



Presented By:
THE WISCONSIN COLLABORATIVE
FOR AFFORDABLE HOUSING

July 21-22, 2004



Milwaukee Hyatt Regency
333 West Kilbourn Avenue
Milwaukee, Wisconsin

A HOME FOR EVERYONE 2004: GETTING IT TOGETHER

The *Wisconsin Collaborative for Affordable Housing* invites you to our 8th annual **A Home for Everyone** conference. Our theme is "Getting It Together." Our plenary sessions and workshops focus on different aspects of affordable housing through the lens of collaboration. The need for affordable housing grows every year and, while the commitment and expertise of you and those like you also continue to grow, the importance of "getting it together" by combining resources and applying innovative approaches is critical to success in these challenging times.

The *Wisconsin Collaborative for Affordable Housing* consists of government agencies, community based organizations, private concerns and advocates committed to promoting the development and preservation of affordable housing throughout Wisconsin. The *Collaborative* organizes the annual **A Home for Everyone** conference to focus on these issues for low-income families and individuals. The **A Home for Everyone** conference provides an opportunity for professional development and sharing information with colleagues in the field.

COLLABORATIVE MEMBERS

Astar Capital Management, Inc.
City of Appleton
Common Wealth Development Corporation
Foundation for Rural Housing, Inc.
IndependenceFirst
Project Home
Senior Housing Action Committee
Sheboygan Area United Way
University of Wisconsin – Extension
US Bank
U.S. Department of Agriculture –
Rural Development
U.S. Department of Housing
and Urban Development (HUD)
UW Extension – UW Center for Cooperatives
Urban Economic Development Association

Virchow, Krause & Company, LLP
Wisconsin Community Action Program
Association (WISCAP)
Wisconsin Council for Affordable
and Rural Housing (WI-CARH)
Wisconsin Council of Churches
Wisconsin Council on Children and Families
Wisconsin Department of Commerce,
Division of Community Development
Wisconsin Department of Health
and Family Services
Wisconsin Housing and Economic
Development Authority (WHEDA)
Wisconsin Housing Preservation Corporation
Wisconsin Partnership for Housing Development

MILWAUKEE LOCAL HOST PLANNING COMMITTEE

ACORN Housing Corporation
City of Milwaukee Community Block Grant
Administration
Harambee Ombudsman Project, Inc.
Housing Authority of the City of Milwaukee
Housing Resources, Inc.
IndependenceFirst
LISC
M & I Bank
Metro Milwaukee Fair Housing Council
Milwaukee Christian Center NIP
Milwaukee County Housing & Community
Development

Mortgage Guaranty Insurance Corporation
(MGIC)
Neighborhood Housing Services of Milwaukee,
Inc.
Select Milwaukee, Inc.
TriCorp Housing
Urban Economic Development Association of
Wisconsin, Inc.
US Bank
Waukesha County Community Development
Wells Fargo Bank
WHEDA

A HOME FOR EVERYONE 2004: GETTING IT TOGETHER

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Agenda

WEDNESDAY, July 21

**8:00 A.M.
REGISTRATION**

8:00 A.M. – 9:30 A.M.

“WELCOME TO THE CONFERENCE” RECEPTION

For participants new to the conference, or those wanting additional information, Collaborative members will be hosting an opening reception where you can come and learn more about the conference and the Collaborative. Conference ‘mentors’ will also be available at this reception for participants interested in assistance in navigating through the entire day-and-a-half long conference.

9:30 A.M. - 10:45 A.M.

OPENING PLENARY/WELCOME

The conference will open with greetings from local officials and the Collaborative. Secretary of Commerce Cory Nettles will address the conference and speak to both the challenges and opportunities facing advocates of affordable housing in the coming years.

- Bob Jones, WISCAP/Wisconsin Collaborative for Affordable Housing
- Scott Walker, Executive, County of Milwaukee (invited)
- Tom Barrett, Mayor, City of Milwaukee (invited)
- Cory Nettles, Secretary, Department of Commerce, State of Wisconsin

**11:00 A.M. – 12:15 P.M.
WORKSHOPS**

PLANNING FOR TOMORROW

This workshop will discuss the untapped, expanding market needs of assisted care housing. Learn what assisted care housing is, what types of

services are provided, and how to fund these services.

