

EDINA HOUSING TASK FORCE

Meeting Minutes

Wednesday, February 1, 2006

7:30 AM - Community Room

Members Present: Bob Aderhold, Valerie Burke, Kandace Ellis, Michael Fischer, John Helling, Mike Huck, Jeff Huggett, Doug Johnson, Sally Krusell, Scott Massie, Doug Mayo, Sharon Ming, Cappy Moore, Carol Mork, Joan Naymark and Skip Thomas

Staff: Susan Heiberg and Joyce Repya

Consultants: Stacy Becker, Kimberly Gartner and Erin Sapp

Actions Taken

- Member Fischer seconded Member Helling's motion to approve the agenda for this meeting—February 1, 2006; the motion carried.
- Member Fischer seconded Member Krusell's motion to approve the November 30, 2005, minutes of the Housing Task Force; the motion carried.

Status and Next Steps

Ms. Sapp prepared a document that has tracked the changes made to the draft report. The timeline for the Phase II Workplan was discussed.

- The Editorial Committee will finalize the draft by February 8, 2006.
- Before March 8th, the Task Force Members will seek input from designated "Readers" regarding the draft, drawing out answers to specific questions.
- The Task Force will continue with outreach through June, and the Implementation Committee will be drafting an implementation plan concurrently.
- The Task Force will finalize the report and implementation plan by early September for presentation.

Housing Goal

Ms. Becker distributed the Metropolitan Council's "Summary Report: Determining Affordable Housing Need in the Twin Cities 2011-2020", and she shared "Illustrative Goals for Discussion."

- The current number of Edina households is 21,000, and the forecasted household growth by 2020 is 1,000.
- The current deficit of affordable housing for incomes between \$25,000 and \$50,000 is 1,300, while the number of households under \$50,000 with housing over 30% is 4,450.
- Met Council's calculation of Edina's share of needed affordable housing between 2011 and 2020 is 212.

- Finally, a goal for discussion is: “By 2020, there will be 525 units of affordable housing, made up of owned new homes, owned existing homes and lower-income rentals.” This goal represents a subsidy of \$30,950,000.

The Task Force Members shared their reactions.

- Member Massie: Rather than a goal, the illustration could be used as an example and placed in the appendix.
- Member Helling: This illustration should be made a goal.
- Member Burke: Regarding rental housing, the community would need information and education about good screening methods and management. In this regard, scattered sites make sense.
- Member Aderhold: There is an advantage to having goals and showing support for them.
- Member Ming: Presenting a goal is a way of providing an example that the City might choose to do. A goal included with the Metropolitan Council’s Report demonstrates leadership and vision.
- Member Fischer: There is some validity in showing the numbers. Density is an issue for people, and they tend to associate it with poverty. Explaining that there is already Section 8 housing in Edina might give people a perspective.
- Member Huggett: It might be presumptuous to have a goal. Perhaps this is more of a political decision.

Community Discussion Strategy

Ms. Becker explained a “deliberative democracy” and its transparency in decision-making. Within its framework, issues are taken out into the community to engage people in trade-offs. What is most important is to listen and find out what really matters.

- When asking people about housing units, give them key questions to answer to help them be thoughtful and reflective. This engages people in decision making.
- Explain the purpose of the study—why a report is being created. It is an opportunity to find out what matters to the community. Begin strategizing in low-key settings before moving on to larger meetings.
- This boils down to determining what kind of approach to take: 1) Put out the report, including an appendix with thoughtful questions. Or, state the questions up front in a cover letter to the report. 2) Engage people in an environment created for interaction.

