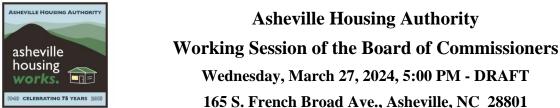


Board of Commissioners Meeting

Wednesday, March 27, 2024



The mission of the Asheville Housing Authority is to provide safe, quality, and affordable housing, to expand available resources, and to collaborate with the community to create

opportunities for resident self-reliance and economic independence.

Our core values are Compassion, Equity, Fairness, Integrity, Openness, Patience and Respect.

Commissioners :	Tilman Jackson, Chair
	Reginald Robinson, Vice Chair
	Roy Harris, Member
	Kidada Wynn, Member
	Scott Farkas, Member
	Dr. Shantelle Simpson, Member
	David L. Robinson, Sr., Member

Call to Order – Time: _____

•	Roll Call	Present	Absent
	Tilman Jackson, Chair		
	Reginald Robinson, Vice Chair		
	Roy Harris, Member		
	Kidada Wynn, Member		
	Scott Farkas, Member		
	Dr. Shantelle Simpson, Member		
	David L. Robinson, Sr., Member		

Approval of Agenda

New Business

- 1. Jillian Lundy, Right of Way Agent, AECOM Technical Temporary Easement
- 2. Elaine Scott, Compliance and Audit Specialist presents on Organizational Meetings
- 3. Pilot Security Program with local enforcement agencies
- 4. HACA Rebranding Project
- 5. Edington Center Youth Play Area
- Unfinished business
- Adjournment Time: ______



Asheville Housing Authority Regular Meeting of the Board of Commissioners Wednesday, March 27, 2024, 6:00 PM - DRAFT 165 S. French Broad Ave., Asheville, NC 28801

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Call to Order – Time: ______

•	Roll Call	Present	Absent
	Tilman Jackson, Chair Reginald Robinson, Vice Chair		
	Roy Harris, Member Kidada Wynn, Member		
	Scott Farkas, Member		
	Dr. Shantelle Simpson, Member David L. Robinson, Sr., Member		

- Approval of the Agenda
- Approval of Previous Minutes: February 28, 2024
- Public Comment

Report of the Secretary

- o Executive Report
- o Financial Report

• Does the BOC **move** to accept these Resolutions as written, and without verbal recitation?

Motion Second **Resolution 2024-9:** Resolution approving President and CEO to enter into a • contract with local law enforcement agencies to provide additional security as required. Motion Second Resolution 2024-10: Resolution approving HACA Rebranding Project • Motion Second **Resolution 2024-11:** Resolution approving the dismantling of Edington Center • Farm and building a new youth play area in its place. Motion Second

Unfinished Business

Adjournment – Time: ______

Previous Meeting Minutes: Wednesday, February 28, 2024



I. <u>Roll Call:</u>

Chairman Jackson opened the meeting and asked for roll call at 5:03 PM

		Present	<u>Absent</u>
Commissioners:	Tilman Jackson, Board Chair	Х	
	Reginald Robinson, Vice-Chair	X	
	Scott Farkas, Member	X	
	Roy Harris, Member	X	
	David L. Robinson, Sr., Member	X	
	Dr. Shantelle Simpson, Member	X	
	Kidada Wynn, Member		X
HACA:	Monique Pierre, President& CEO	X	

II. Work Session:

Chairman Jackson asked for a motion to break to a closed Executive session to handle a private matter.

AYE	NAY
Tilman Jackson	
Reginald Robinson	
Scott Farkas	
Roy Harris	
David L. Robinson, Sr.	
Dr. Shantelle Simpson	
Kidada Wynn	
Dr. Shantelle Simpson	Roy Harris
MOTION	SECOND

Dr. Shantelle Simpson read the closed Executive session introduction. Commissioners retreated to a private room at 5:09 PM. The Work Session Agenda will be amended to correctly represent when the closed session began.

Acknowledgments of FSS Graduates were presented by Shaunda Jackson, to Andrea Pearson, Jennifer Coyle, Sharon Johnson, and Precious Grant-Folston, for completing the FSS and Homeownership Classes



Commissioners returned to the Board Room at 7:10 PM.