- Mark Brodziski, Rural Development
- Jim Caldwell, WHEDA

EMPLOYMENT AND HOUSING

More than ever before, the direct link between jobs and housing is being seen as a key to affordability. This workshop will examine that important link and share examples of how businesses, communities and housing advocates are making this relationship work.

- Kristin Silva, Wisconsin Partnership for Housing
- Wally Orzechowski, Southwest Community Action Program
- Terry Testolin, Neighborhood Housing Services of Richland County
- Ray Schmidt, Select Milwaukee

THE BOTTOM LINE

When expenses are high and money is short, what can managers and owners of housing do to lower costs, keep rents affordable and maintain quality? This workshop will provide some potential answers.

- Susan Schoenfeld, Consultant
- Judy Lieterman, Astar Capital Management

**HOW TO BE FAIR: AFFIRMATIVE FAIR HOUSING
MARKETING PLANS**

This workshop will review HUD’s Affirmative Fair Housing Marketing Plan (AFHMP), including: updated requirements for HUD assisted housing providers; a summary of HUD protocols; approval and monitoring process; and a brief discussion on discriminatory acts in advertising.

- Dan Stotmeister, Milwaukee HUD Field Office

**INSPIRING SOLUTIONS TO AFFORDABLE
HOUSING: INNOVATIVE POLICY APPROACHES**

With need growing and resources shrinking, the importance of looking at new ways to provide housing was never more pressing. This workshop will provide information and examples on innovative policy approaches, such as: tax incentives, trust funds, using TIFs and enterprise

zones, and re-examining the state's internal improvements clause.

- Bill Perkins, Wisconsin Partnership for Housing Development
- Karl Pnazek, CAP Services, Inc.

12:30 P.M. – 1:45 P.M.

LUNCH AND PRESENTATION OF AWARDS

The Collaborative will honor this year's conference logo winner and the recipient of the 2004 Charles M. Hill, Sr. Award for Housing Excellence. Dawn Stockmo, Senior Director for Regional Initiatives at the FannieMae Foundation will share with conference attendees the outlook for affordable housing from her unique vantage point.

- Logo Contest Award
- Charles M. Hill, Sr. Award for Housing Excellence
- Dawn Stockmo, FannieMae Foundation

2:00 P.M. – 4:45 P.M.

BUS TOUR

AFFORDABLE HOUSING TOUR: CREATING VIABLE NEIGHBORHOODS

This year, the Collaborative is tentatively planning on providing two separate tours (depending on interest): one covering the Milwaukee metro area and one covering Waukesha County.

MILWAUKEE METRO

Participants on this tour will be treated to a comprehensive bus and walking visit through some of Milwaukee's most historic, culturally and economically diverse neighborhoods. Participants will witness how strategic planning, substantial public/private investments and targeting of resources have stabilized neighborhoods and promoted affordable housing development.

WAUKESHA COUNTY

Participants on this tour will visit Phoenix Heights, the largest single-family brownfield housing development in the county; both La Casa de Esperanza's Community Center and their current senior housing development; a transitional housing facility/emergency shelter; and a 62-unit tax credit family rental development project. Also included, along the way, will be a number of WHEDA-financed rental development projects and the last Housing Action Grant rental development in Waukesha County.

2:00 P.M. – 3:15 P.M.

WORKSHOPS

TEAMWORK: NONPROFITS WORKING WITH FOR- PROFITS IN HOUSING DEVELOPMENT

What makes a successful joint venture between a nonprofit organization and a for-profit developer? This workshop will explore the reasons these two types of entities get together, how duties and responsibilities are delegated, and what each group brings to the table in areas of expertise, money and credibility.

- Robert Schwarz, C-CAP Homes, Inc.
- Christopher Jaye, The Commonwealth Companies

FAITH-BASED SUCCESS

This workshop will provide information on HUD's faith-based rule and how to apply it, using examples of faith-based organizations that have successfully created affordable housing.

- Sheila Ashley, Milwaukee HUD Field Office
- Jerry Beitz, Milwaukee HUD Field Office

LITIGATION AS A TOOL TO OVERCOME BARRIERS

This workshop will discuss legal options in attempting to overcome barriers to affordable housing which are brought about by zoning regulations, local ordinances and other such processes.