Task Force Response

- Member Johnson suggested a community forum with the Edina Housing Initiative for providing information and encouraging input regarding the

- report. Recommended questions to ask: What do you like? What don't you like? What would you change?
- Ms. Becker indicated that we do not want to polarize opinions. The report should frame the issues and not be about itself. Its purpose is to engage people to think about the importance of housing and their concerns. This is a threshold question—taking proactive measures or letting the report stand on its own to provoke response.
 - Member Mayo shared that the community is not there to receive a goal. People need to be engaged in discussions so that they can participate in goal setting.
 - Member Helling suggested thinking about new families moving in and how housing impacts life cycles. What might this mean to new families and what is important to them?
 - Ms. Becker cautioned the Task Force about taking positions with an approach.
 - Member Moore shared that her parish had a five-part series for the congregation to learn about housing strategies and that this opened their minds to possibilities. The education piece has been proven effective.
 - Member Krusell suggested that the numbers be made available as examples for backup.
 - Member Ellis said that there needs to be enough time for feedback. The first forum should only provide information, leaving the numbers out. Lay the basis first and then go to a numbers' format. Awareness must be captured and improved.
 - Member Huck suggested a two-phased outreach: 1) Get people to buy in emotionally, which mean demonstrating that this is a legitimate concern for the community. 2) Present the numbers thereafter, and indicate how the dollars play out. Explain the time period and make it something they can bite off.
 - Member Helling asked if this was an issue about “us versus them.” Is the Task Force a reflection of the community? How do we draw the community in so that this becomes a collective process?
 - Member Ming reported that Member Massie had recently made a housing presentation to middle school students. Apparently, one of the students was concerned about poor people coming in and living in the neighborhood.
 - Ms. Becker reminded the Task Force that the process must start emotionally, followed by the outworking of good information.
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- Member Mork's approach would be to share what the Task Force has been doing for 18 months and what is unfinished. As a result, this would be an offer for a person or people to jump aboard and go on from there.
 - Member Huck shared that there are still the prevalent issues of racism and classism in the community. Certain attitudes are barriers to progress and need to be broken down.
 - Member Fischer remarked that this is not about the report. It is what we have learned so far. We can share this information without the numbers, coming to the

City Council after learning what people think and considering ways to improve the report.

- Member Moore suggested that the Task Force's learning process be replicated similarly for the community's sake.
- Ms. Becker recommended that a subcommittee get together over the month of February to plan out this next phase.
- Member Massie indicated that the following items have not been discussed within the Task Force: 1) What is the design team concept? 2) Should the report be more objective and deal with the negatives? Should we know the counter-arguments? 3) How can the implementation plan be drafted without a final report? 4) Are we looking at community preconceptions? 5) The report reflects statements with which all the Task Force Members perhaps did not concur. 6) What is the breadth of low-income housing that should be achieved? 7) The numbers illustrate a scenario that could be placed in the appendix.
- Member Burke remarked that the timeline appears to be going circular again. Let's get the report out there, acquiring ownership with responses from people. And let's also share the objections and negatives, finding out who cares in the community. We should be ready to hear differences of opinion and not be stuck on giving it away.
- Member Mayo recommended that the Task Force stop talking about the report as a group and start the discussion with the community. The final plan will come in September.
- Member Moore agreed that this is a launching pad and not an end-all document at this time.
- Member Fischer remarked that even though things can get crushed quickly, we must move on to the next phase. As the report goes out for feedback, the Task Force can't lose sight of the fact that the hard work lies ahead.
- Ms. Becker asked the Task Force Members to think about how they position themselves in the document.
- Member Ming shared that the flow of the report seems to reflect some areas of difference. The Editorial Group needs to look at the graphics and read the report again with a critical eye when it is sent out once again.
- Ms. Becker shared that what is most important now is to get feedback from the readers. This should be very helpful.
 - 1) The reader list with assignments will go out to the Task Force.
 - 2) The Readers' Committee will secure newly-printed copies of the updated report.
 - 3) The Committee will report the readers' responses to the Task Force on March 8th.

Announcements

- Member Fischer invited Task Force Members to attend the Planning Commission meeting that evening to hear a revision to the Southdale area ordinance which could open the door for affordable housing negotiations. Additionally, the Pentagon Park issue could use an affirming presence.
- Ms. Becker reported that she is again coordinating the upcoming Mayors' Summit on Affordable Housing.

Adjournment

There being no further business, the meeting was adjourned at 9:10 AM.