III. <u>Regular Session:</u>

Chairman Jackson opened the regular session and asked for roll call at 7:10 PM

		<u>Present</u>	<u>Absent</u>
Commissioners:	Tilman Jackson, Board Chair	Х	
	Reginald Robinson, Vice-Chair	X	
	Scott Farkas, Member	X	
	Roy Harris, Member	X	
	David L. Robinson, Sr., Member	X	
	Dr. Shantelle Simpson, Member	X	
	Kidada Wynn, Member	X	

HACA:Monique Pierre, President& CEOXNote: Member Wynn joined the BOC during the closed session and returned with themfor the regular session.

Approval of Agenda:

The distributed agenda requires an amendment moving the closed Executive session from the beginning of the Regular Session to the beginning of the Work Session. Commissioners unanimously approved this amendment

AYENAYTilman JacksonReginald RobinsonReginald Robinson-Scott Farkas-Roy Harris-David L. Robinson, Sr.-Dr. Shantelle Simpson-Kidada Wynn-Dr. Shantelle SimpsonScott FarkasMOTIONSECOND

Approval of Previous Minutes:

Dr. Shantelle Simpson made a motion to approve the minutes from January 24, 2024 meeting. Scott Farkas seconded the motion. The Commissioners unanimously approved the minutes.

No Public Comment

IV. <u>Report of the Secretary:</u>

Monique Pierre suspended the presentation of the Executive Report.

V. <u>New Business:</u>

1. **Replacement Reserve Projects - Resolution 2024:** The Board previously approved the annual budget through resolution and was notified at the time that there would be an update of the

Replacement Reserve Budget. Monique explains HUD requirement, and that the priority listing represents projects that the site directors and managers have requested. Finance put together a spreadsheet defining a 5-year plan based on the availability of the funds and on the urgency of the need for repairs. Monique further explains that the Replacement Reserve funds are not maintenance funds, many projects to be handled as an organization or through a third party, but some projects will require third party contractors. Since the switchover to RAD and the change in inspections and reporting of the site conditions, funds have not been re-invested as much as they could have been. Finance has given assurances that funds are available to perform the projects identified.

Monique agrees with the urgency set for these projects and states that they are necessary for maintaining the physical conditions of the properties, and to mitigate liability due to years of wear and tear, as well as not giving the managers and directors the latitude to maintain the housing sites to a good condition for the residents. Monique recommends that the Board considers this.

Projects include:

- **a.** Repairing walkways and repaving, removing roots, improving mobility for residents
- **b.** Keyless entry to sites
- c. Repairing and replacement of entry doors
- **d.** Improve the physical conditions and structure of the sites
- e. Replacing broken washers and driers
- **f.** Better lighting to ensure safety and security, and reduce loitering
- **g.** Tree trimming
- h. Speed humps at Livingston and Walton required for the safety of the children

Note that Asheville Terrace, having a separate Board, has also been included in these projects.

Scott Farkas comments that he recognizes that most of the projects are deferred maintenance and safety projects and asks about the "Fun Stuff", play areas in open spaces for example, and if specifically for the Edington Center, could some of the funds set aside for years 2025 be bumped earlier. Monique explained that while there are resources available for projects like this, and deep consideration about the lack of areas for the kids, there are other things to consider. For Edington Center specifically, there is a question of space. A logical place would be around the back of the building, but the farm is located there, and they do not feel that having the children cross a busy street to get to another location would be a safe option. Discussions continue about these types of projects.

Tara Boestan-Smith briefly explains the Strategic Reserve Fund, and the monthly distribution fund that the sites partake in, where there is an amount that is reserved for such projects. Edington Center, however, currently does not have the facility to do this.

2. Enterprise Fleet Management Contract – Resolution 2024-8: The current fleet of Housing Authority vehicles is very old. Many of the maintenance teams have had to double and triple up on the usage of the vehicles and that is counterproductive. These vehicles, 2 vans specifically, are used to transport children. While the teams have been diligent in the upkeep, the vehicles are well past their useful life. There was an amount of last year's budget set aside for fleet replacement.

Monique introduced Terri Anello, HACA's Procurement and Contract Manager, who has been working diligently on how best to move forward. Terri introduced Nick Breshears, Account Executive, Enterprise Fleet Management, and explained that they have been working together with our maintenance team to identify the best schedule for the replacement of the vehicles. She also noted that our contract piggy backs on Inlivian (Charlotte Housing Authority) contract.

Nick quickly went through the presentation that was distributed to the Board in time for the meeting.