- Gary Ahrens, Michael Best & Friedrich LLP
- Karen Rotker, ACLU of Wisconsin

SO YOU WANT TO BE A NONPROFIT HOUSING AGENCY

In addition to the usual bookkeeping, human resources and budgeting responsibilities that come with any type of business, starting and maintaining a nonprofit housing agency brings with it additional challenges and rewards. This workshop will examine these unique features and provide guidance on making your efforts successful.

- Mike Brever, South Community Organization
- John Cleary, US Bank

3:30 P.M. – 4:45 P.M.

WORKSHOPS

FINANCIAL LITERACY RESOURCES

This workshop will provide information on the financial literacy programs developed for potential homebuyers by a coalition of organizations within the Milwaukee area.

- Karen Gotzler, Urban Strategies

THURSDAY, JULY 22

INCLUSIONARY ZONING: THE LOCAL DEBATE

Inclusionary zoning (IZ) laws apply financing and density incentives to create mixed-income neighborhoods. This workshop will examine the strengths and shortcomings of public incentives for affordable housing developments, the potential for IZ legislation, and the barriers to be overcome in implementing IZ initiatives.

- Brenda Konkel, Affordable Housing Action Alliance
- Laura Johnston, City of Appleton Planning Department
- Andy Heidt, Dane County Human Services

CREATIVITY IN THE COORDINATION AND PROVISION OF SUPPORTIVE SERVICES

This workshop will provide creative, yet practical, ideas on how to maximize the human and financial resources needed to address the mounting needs of low-income clients for supportive services and life skills assistance.

- Dorothy Olson, Housing Partnership/Salvation Army
- Shelly Weinreis, Housing Partnership

REPAIRS/REHAB NEEDED?

This workshop will address the linkages between affordable housing and housing rehabilitation/repair. Information on the state's housing stock will be provided; a discussion will take place on existing and needed programs to address repair/rehabilitation; and tips on preventive maintenance will be shared.

- Martha Wilson, Wisconsin Department of Commerce, Bureau of Housing
- Gary Werra, City of Milwaukee
- Michael Van Alstine, Milwaukee Christian Center NIP

5:00 P.M. – 7:00 P.M.

RECEPTION

8:00 A.M.

REGISTRATION

8:30 A.M. – 9:30 A.M.

PLENARY SESSION

Legislative leaders in the housing area will visit with conference participants, providing their unique viewpoint on the future of affordable housing initiatives in the Legislature. An overview of the status of federal housing programs will also be provided.

- Senator Cathy Stepp, Chairperson, Senate Committee on Economic Development, Job Creation and Housing
- Representative Steve Wiecek, Chairperson, Assembly Committee on Housing
- Senator Gwendolynne Moore (invited)

9:45 A.M. – 11:00 A.M.

WORKSHOPS

HOUSING DEVELOPMENT 101

This workshop is designed for organizations considering the development of affordable housing units and wondering how to start. Basic steps in the process – and critical issues – will be discussed. Information will also be provided on ways to make that first project more manageable.

- Paul Fons, WHEDA
- Terry Testolin, Neighborhood Housing Services Richland County

THE STATE OF SMART GROWTH 2004

This workshop will provide background on Wisconsin's ambitious land use legislation titled Smart Growth for Wisconsin, an update on the current status of Smart Growth efforts, and what lies ahead for Smart Growth policy.

- Gary Peterson, Wisconsin Chapter American Planning Association

ENVIRONMENTAL CHALLENGES TO AFFORDABLE HOUSING: LEAD & MOLD

This workshop will provide information to better understand lead and mold safety issues. Particular emphasis will be placed on how to develop affordable options for abatement/containment and the impact of these issues on new construction.

- Bob Rogalla, Lake States Environment, Ltd.
- Eileen Bruskevitz, Isthmus Apartments
- Cynthia Smith, Michael Best & Friedrich, LLP
- Don Bernards, Virchow Krause & Company

EFFECTIVE ADVOCACY: INFLUENCING THE REAL WORLD

This workshop will examine efforts to overcome the threat to affordable housing posed by the 2003 Wisconsin Supreme Court decision on tax exemptions for non-profits that own low-income housing. Presenters will address the questions: What kinds of advocacy are likeliest to have an impact in the policy arena? What seems to have worked in this case? What has not worked? How can these lessons be extended to other affordable housing issues that need to be addressed?

