smart branding and communication principles. She discussed the need for nonprofits to connect on an emotional level with their audience — including major donors, elected officials, and members of the public. Lynne’s tips ran the gamut from developing a visually cohesive look for marketing materials to involving all of your agency’s staff in communicating the brand to the public and listening to their stories.



Justine Burke, the senior marketing and communications director for Metropolitan Ministries in Tampa, (right) showed how the “rubber meets the road” for branding and marketing. Metropolitan Ministries starts with

a simple and powerful message about homelessness in the greater Tampa area: “It could be anyone. It could be me.” The agency then uses its branding and communication channels to reach out to donors, volunteers, partners, and others who want to make a difference and help families overcome homelessness. She

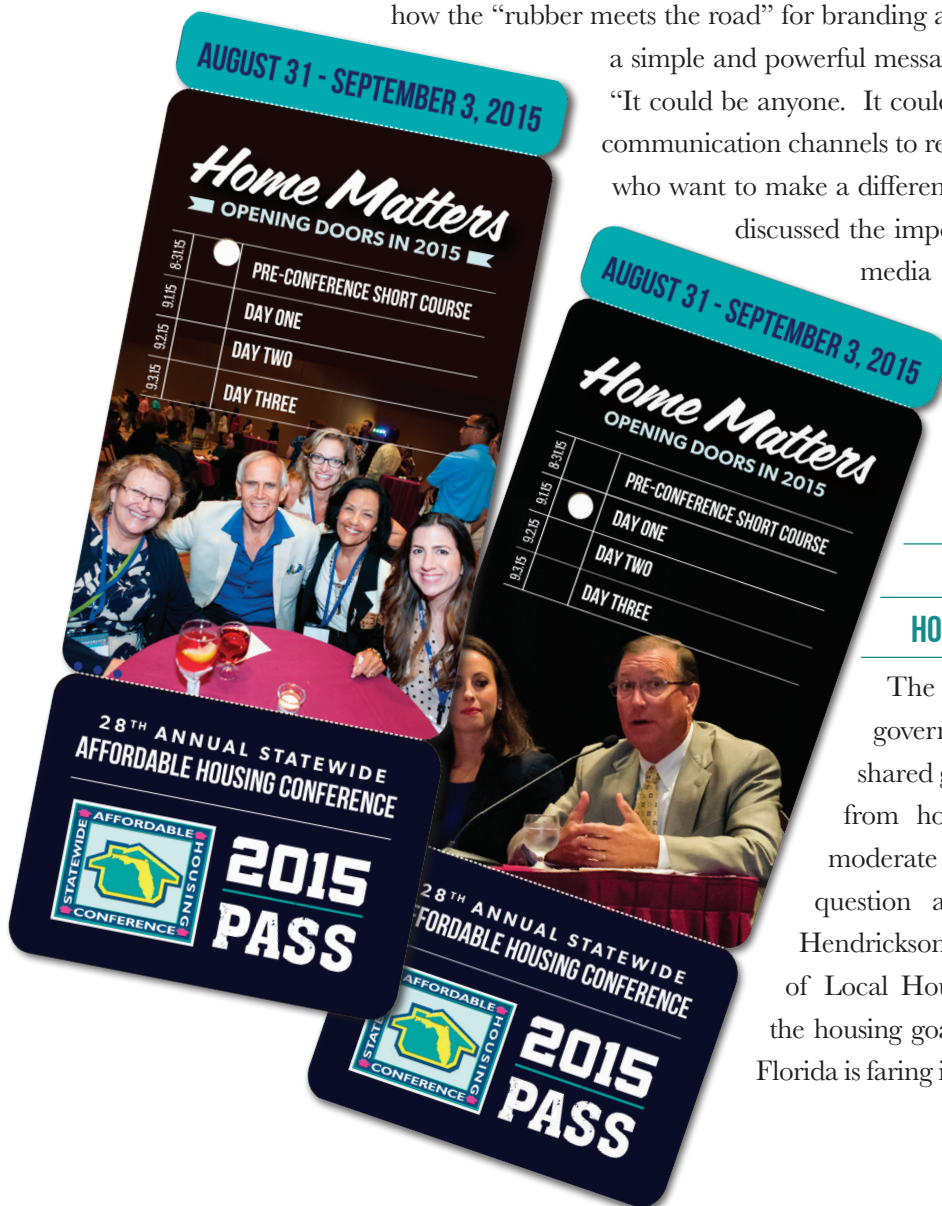
discussed the importance of “multichannel marketing,” using social media and networks of partners and donors, as well

as traditional advertising and direct mailing campaigns. By using social media strategically, Metropolitan Ministries saw its online donations increase from about \$700,000 in FY 2012 to \$1 million in FY 2015.