Roy Harris asks how this will affect the people. Nick highlighted the benefits of partnering with Enterprise for the management of the HACA vehicle fleet. Benefits include, but are not limited to:

- a. Lower cost of ownership and reduced operational spend
- **b.** Increase in employee safety with newer vehicles
- **c.** Reduced fuel and maintenance costs
- d. Dedicated account management reducing HACA administration

e. Move from reactive to strategic and proactive fleet management

Ronnie and the maintenance team assisted with the research and defining of the best vehicles to start with. Elaine Scott also helped with the researching insurance and defining the liability and risk of not doing this. Monique recommends that the Board consider this.

Vice Chair Robinson asks if the vans that are being replaced can be part of the initial replacements. Nick assures the Board that the vehicle schedule can be created in whatever way best suits Asheville Housing Authority.

- **3.** Consent Agenda to accept all Resolutions: Chairman asks for a motion to accept all resolutions as presented without verbal recitation.
 - a. Resolution 2024-5: Resolution approving President and CEO as the Public Hearing Officer for HACA
 - **b. Resolution 2024-6:** Resolution approving the Replacement Reserve Budget for projects due
 - **c. Resolution 2024-7:** Resolution approving the corrections to the Closeout and End of Year financial statements for 2023
 - **d. Resolution 2024-8:** Resolution approving the Fleet Vehicle Agreement with Enterprise Fleet Management

AYE

NAY

Tilman Jackson Reginald Robinson Scott Farkas Roy Harris David L. Robinson, Sr. Dr. Shantelle Simpson Kidada Wynn

Dr. Shantelle Simpson	Kidada Wynn
MOTION	SECOND

- 4. <u>Commissioner Training:</u> Cherin Marmon-Saxe, Executive Assistant to the President & CEO, explained that she has been working directly with NAHRO to create a custom training for the Board to include Commissioner Fundamentals and Ethics courses, both of which are required for Commissioner certification.
 - **a.** 12-hour training commitment is less than what it would be if classes taken separately
 - **b.** Board will be trained together
 - **c.** Better pricing model
 - **d.** Timeframe for the training to be defined by the group based on availability

Cherin will follow up with the Commissioners directly about this option for training.

5. <u>Meeting Adjournment:</u> There being no further business, the meeting was adjourned at 7:42 pm. The next scheduled meeting is Wednesday, March 27, 2024 at HACA Central Offices.



Tilman Jackson, Board Chair

ATTEST:

Monique Pierre, Secretary

Transcribed by: Cherin Marmon-Saxe, HACA Executive Assistant to President & CEO

Executive Progress Report: Wednesday, March 27, 2024



Executive Progress Report to the Board of Commissioners

Mission: The Mission of the Housing Authority of the City of Asheville is to provide safe, quality, and affordable housing, to expand available resources, and to collaborate with the community to create opportunities for resident self-reliance and economic independence.

Purpose of this Report: This report is designed to keep the Board of Commissioners, Residents and Staff informed about the business of the HACA. It includes the monthly report for the month of **February, 2024** and is shared publicly to encourage transparency in the operations of the HACA. This document will be presented monthly to the Board of Commissioners, by the President and CEO.

Urgent – Breaking News!

Public Safety is a critical need for the Housing Authority. There have been incidents of cars being broken into at Asheville Terrace, a violent assault at Aston Garden Apartments, trespass and other concerns related to homeless individuals trespassing on our properties as well as homeless encampments at Pisgahview, Livingston and other sites.

I have met with Chief Lamb and Sheriff Miller to discuss ways to partner to have some additional support for our properties. I attended a resident meeting at Asheville Terrace and the residents made this urgent request.

Reimagine Deaverview is on hold indefinitely. The development partner previously procured has opted to discontinue the partnership. This presents the opportunity to pursue a Choice Neighborhoods Planning Grant and more robust partnership with the City of Asheville, Buncombe County, Residents, and other Community Stakeholders.

Human Resources

Progress:

- 1. Prepared new job descriptions for File Clerk and Director of Asset Management
- 2. Continued posting for additional 9 positions
 - Site Manager
 - Assistant Site Manager
 - Director of Asset Management
 - Director of Maintenance
 - Administrative Assistant
 - File Clerk
 - Custodian Arthur Edington Center
 - Maintenance Mechanic Technician
- 3. Youth Impact Assistant
- 4. Hired a new Payroll Administrator, Jess Dobson



Community Relations

Progress:

- 1. The Asheville Buncombe Continuum of Care launched its first community meeting where the bylaws were voted in. The CoC is the body comprised of community stakeholders from the nonprofit, municipal and community members who serve people who are homeless or households at risk of homelessness.
- 2. I have submitted my application to fill the HACA vacant seat on the Asheville Affordable Housing Committee.
- 3. I will be representing the HACA on the Buncombe County Racial Equity Committee as well going forward.

