



TNAHC Offsite Retreat/Board Meeting

October 1, 2018 – 1:00 pm CT to
Noon October 2, 2018

**Henry Horton State Park
4209 Nashville Highway, Chapel Hill, TN 37034
Conference rooms C & D**

Meeting Minutes

Members Present

Amy Schaftlein	United Housing, Inc.
Carla Jarrell	Pinnacle Financial Partners, Inc.
Colleen Dudley	Habitat for Humanity of TN
Daryl Hill	Woodbine Community Organization
David Arning	LHP Development, LLC
Eric Haralson	Triage Associates
Jackie Mayo	HomeSource East TN
John Besser	Franklin Housing Authority
John Callow	City of Murfreesboro
John Roberts	Nashville Area Habitat for Humanity
Keith Lampkin	City of Clarksville
Keith Turbett	First Tennessee
Lorrie Shearon	THDA
Melanie Cordell	TN Valley Coalition for the Homeless
Paul Morris	Memphis Area Association of Governments
Sernorma Mitchell	HUD
Sharon Bosworth	Affordable Housing Resources

Non-Members in Attendance

Cindy Ross (secretary, East Region)	Aid to Distressed Families of Appalachian Counties
Tyane Powell (secretary, Middle Reg.)	Pinnacle Financial Partners

Guest Speaker

David Pair	THDA
------------	------

Welcome and Introductions

John Roberts welcomed all members with encouraging words of how we each impact housing in each of our areas of Tennessee in a positive way. The retreat is designed to help with direction and where to focus our energies for the next steps. Introductions were made by everyone present. Minutes from May were presented and with a motion to approve, they unanimously passed.

The Treasurer's report was presented by Sharon Bosworth. Final retreat expenses were the only items expected for October. There was a motion to approve the financial report (attached). It passed with a unanimous vote.

The Secretary's report was shared by Carla Jarrell who reported there are now 203 paid members.

Regional Council Leaders Reports

East TN Regional Council chair, Melanie Cordell, shared that there was a good attendance at their most recent meeting which had speakers from USDA and THDA.

On behalf of the Middle TN Regional Council chair, Keith Lampkin reported on the last Middle TN Regional Council meeting which was August 9 at Liberty Park in Clarksville. Mayor Kim McMillan of Clarksville was the guest speaker.

West TN Regional Council chair, Paul Morris, shared that their next meeting is scheduled for October 26. It will be at the SWTDD in Jackson. The topic will be digital and ecommerce mortgages.

Operating Committee Reports

Education Committee chair, Daryl Hill, reported that new guidelines not only require that the housing counselors have their individual certifications being proficient in all areas but the agency they work for also has to be HUD approved. These new guidelines will take affect August 2020. Daryl suggested that this information not only be shared at the next TN Housing Conference held by THDA, but that there needs to be sessions that teach the new requirements. Lorrie Shearon offered to take this recommendation to the new Communications director at THDA.

Membership Committee chair, Carla Jarrell, shared the membership report. (attached)

Legislative Committee chair, Eric Haralson, reported on the planned events for the TN Day on the Hill which will be held in conjunction with the TN Housing Conference in March 6 and 7, 2019. Given that the coalition can advocate but cannot lobby, Eric will provide talking points for the visits with the legislators. These initial visits with the legislators should be focused primarily with the freshmen legislators and that the visits made where the legislator resides and be prior to March. That way, the next visits made March 5, Tuesday afternoon or evening, at the Day on the Hill would be a follow up visit and therefore have more impact. Eric asked for suggestions on how to track the outcomes of these visits. All legislators will be invited to the conference luncheon and reception on March 6. Eric also asked that the unused dollars in the budget in 2018 be carried over to 2019.

Finance Committee did not have any other information to share.

Communication Committee chair, Sernorma Mitchell, shared the update regarding the website and the need to have committee members. The website is up to date except with the Events tab which has a Google calendar. Rhonda Mosier reported that the calendar needs to be replaced with another type of Google calendar that is offered free with the Coalition's 501 (c) 6 status. Rhonda will work with the service provider in getting this done. Meanwhile, the new committee members will help in gathering information to post and sending those items to Rhonda for her to post on the website.

Stages of Organization Growth

Eric Haralson shared his report, Organizational Development Framework (attached). In reviewing the stages of growth and information in this report, everyone agreed that the Coalition is in stage #2. General discussion followed.

Strategic Planning

John Roberts led the review of the 2015 survey results (attached). There was discussion in regards to areas we made improvements; the website is up and running, online memberships works as it should, we have maintained membership numbers and the bylaws have been updated. The areas we are still lacking is, not being the “go to organization”, calendar and events is still not up, and we don’t have a consistent message being shared statewide. Next, the group reviewed the results of the recent survey to the members in August of 2018. The survey questions and charts of results prepared by THDA’s Research and Planning team are attached. Discussion focused on the main topics brought out from the survey; advocating, educate both members and the public, and partnerships.

The Plan – Where Do We Go from Here?

John Roberts mentioned that in order to move forward to the next level in this stage of the organization a part time person who is able to fully dedicate those hours to the coalition, needs to be in place. Someone who would be able to attend the Regional Council meetings to be a support to them as well as do the busy work on the website and making calls.