State of the State

HOME MATTERS: OPENING DOORS IN 2015

The State of the State is when we hear from the government agencies responsible for helping us meet our shared goal of providing affordable housing for Floridians, from housing for people experiencing homelessness to moderate income homeownership. The format is a lively question and answer session ably moderated by Mark Hendrickson, Executive Director of the Florida Association of Local Housing Finance Authorities (ALHFA). Topics span the housing goals and programs administered by the FHFC; how Florida is faring in ending Veteran Homelessness under the Opening



> CONFERENCE HIGHLIGHTS

Doors plan; how Florida is doing in ending homelessness for all other populations, including family homelessness and youth aging out of foster care; and how Florida is addressing the housing needs of our aging population. This fast-paced session set the stage for where we are and where we need to go to meet the housing needs in Florida.

TOP LEFT: Jaimie Ross, President, Florida Housing Coalition;

TOP RIGHT: John Bryant, Assistant Secretary, Florida Department of Children and Families;

BOTTOM LEFT: Steve Auger, Executive Director, Florida Housing Finance Corporation

BOTTOM RIGHT: Nikki Barfield, VISN 8 Network Homeless Coordinator, U.S. Department of Veterans Affairs



SADOWSKI COALITION SUCCESSFUL CAMPAIGN

Mark Hendrickson (Far Left), Florida ALHFA's executive director, moderated a panel discussion on lessons learned from the Sadowski Coalition's successful 2015 campaign. Sadowski Coalition Facilitator, Jaimie Ross (Top Middle) was joined by Jayme Agee (Far Right), Public Policy Representative for Florida Realtors®, and P5 Group founder and former Senate president, Ken Pruitt (Far Right). The three panelists reflected on the lessons learned from the enormous grassroots effort to successfully fix the Amendment 1 funding bill that had been on a path in the Senate to permanently reduce housing trust funds. They emphasized the importance of personal stories of people who benefit from affordable housing, sending "thank you" notes to legislators, and harnessing the diversity of the people and organizations that support affordable housing.



HOUSING LEADERSHIP AWARDS

Two campaigns were paramount in the appropriation of \$175 million in state and local housing trust funds in 2015: (1) the state-level Sadowski Education Effort (SEE), and (2) the grassroots level Sadowski Affiliates Messaging Effort (SAME).



Brent Semachko, Vice President of Corporate Responsibility for JP Morgan Chase, accepts the Housing Leadership Award on behalf of his organization for underwriting the Sadowski Affiliates Messaging Effort (SAME).



The Florida Housing Coalition presented an award to Florida ALHFA in recognition of its critical role Support of the Sadowski Education Effort.

HOUSING CHAMPION AWARDS

Representative Kathleen Peters is honored specifically for championing the cause of ending homelessness. Both she and Senator Jack Latvala received the Housing Champion Award for their successful effort to fund Florida's homeless programs, including statewide training and technical assistance as part of the larger effort to fund Florida's Sadowski state and local housing trust fund programs, such as SHIP and SAIL.



Rep. Kathleen Peters



Sen. Jack Latvala

AFFORDABLE HOUSING SUCCESS STORIES



Tim Marks accepts the award on behalf of Metropolitan Ministries for its use of community partnerships to help people experiencing homelessness in the Greater Tampa area.



Marcie Whitaker accepts the award on behalf of the City of Pensacola for using SHIP funds to support a wide array of activities, including purchase assistance, home repair, multifamily rental development, and transitional housing.



Vanessa McCleary accepts the award on behalf of the City of Tampa for using SHIP to help veterans by funding home rehabilitation and supporting the Tampa Hillsborough Homeless Initiative's Operation Reveille.