Public Safety

Progress:

- 1. At the March meeting of the Board of Commissioners, a resolution will be presented to the Board of Commissioners requesting the authority to hire off duty deputies or officers to provide additional support where heightened security risks exist.
- 2. There were 8 people added to the HACA Banned list.
- 3. There is a shortage of

Internal Process Improvement

Progress:

- 1. Organizational rebranding was presented at the January Board of Commissioners meeting. Since that time a survey was requested to the entire HACA staff to provide input on the rebranding. Responses were mixed. However, most respondents acknowledge some sort of change is warranted. The Board will be presented with a resolution requesting authorization to move forward with rebranding activities. If approved, a firm will be secured to begin necessary steps to create three viable options that represent the feedback. The three options will be presented for feedback to residents, staff and Board of Commissioners for final selection.
- 2. The initial assessment and work session have been held for Organizational Development process for HCVP. The preliminary report will be presented during the work session for the March 27th, BOC meeting.
- 3. Insurance Claims and Accidents are also now handled by the **Compliance and Internal Audit** Specialist. During the month of January, the claims were as follows:

Month:	Feb 2024				
# of Claims filed	# of accidents	Type of Incident	Amount of Payout	Total Amt of loss	Description
8	0	GV- Property(6). VA- Vehicle(2)	\$14,255.82	\$16,255.82	Missing info on 4 claims. One claim paid through 3 rd party insurance waiting for info. 2 vans had catalytic converters stolen.

WC – Worker's Compensation VA – Vehicle Accident Claim GC – General Claims (Fire, Property Damage, etc.) PI – Personal Injury (Tenant Claim)



1. **Information Technology** – The conversion to Microsoft 365 has been completed. The servers will be decommissioned at the end of March. Files have been moved to the Cloud and the SharePoint sites are under development and Teams is active and being used by staff.

Resident Participation Activities and Engagement

Progress:

- 2. The Resident Initiatives Coordinator position received 11 applicants.
- 3. Applicants will be prescreened and interviews are expected to take place within the next few weeks.
- 4. Resident Services staff continue to assist the Resident Associations to identify eligible uses and effectively deliver resources and services

The role of the Resident Initiatives Coordinator (RIC) is to be a liaison with the Resident Council groups at each public housing site. The RICs will work with residents to build up participation, foster communications and encourage resident participation in matters of the Housing Authority, the City and HUD as it relates to their overall residency. The RICs will also coordinate with Resident Services staff to ensure coordination of activities and resources. The RICs report directly to the P&CEO.

Accounting Monthly Report – Tara Boestan-Smith, Controller

General Update -

- 1. We have received four (4) proposals in response to our Independent Auditors RFP Request for Proposal). We are in the process reviewing those proposals and hopefully we would be able to narrow it down by the end of Thursday, 03/21/2024.
- 2. We are reviewing several applicants for 2 positions in the Accounting Department.
- 3. We are in the process of digitalization of our Duke Bill that allows us to receive paperless bills and pay that online.

Acknowledgements -

1. We are excited to announce that we have hired a payroll assistant

Key Indicators –

Meeting/Exceeding Expectations:

1. Unaudited 2023 Financial Report was successfully submitted to REACH on time on February 29,2024

Items of Moderate Concern: N/A

Unexpected Anomalies/High Risk Concerns: N/A

Miscellaneous: N/A



Resident Services Monthly Reporting - Shaunda Jackson, Director

General Update –

We commend our Family Self-Sufficiency program for their outstanding achievements in the month of February. Their dedication and commitment have resulted in the enrollment of five new participants, providing crucial support and resources to individuals on their journey towards self-sufficiency. Additionally, the program's efforts have empowered six participants to begin escrowing, taking significant steps towards financial independence and stability. Furthermore, we celebrate the remarkable success of four FSS participants who have graduated from the program, demonstrating the transformative impact of their hard work and determination. These accomplishments exemplify the effectiveness and dedication of our Family Self-Sufficiency team in empowering individuals and families to achieve their goals and build a brighter future.

A grant application has been submitted to Sisters of Mercy to support our afterschool programming initiatives. We are thrilled to share that the application has successfully passed through the first two rounds of reviews, demonstrating the strength of our proposal and the alignment of our goals with the mission of Sisters of Mercy. As we move forward, we are excited to be approved for the final round of submissions, with the deadline set for April 1st. This opportunity represents a significant step towards securing vital resources to enhance and expand our afterschool programming, ultimately benefiting the youth in our community.