The new mission or goals of TNAHC is to 1) connect - resources to each other, 2) educate -the public and members in sharing knowledge, and 3) advocate - housing opportunities for Tennesseans. The new official goal is “to connect, educate and advocate for housing opportunities for Tennesseans.”

Goals need to be SMART – Specific, measurable, actionable, relevant, and time bound.

The Objectives of TNAHC were agreed to be the focus of an *Operating Committee*:

- Increase membership to promote objectives and increase impact (*Membership*)
- Address dues structure and other funds for TNAHC (*Finance*)
- Address education/speakers regarding structure and support content of regions (*Education*)
- Update and maintain website, calendar and social media (*Communication*)
- Monitors legislation and identifies and manage advocacy. Also Day on the Hill (*Legislative*)

The audience of the coalition is 1) policy makers, 2) coalition members and 3) news outlets.

Finish the Plan

Suggestions were made on how to stay organized and focused to reach the goals, the new *why*. New goals are: 1) increase affordable housing, 2) maintain present housing and 3) demonstrate how housing relates to these other major issues – health, transportation and economic development. These major issues need to be addressed at every Regional Council meeting so that it is obvious what the coalition’s goals are and how these issues impact affordable housing. The following will facilitate the regional council meetings to be consistent with one another so that statewide, the same message is being heard.

- Regional council meetings are to be on a set schedule
- Have scrolling messages on major topics across home page of website
- Have one major issue topic per meeting
- Have webinars regarding the major topics; but same topic and time, for each region.

- Operating committees be revitalized – following are new committee members.
 - Communications, chaired by Sernorma Mitchell – Jackie Mayo, Keith Turbett and Rhonda Mosier
 - Education, chaired by Daryl Hill – John Besser, Lorrie Shearon, Keith Lampkin, Anne Cooper and Ruth Phillips
 - Finance, chaired by Sharon Bosworth – Tyane Powell and Carla Jarrell
 - Legislative, chaired by Eric Haralson – John Callow, Colleen Dudley, Amy Schaftlein, Maria Catron and David Arning
 - Membership, chaired by Carla Jarrell – Sharon Bosworth, Cindy Ross, Gerrie Hallenbeck, and Tyane Powell

Day on Hill Possible Partnership

David Pair shared that THDA would like to assist in making the Coalition’s Day on the Hill a successful event. David made some suggestions that would be the best process for reaching out to all legislators, statewide. The Regional Council members need to visit their legislators while at their home location. Then use the Day on Hill event to make follow up calls. Best time during DOH is Tuesday late afternoon and evening and Wednesday morning. It would be good to catch them during their smoke breaks, or have seating assigned at the luncheon. Need to keep the same regional folks at the same tables. Also, THDA will assist the Coalition in providing transportation to and from the lunch location. This is a must in order to have the legislators attend. Eric made the suggestion to have the coalition’s annual meeting at a different time so as to not conflict with visits to the legislators. Coalition will keep the booth available all Tuesday through Wednesday afternoon.

Dues Structure Report

Carla Jarrell handed out an article regarding different dues structures. Discussion on how to change dues structure resulted in the following changes. Individual dues \$50, City/County \$250 and Corporate \$500, allowing 1 representative from each region. These changes will take affect at annual meeting in March 2019. Meanwhile, members will be notified of updates on their invoice for the 2019 dues. The group also agreed that various sponsorship opportunities need to be developed. There was a motion to approve the new dues structure, seconded with all approved.

Disaster Response/Recovery

Sernorma presented an opportunity to the coalition to be the go to organization regarding disaster relief. In order to be the “go to organization” in these situations the coalition needs to: 1) have a person that is the point of contact with TN Emergency Management Agency (TEMA). Board members indicated that in previous years TEMA director was point of contact. 2) Need to make recommendations for TNAHC’s role at the next board meeting, 3) need to have a communication plan relevant to disasters and 4) the combined expertise of TNAHC members is an excellent resource for federal, state and local organizations dealing with disasters. Sernorma added that Federal Emergency Management Agency (FEMA) and Small Business Administration (SBA) resources are designated for short-term assistance, and that HUD resources are for long term assistance.

Wrap Up and Next Steps

There was a motion to move forward to explore the hiring of a part time executive director. Motion was non-opposed so it passed. The first step is to write a job description, second step is to form an executive search committee or entrust this responsibility to the executive committee, and third is to leverage support from the Center for Nonprofit Management. The Executive Search Committee will try to have a person in mind to vote on for the next board meeting in December.

As a follow up to the retreat, a conference call will be set up with the whole board to review the job description and recruitment update regarding the executive director position. The coalition's executive committee will be gathering information to present on this call. Invitations soon to come.

Next Board meeting is scheduled for December 12 at the Habitat for Humanity office in Nashville. More information to follow.

New Operating Committee chairs and members are to set SMART goals and report on these at the next Board meeting.

Meeting was adjourned.

MISSION STATEMENT

To connect, educate and advocate housing opportunities for Tennesseans