Cheryl Howell the award on behalf of Lake County for using SHIP funds to demolish and replace severely substandard homes.

CAUCUSES



NETWORKING RECEPTION



IN RECOGNITION



The Florida Housing Coalition recognized the work of Evelyn Dobson and the Delray Beach CLT for marking its first ten years of service, building community by creating permanently affordable homeownership.

IN APPRECIATION



The Florida Housing Coalition recognized Ed Busansky in appreciation of his leadership as Board Chair from 2012 to 2015. The Coalition is thankful for his continued service on the Florida Housing Coalition Board.

Workshops

FHFC FUNDING SOURCES

Jeff Kiss (right), President of Kiss & Company, Inc., and an expert in affordable housing finance, moderated this always popular session with Florida Housing Finance Corporation staff members Nancy Muller (middle), Director of Policy and Special Programs, and Ken Reecy (left), Director of Multifamily Programs. The panel briefed participants on a variety of Florida Housing funding sources, including SAIL, Housing Credits, and HOME. Muller and Reecy discussed the amount of funding available under each program, the target populations, the Request For Application process, and requirements such as the SAIL set-aside for persons with disabling conditions.



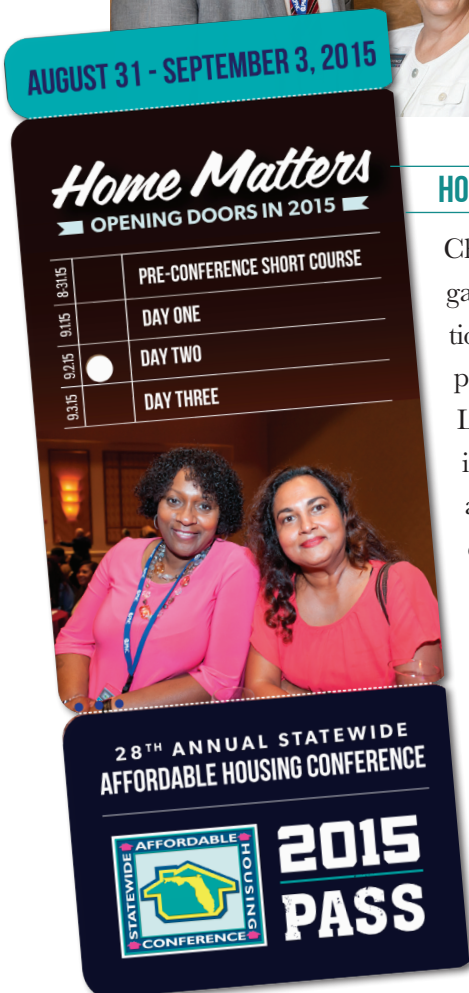
MAKING HOUSING AFFORDABLE WITH SIMPLICITY: FOCUS ON TINY HOMES

Brett Hiltbrand, CEO of Cornerstone Tiny Homes, described to a packed room, the way he builds tiny homes, the enormous consumer demand for tiny homes, and the challenges his customers face to find land where their tiny homes can be located. Land use law expert, Jo Thacker (Pictured), a Partner with Broad and Cassel's Orlando office, discussed legal issues for tiny homes, including complying with zoning and building codes. Thacker also discussed the use of Community Land Trusts (CLTs) for tiny home communities, and shared information about tiny homes from across the nation, including those to house people experiencing homelessness with tiny homes, such as OpportUNITY Village in Eugene, OR. As moderator, Jaimie Ross, also a land use attorney, provided information about accessory dwelling units.



HOUSING FOR ELDERLY AND SPECIAL NEEDS: FOCUS ON PRESERVATION

Charlie Adams (Right), Senior Project Manager at Preservation for Affordable Housing (POAH), gave an overview of the opportunities, challenges, and menu of funding options for preservation, and explained how POAH partners with local agencies to provide a wide range of support services to tenants. Sarah Branch (middle), National Church Residences' Senior Project Leader for the Southeast Region, described how her agency has used the Low Income Housing Tax Credit (LIHTC) program and other resources to preserve elderly rental developments, while using support service coordinators to help tenants stay healthy and avoid institutionalization. Bill O'Dell (Left), Director of the Shimberg Center for Housing Studies, moderated the session.





