



Leadership Board Minutes

March 29, 2016

Michelle Conway, Office of the Mayor
Katie Hunter-Lowrey, Office of CM Jason Williams
Cade London, EnMasse Media
Rachel Crump, Café Reconcile
Domingo Correa, Nolaming Properties
Betsy Birdsong, Birdsong Realty Group
Saundra Reed, City of New Orleans
Roz Peychaud, OCD-DRU
Alexandre P. Vialou, New Orleans Redevelopment Authority
Brenda Breaux, New Orleans Redevelopment Authority
Nathan Cataline, GCR, Inc.
Ameca Reali, Foundation for Louisiana
Deborah Graham, Capital One
Carrie Curet, ASI Federal Credit Union
J. Celestin, First NBC Bank
Glynniece Smith, Hope Credit Union

Julius Kimbrough, Crescent City Community Land Trust
Lacy Strohschein, GNO, Inc.
Vaughn Faria, NewCorp
John Sullivan, Enterprise Community Partners
Alexandra Miller, Asakura Robinson
Kenra Harry, Healthy Start New Orleans
Alex Whatley, Providence Community Housing
Ciara Stein, Providence Community Housing
Scarlet Garcia, Puentes LatiNOLA
Maxwell Ciardullo, Greater New Orleans Fair Housing Action Center
Lindsey Lewis, GNOHA
Adam Jones, GNOHA
Brianna Reddeman, GNOHA
Kelsy Yeargain, GNOHA
Ross Hunter, GNOHA
Nicole Barnes, Jericho Road

Breonne DeDecker, Jane Place Neighborhood Sustainability Initiative
Sachi Suzuki, Tohoku University
Regina LaMacchia, Green Coast Enterprises
Carl Falstrom, Committee for a Better New Orleans
Imani Brown, Blights Out
Nick Shimkin, Blights Out
Ethan Ellestad, MACCNO
Nona Bernard, Gentilly Resident
Martha Kegel, UNITY of Greater New Orleans
Kevin Hurstell, The Advocacy Center
Keli Walker, N.O. Metro Association of Realtors
JoAnn Cook, ShalomZone
Miles Granderson, Former Council
Jeff Thomas, Thomas Strategies
Claiborne Reborn, Margaret Thomas,

I. 2016 Action Plan Overview

A. 100 Day Action Items

1. **Market Value Analysis/ HousingNOLA Integration:** NORA's tool to analyze the city's housing market. The updated MVA incorporates HousingNOLA data and in particular, the HousingNOLA Neighborhood Typology framework.
 - NORA provided a policy recommendation map of New Orleans, highlighting the most important policy recommendations for each neighborhood and cluster
 - NORA will make a few tweaks to the power point presentation and then it will be uploaded to the HousingNOLA website
2. **HANO Criminal Background Check:** Eliminates a ban on providing housing assistance to people with criminal records. The revised background check procedure creates a process in which each person's case will be reviewed on an individual basis.
 - To be discussed at HANO's 4p Board Meeting - GNOHA will live-tweet the meeting
 - Expected to pass
3. **Inclusionary Zoning (IZ) Study and Work-plan:** With funding from Enterprise and the Ford Foundation, Cornerstone Partnership has developed a work-plan and will begin the study on Inclusionary Zoning - *planning ordinances that require a given share of new construction to be affordable by people with low to moderate incomes*. This study will focus on if and how Inclusionary Zoning should roll out in New Orleans within the next 12-months.
 - Requiring new market developments create affordable units by offering density bonuses/additional allowances instead of cash incentives for developers
 - IZ is a way for private market to participate in *HousingNOLA*
4. **Master Plan Revisions:** *HousingNOLA* will be working with community (in the form of a public event) to keep them informed on proposed revisions to the City's Master Plan - *A City Charter-mandated planning framework for the core systems that shape New Orleans' physical, social, environmental, and economic*



future. As soon as the City opens the Master Plan for comment, *HousingNOLA* partners will draw on the *HousingNOLA* report in their submittal of proposed revisions.