- Bob Jones, WISCAP
- Tom Powell, Legislative Staff for Representative Therese Berceau
- Tim Radelet, Foley & Lardner

PARTNERS FOR RURAL WISCONSIN

A partnership among three Wisconsin partners – CAP Services, Impact Seven and Red Cliff Band of Lake Superior Chippewa – and Rural LISC has been formed to create housing and economic opportunity. Attend this workshop to learn more about this effort and how it will benefit rural Wisconsin.

- Brian Prater, Rural LISC
- Mike Olson, CAP Services, Inc.
- Mary Vinopal, Impact Seven, Inc.
- Joe Bressette, Red Cliff Housing Authority

11:15 A.M. – 12:30 P.M.

WORKSHOPS

THE ROLE OF COLLABORATIONS IN AFFORDABLE HOUSING

This workshop will examine how collaborations among housing production and rehabilitation agencies, homeownership counseling organizations, the public sector and other nonprofits help achieve the common goal of affordable homeownership for low- and moderate-income persons.

- Ray Schmidt, Select Milwaukee
- Jonathan Barry, Operation Fresh Start
- Kimberly Porter, Harambee Ombudsman Project, Inc.
- Trent Muller, West End Development Corporation

PRESERVATION OPTIONS: URBAN AND RURAL STRATEGIES

This workshop will explore preservation strategies – both urban and rural – in the acquisition and rehabilitation or recapitalization of housing stock.

Two case studies will be reviewed and resource information will be provided to participants.

- Sherry Engel, USDA Rural Development
- Annmarie Hinkle, Milwaukee HUD Field Office
- John Erich, Reinhart Boerner Van Deuren S.C.
- Terri Preston-Koenig, Virchow Krause & Company LLP

THE BROKEN LEASE

To stay or not to stay in a rental housing unit? This workshop examines the resources available – or those that can be created – to benefit tenants when they are facing a decision about staying or not staying in their rental housing. Proper eviction proceedings by owner will be discussed.

- Suzanne Hoppe, Renewal Unlimited
- Tami Mueller, Renewal Unlimited
- Jynine Strant, Whyte Hirschoeck Dudek, S.C.

THE MONEY PIT – POST PURCHASE COUNSELING

The cost of owning a home is more than just the monthly mortgage payment; it also includes such things as maintenance and improvement costs. This workshop will explore resources and alternatives that can help develop skills to keep bills paid and show the pride of homeownership. Information will also be provided on foreclosure: what events and steps occur in the process of being served foreclosure papers.

- Ed Promley, Whyte Hirschoeck Dudek S.C.
- Emmett Gross, ACORN Housing

THE MCDIT PROCESS: AN INNOVATIVE APPROACH TO CRISIS INTERVENTION

The Milwaukee Community Development Intervention Team (McDIT) is a unique process designed to evaluate and help community development organizations that need assistance in dealing with problems that may threaten their housing projects – or their organizations, themselves. This workshop will provide information on the history, structure and activities on this process.

- Carol Maria, Urban Economic Development Association of Wisconsin, Inc.

12:45 P.M. – 2:00 P.M.

LUNCH

CLOSING PLENARY

One of last year's most popular presentations was that of Antonio Riley, Executive Director of the Wisconsin Housing and Economic Development Authority. Mr. Riley has graciously agreed to return and will be closing our conference with his valuable perspective on how to make *A Home for Everyone* a reality.

➤ Antonio Riley, Executive Director, WHEDA

2:00 P.M. – 3:30 P.M.

2005 STATE OF WISCONSIN

CONSOLIDATED LISTENING SESSION

This 5-year expenditure plan for housing, community, and economic development projects, developed by the Department of Commerce, provides over \$50 million annually to local governments and private organizations. Developing the Plan is designed to be a collaborative process whereby all levels of government, public and private agencies, private industry, and citizens participate in crafting a comprehensive approach to addressing affordable housing and local development needs. Eight information gathering roundtables will be held throughout the State in June. This session will give you a chance to review the priorities identified by your colleagues and offer your thoughts and suggestions on whether your local housing, community and economic development needs are being adequately addressed.

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A HOME FOR EVERYONE 2004

LOGO CONTEST WINNER

Markia Highshaw - age 8

Greentree/Teutonia Apartments

Milwaukee, Wisconsin

WISCAP

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MADISON, WI 53714