MAKING THE CASE FOR HOUSING: HOME MATTERS AND THE ALICE REPORT

Marcie Whitaker (Middle), Housing Administrator for the City of Pensacola, discussed her City's partnership with Escambia County to release a local Home Matters report prepared by the Florida Housing Coalition. Whitaker and her colleagues use the report to inform local elected officials about Escambia County's particular affordable housing challenges. Lars Gilberts (Right), the Statewide ALICE Director at the United Way of Broward County, discussed the United Way of Florida's ALICE (Asset Limited, Income Constrained, Employed) Report, which provides a more realistic measure of financial hardship than the Official Poverty Measure. Bob Ansley (Right), President of the Orlando Neighborhood Improvement Corporation, moderated the session.

MAKING THE SWITCH: HOUSING FIRST AND ENDING HOMELESSNESS THROUGH HOUSING

Erin Foley (Right), an Outreach Worker with the Big Bend Homeless Coalition, described best practices for identifying vulnerable individuals in camps and homeless shelters, and connecting them to permanent supportive housing. Dawn Gilman (Left), CEO of Changing Homelessness, discussed the process of transforming a community's entire homeless assistance system to work toward Housing First goals, prioritize the most intensive interventions to the most vulnerable people, and coordinate with "mainstream" social services. Sandra Newsom (Middle), Vice President of Resident Services for Carrfour Supportive Housing, explained how to put the "supportive" in permanent supportive housing. Susan Pourciau, Florida Housing Coalition's Director of Homeless Training and Technical Assistance, moderated the session.



PARTNERING WITH LOCAL HFAS FOR MULTIFAMILY AND SINGLE FAMILY HOMEOWNERSHIP

This workshop featured a packed expert panel: Sue Denihan (Second from Left), Vice President of Training and Development for eHousingPlus; Helen Feinberg (Third from Right), Managing Director of RBC Capital Markets; David Hollis (Second from Right), NSP 2 and Choice Neighborhoods Grant Administrator for the Tampa Housing Finance Authority; Shawn Perrine (Far Right), Manager of Fiscal Services for the Hillsborough County Board of County Commissioners; and Shawn Wilson (Third from Left), President of Blue Sky Communities. The panelists discussed partnerships between Housing Finance Authorities (HFAs) and SHIP to provide down payment assistance to homebuyers, as well as subsidy layering for multifamily rental developments. Ed Busansky (Far Left), Senior Vice President of First Housing, moderated the session.



RENTAL PROPERTY MANAGEMENT AND RESIDENT SERVICES

Jack Humburg (Middle), Executive Vice President of Housing, Development, and Americans with Disabilities Act Services for Boley Centers, Inc., moderated the discussion about the critical importance of property management for promoting a nonprofit housing provider's mission and ensuring the financial solvency of affordable developments. The presenters included Flynann Janisse (Right), Executive Director of Rainbow Housing Assistance Corporation, and Debra Koehler (Left), President of Sage Partners. Discussion topics included the nuts and bolts of property management, the decision to keep property-management in-house or use a third party, and strategies for providing support services to residents.



PRODUCING AFFORDABLE HOUSING AND HOUSING CHOICE THROUGH PROGRESSIVE LAND USE POLICIES

Patrick Maier (Left), Executive Director of the Innovative Housing Institute, and Stephanie Thoburn (Middle), Assistant Director of Planning and Zoning for the Town of Jupiter, FL, discussed their partnership to create Jupiter's Workforce Housing Program (WHP), an inclusionary housing ordinance designed to expand housing opportunities in new developments for low, moderate, and middle-income households. They explained how the WHP was designed to be effective, flexible, and legally sound. Don Hadsell (Right), Director of the Office of Housing and Community Development with the City of Sarasota and Sarasota County, moderated the session.

ONE OF FLORIDA'S BEST PROGRAMS FOR NONPROFITS: THE PLP

Lisa Hoffmeyer (Middle), a Florida Housing Coalition Technical Advisor with PLP expertise, moderated the session and explained the benefits of the PLP. She used examples from nonprofit developers whom we have assisted to successfully go from PLP recipient to completion of development: Mark Barry (Far Left), Executive Director for the Arc Nature Coast; Jack Kosik (Far Right), Executive Director of Noah's Ark of Central Florida; and Larry Shoeman (Second from Left), Executive Director of Avon Park Housing Authority.