- Comments close in June of this year- to be adopted in April of next year.
5. **Affordable Housing Impact Statement:** Councilmember Jared Brossett is working with the City on legislation to require all proposed ordinances and zoning/land use applications that impact the city's affordable housing stock to include an Affordable Housing Impact Statement.
 - Councilmember Brossett's initiative is expected to be released in the next 30-60 days
 6. **Rental Registry:** Used by many cities to ensure rental housing meets basic health and safety standards. Typically, landlords must register their rental units with the City and allow them to be inspected.
 - *HousingNOLA* is supporting the City Council in its efforts to study and develop an action plan on best and sensible practices for creating such a registry
 - Expect release in May 2016

B. *Public Private Collaboration and Outreach*

1. **Workforce Housing:** We are working on a study with GNO, Inc and NOLA Business Alliance
 - Need more volunteers for this initiative - Domingo to be added to the working group
2. **Landlord Education:**
 - *HousingNOLA* is working to help clear up myths and negative connotations about Section 8 Housing—including working with resident leaders within the Section 8 program.
 - *HousingNOLA* will help promote Landlord education around Tenants Rights and Responsibilities as it relates to Fair Housing and Discrimination. There is a concern that only Section 8 residents are perceived to be poor tenants when there are bad actors in the private market as well.
 - *HousingNOLA* will work with the City and HANO to provide Landlord Education for any property owner receiving subsidy and encourage landlords in high-opportunity areas to accept vouchers.
3. **CDC/ Homebuyer Education Capacity Building Assessment:** A HUD sponsored assessment that will analyze the strength of New Orleans' development community and offer customized trainings in areas that need improvement. High ranking organizations will be offered work in other parishes.
4. **Integrated Housing Policy:** A coordinated effort by the City to work more effectively with NORA, HANO, and the LHC.

C. *Advocacy Initiatives*

1. **Insurance:** *HousingNOLA* will continue working with GNO, Inc.'s Coalition for Sustainable Flood Insurance, which is working on reforms to rate structures, the mapping process and the administration of the National Flood Insurance Program.
 - FEMA has finally released its updated flood maps
2. **Affirmatively Furthering Fair Housing (AFFH):** New Orleans will be part of the first group of cities in the nation (23 total) to submit an Assessment of Fair Housing on October 4th. Under this new guidance, New Orleans will have an opportunity to be a model for the country. The new process provides valuable data and analysis to help policy makers understand demographic trends, where segregation and concentrated poverty persists, and how we can topple these barriers.
3. **Property Tax Relief and Tax Valuation for Multi-family Properties:** Representatives of *HousingNOLA* will begin an initiative to bring the Orleans Parish Tax Assessor into discussions about standardizing the assessment process for multi-family properties, tax freezes for low-income families in gentrifying



neighborhoods, and tax exemptions for seniors. The Louisiana Association of Affordable Housing Providers (LAAHP) is planning to again introduce legislation to institute a formula for tax valuation for multi-family properties as there is inconsistency in Orleans and St. Tammany parishes

II. Leadership Board Meeting Schedule

- A. *Report Card Timeline*: Will begin working on it in March and plan to release it in September
- B. *Community Engagement*: The Working Group will begin meeting again in April
 - 1. **Master Plan Roundtable Meetings**: To begin in May
 - 2. **Neighborhood Summit**: Held in November and will replace annual summit for *HousingNOLA*

III. Other Announcements/ Adjournment

- A. Follow-up items from January
 - 1. **Language Access**: We are working on getting key *HousingNOLA* documents translated into Vietnamese and Spanish. *HousingNOLA* will also looking into programs and materials that seek to breakdown the language barriers between landlord and tenant.
 - 2. **Improved Transit**: The RTA is expected begin a Strategic Transit Planning process in 2016, presenting an opportunity to operationalize *HousingNOLA*'s Neighborhood Typologies and further link housing and public transportation needs for low-income New Orleanians.
 - 3. **Financial Partnerships**: *HousingNOLA* is actively seeking ways to increase the avenues between the private sector investments in the affordable housing community, especially among our lending partners.
- B. MACCNO Event on April 4th "Housing and the Cultural Community Listening Session"
- C. The next Leadership Board meeting will take place in May