

# COALITION NEWS: THE FLORIDA HOUSING COALITION ADDS NEW STAFF, RECOGNIZES RETIRING AND NEW BOARD MEMBERS

**AMANDA ROSADO, CHIEF OPERATING OFFICER**

We are excited to share some significant updates with you. Our Board of Directors has welcomed new members while also saying goodbye to two long-standing members whose contributions have been invaluable. Additionally, we are proud to recognize a staff change.

## STAFF CHANGES

We proudly recognize Elissa Plancher’s outstanding contributions to the Coalition over the past five years. Elissa joined us in 2018 from Miami Beach, starting her journey as a Technical Advisor. Her expertise, dedication, and leadership led her to the role of Director of Affordable Housing Development. Her informed and compassionate approach has left a lasting impact on our organization and the communities we serve.

As we bid farewell to Elissa, we welcomed Steve Kropp to the Director of Affordable Housing Development role in February. Steve brings a wealth of experience as a seasoned developer, real estate broker, former appraiser, and current Technical Advisor for the Coalition. His deep understanding of the development process, combined with his commitment to our mission, will add value to the organizations and communities working to expand affordable housing in Florida.

## BOARD UPDATES

### FAREWELL TO DEDICATED BOARD MEMBERS

We extend our deepest gratitude to Mark Hendrickson and Chuck Elsesser, who have each dedicated decades of service to our board.



Mark Hendrickson is a pivotal figure in Florida’s affordable housing advocacy, policy, and leadership. With a career spanning over four decades, Mark served as the Executive Director of the Florida Housing Finance Agency from its inception in 1981 until 1994. He was instrumental in the passage of the Sadowski Act in 1992, which significantly advanced affordable housing in Florida. Since 1994, he has been the President of The Hendrickson Company, which assists in all areas of affordable housing, including finance, economic analysis, and legislative issues, and whose clients include the Florida Association of Local Housing Finance Authorities and numerous local

housing finance authorities and developers. Throughout his tenure on the Board, Mark served as a key advisor and liaison for the Coalition. Mark continues to lead the Sadowski Affiliates, an education campaign that supports advocacy for full funding of the Sadowski Affordable Housing Trust funds and provides information on important state legislation impacting affordable housing.

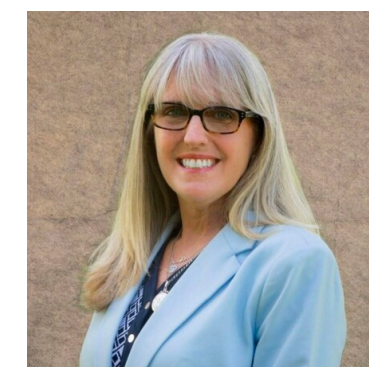


Chuck Elsesser, Esq., has been an unwavering advocate for social justice and civil rights, and has significantly contributed to affordable housing advocacy in South Florida through his extensive legal work and community activism. Chuck co-founded the Community Justice Project (CJP) in Miami, which focuses on supporting grassroots movements for racial and economic justice. He has been instrumental in various initiatives, including advocating for tenant rights, fighting against unjust evictions, and addressing systemic housing issues. His work with CJP and other organizations highlights his commitment to using legal tools to empower marginalized communities and address inequalities.

*We thank Mark and Chuck for their decades of service and impact on our organization and Florida’s affordable housing ecosystem. Their legacies will continue to inform our work.*

### WELCOME NEW MEMBERS

We are excited to welcome AJ Meyer, Cheryl Martin, and Jane Dixon to our Advisory Council. Their collective expertise will greatly contribute to guiding our strategic initiatives. Additionally, we are pleased to announce the appointment of current board member Cheryl Howell to the Executive Committee. Cheryl’s extensive housing and community development expertise and leadership will ensure strong governance.



**AMANDA ROSADO** is the Chief Operating Officer and a Technical Advisor for the Florida Housing Coalition, leading the organization’s strategic planning, facilitating process improvement, and supporting all staff in incorporating strategic initiatives. She also provides training and technical assistance throughout the state. Amanda can be reached via email at [rosado@flhousing.org](mailto:rosado@flhousing.org).