Rob Dearduff (Second from Right), Special Programs Administrator for the Florida Housing Finance Corporation, and manager for the Predevelopment Loan Program, explained the details of the PLP process from application to funding draws.



HOME: NEW RULES AND OPPORTUNITIES

Aida Andujar (Left), Technical Advisor with the Florida Housing Coalition, reviewed the new requirements in the HOME rule issued in 2013, provided compliance tips for local governments, and alerted the participants to severe HOME program cuts that were under consideration in Congress. Steve Werthman (location in photo), Vice President of Operations at HOPE South Florida, discussed the use of HOME Tenant-Based Rental Assistance (TBRA) for people with disabilities and those experiencing homelessness. Marilyn Drayton, Senior Vice President and Community Manager for Wells Fargo, moderated the session.



WOULD FREE PROPERTY HELP YOUR ORGANIZATION'S MISSION?

Caleena Shirley (Left), a Florida Housing Coalition Technical Advisor, and Rick Stauts (Right), Executive Director of the Florida City Community Redevelopment Agency, described their real-world experiences with obtaining free properties. Shirley explained the statutory requirement for Florida's local governments to make suitable publicly owned properties available for affordable housing development, and the process for nonprofits to learn about and obtain these properties. Stauts provided a comprehensive overview of the variety of ways in which local governments take possession of properties (e.g. through tax foreclosure), as well as best practices for parcel assemblage and land swaps. Suzanne Cabrera (Middle), President and CEO of the Housing Leadership Council of Palm Beach County, moderated the session.



KEYNOTE ADDRESS: DR. DONNA BEEGLE, COMMUNICATION ACROSS BORDERS

Dr. Beegle shared the moving and inspiring story of her journey from an impoverished childhood to earning a Ph.D. in Education Leadership and providing nationwide training on understanding poverty. She described receiving subsidized housing for the first time as a young single mother: "It freed up a chunk of my brain power from wondering where my kids would sleep that night." She helped conference attendees to understand the decisions and struggles of people in poverty through the context of their experiences, rather than through a narrow middle-class lens. She urged attendees to expand their good work, focusing on empathy and collaboration.



HOUSING FOR PERSONS WITH DEVELOPMENTAL DISABILITIES

Mark Shelbourne (Bottom Right), Senior Manager of Public Policy at Novogradac & Co. LLP, discussed the Supreme Court's *Olmstead* decision about the need for people with disabilities to have meaningful housing choices, and the convergence of policies from HUD, the Department of Justice, and the Department of Health and Human Services (HHS) to advance this mandate. Sheryl Soukup (Top Right), Executive Director of Soukup Strategic Solutions, provided an overview of Residential Options of Florida (ROOF), an initiative from the Florida Developmental Disabilities Council (FDDC) to connect housing and disability service providers in an effort to expand housing choice. Christine Ruiz (Top Left), Senior Vice President and Market Manager for Bank of America, moderated the session.



MAXIMIZING ENERGY EFFICIENCY IN REHAB WORK

Bill Lazar (left), Executive Director of the St. Johns Housing Partnership, spoke from his extensive experience with rehabilitation of substandard housing. He discussed best practices for addressing energy efficiency as part of a comprehensive improvement effort, including funding sources, partnerships, and proper staff training. Paula Lemmo (middle), Bureau Chief for the Division of Community Development at the Florida Department of Economic Opportunity, explained the partnerships between the Low Income Home Energy Assistance Program (LIHEAP) and the Weatherization Assistance Program (WAP) for conducting home energy efficiency improvements. The session was moderated by Brad Goar (right), Program Manager for Florida Power & Light's Residential Conservation Services and Low Income Weatherization programs.

PNC AND WELLS FARGO RAFFLE

PNC and Wells Fargo continued their annual tradition of awarding \$1,000 each to two lucky conference participants.

The East Tampa Business and Civic Association won the PNC raffle, while the Wells Fargo prize went to the Arcadia Housing Authority.



PNC Raffle Winner: The East Tampa Business & Civic Association



Wells Fargo Raffle Winner: The Arcadia Housing Authority

FAIR HOUSING AND NIMBY

Charles Elsesser from the Community Justice Project, as moderator, made clear that it's a new day in fair housing. C.J. Miles (Pictured), Deputy Director for the Fair Housing Continuum, Inc., discussed the powerful role that HUD's new Affirmatively Furthering Fair Housing (AFFH) rule is likely to play in expanding fair housing choice for low-income and minority families. Jaimie Ross, President/CEO for the Florida Housing Coalition, built upon the affirmation of the disparate impact theory of liability and AFFH changes in the context of Florida's unique fair housing protection against the "Not In My Back Yard" (NIMBY) resistance to affordable housing development.



THE TRUE COSTS OF HOME: ENERGY EFFICIENCY, TRANSPORTATION & AFFORDABLE HOUSING

Anne Ray, Manager of the Florida Housing Data Clearinghouse at the Shimberg Center for Housing Studies, explained that utility and transportation costs add to the real housing costs of tenants in the Florida Housing Finance Corporation's development portfolio. Nick Taylor (Pictured), Housing Systems Analyst with the University of Florida's Program for Resource Efficient Communities, presented study results showing that energy efficiency rehab helps reduce costly tenant turnovers in Housing Credit properties.



RETROFIT AND OPERATIONS & MAINTENANCE (O&M) STRATEGIES FOR HIGH PERFORMANCE AFFORDABLE HOUSING

Krista Egger, Senior Program Director of the Green Communities Initiative at Enterprise Community Partners, gave an overview of the importance of green design, construction, and operations in affordable housing. Egger explained the many advantages of green building, including increased competitiveness for grants, improved tenant health, and cost containment for energy and water use. She discussed the criteria used by Enterprise Green Communities to award funds to developments, and provided guidance on managing and tracking O&M activities and building performance. Ben Johnson, President of Seltzer Management Group, moderated the session.

BANKERS CAN BE YOUR BEST PARTNERS

This workshop had an all-star panel of banking and regulatory representatives (from right to left): Brent Semachko, Vice President for JP Morgan Chase; April Atkins, Community Affairs Specialist for the Federal Deposit Insurance Corporation (FDIC); Marilyn Drayton, Senior Vice President and Community Manager for Wells Fargo; Christine Ruiz, Senior Vice President and Market Manager for Bank of America; and Aileen Pruitt (far left), session moderator and PNC Bank's Florida Market Manager for Community Development Banking. Atkins explained the role of regulators in ensuring Community Reinvestment Act compliance by banks, and the other three panelists described their respective banks' investment priorities and opportunities for affordable housing providers to obtain funding.



SHIP ADMINISTRATORS TRAINING



AUGUST 31 - SEPTEMBER 3, 2015

Home Matters OPENING DOORS IN 2015

| | |
|---------|-----------------------------|
| 8-31/15 | PRE-CONFERENCE SHORT COURSE |
| 9-1/15 | DAY ONE |
| 9-2/15 | DAY TWO |
| 9-3/15 | DAY THREE |



28TH ANNUAL STATEWIDE
AFFORDABLE HOUSING CONFERENCE



2015
PASS

The SHIP Administrators Training, facilitated by George Romagnoli, was a lively discussion about hot topics including Helping Veterans with SHIP and Using SHIP to Help End Homelessness.

Participants shared their administrative best practices, questions and comments. A full panoply of FHFC staff, including Executive Director Steve Auger, participated in the discussion. Rob Dearduff, Barb Goultz, and Robin Fowler from Florida Housing, together with trainers from the Florida Housing Coalition, including Aida Andujar, Lisa Hoffmeyer, Michael Chaney, and Susan Pourciau, offered subject matter expertise. Meredith Van Valkenburgh from the Florida Division of Emergency Management explained the Residential Construction Mitigation Program (RCMP) and how well this program can be leveraged with SHIP owner occupied rehabilitation assistance. [HNN](#)

THANK YOU PARTNERS

The Florida Housing Coalition appreciates all our Partners for Better Housing. We are particularly grateful for our Platinum Sponsors.

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