Requests for Proposals (RFPs) will be issued in March for both the Edington Center and all three of our Childcare Centers. These RFPs represent a crucial step in our ongoing efforts to enhance and improve our facilities and services. We invite interested parties to participate in this process and submit proposals that align with our vision for providing high-quality programs and resources to our community. Through this initiative, we aim to foster collaboration and innovation, ensuring that our centers continue to meet the evolving needs of the individuals and families we serve.

All three of our afterschool programs are actively engaged in developing enriching programming for both spring break and the upcoming summer season. Our dedicated teams are working diligently to create engaging and educational experiences that will provide our students with opportunities for growth and exploration during these breaks from school.

In addition, we are excited to announce that the afterschool program in Pisgahview will be transitioning from operating two days a week to a full five days a week schedule starting in April. This expansion represents our commitment to meeting the needs of our community and ensuring that our after-school programs provide comprehensive support and enrichment for our students. We look forward to this positive change and the opportunities it will bring for our children.

Acknowledgements -

The Edington Center's Youth Impact Assistant and Hillcrest resident Preston Benjamin deserves special mention. As Preston embarks on a new chapter of his journey, enlisting in the military and departing for boot camp, we salute his bravery and commend his noble decision to serve his country. While we will miss his presence dearly, we are immensely proud of Preston and wish him all the best in his future



endeavors.

We proudly recognize Eric, our dedicated homeownership coordinator, for his invaluable support and guidance in assisting one of our residents in achieving the significant milestone of homeownership. Eric's expertise, commitment, and unwavering dedication have played a pivotal role in guiding individuals through the complex process of becoming homeowners. This achievement not only symbolizes a remarkable journey towards self-sufficiency and prosperity for the resident but also reflects Eric's exceptional contributions to our community.

We extend our sincere gratitude to the Buncombe County Sheriff Department, Western Carolina Rescue Mission, Chosen, Appalachian Mountain Community Health Center, and St. Mathis Church for their dedicated efforts in ensuring that children at the Edington Center continue to receive daily meals. Your collaboration and support are integral to our mission of nourishing our community's youth. We are excited to announce our plans to extend these meals to our other two afterschool programs in the near future, further amplifying the positive impact of your generosity. Together, we are making a significant difference in the lives of those we serve.

We extend our sincerest gratitude to Working Wheels for their generous contribution in providing one of our FSS program participants with a Toyota Camry. While the participant wishes to remain anonymous, their gratitude knows no bounds. Thank you for helping to empower individuals within our community.

Ashley (CHW) demonstrates unwavering dedication in her role, consistently offering invaluable mental health support and advocacy to both residents and staff within our community. Her tireless efforts contribute significantly to the well-being and resilience of our residents, fostering a supportive environment where individuals can thrive. Ashley's compassionate approach and commitment to serving others are instrumental in ensuring the holistic health and empowerment of those we serve. We deeply appreciate her ongoing contributions and the positive impact she continues to make within our community.

Thomas (FSS/RSS) has taken proactive steps to address the nutritional needs of our community by forging a partnership with the Asheville Buncombe Food Policy Council, with a particular focus on residents at Deaverview. Through his initiative, we are planning informative sessions on food literacy, healthy eating habits, and strategies to combat food deserts. Thomas's commitment to empowering our residents with essential knowledge and resources exemplifies our mission to foster holistic well-being within our community.

Thomas (FSS/RSS) and Duke (CHW) have demonstrated exemplary dedication in their roles by distributing diapers and wipes to over 40 families collectively from both sites, including other HACA properties, through our valued partnership with Babies Need Bottoms. Their tireless efforts not only address the immediate needs of our residents but also contribute significantly to the well-being of our community. Additionally, Thomas and Duke continue to provide essential support to residents in maintaining their housing stability by offering housekeeping assistance and connecting them with vital resources. Their commitment to serving others is truly commendable and reflects the core values of our organization.

Robert (FSS/RSS) obtained confirmation from three participants (FSS/RSS) that their employer had



granted them a promotion. He also had two participants start escrowing.

Two residents filled out the initial application materials for Habitat for Humanity in an effort to become future homeowners.

The RSS Team met to discuss the distribution of Dogwood and Buncombe County grant funds for the CHWs' FSS, Resident Support, community engagement, and homeownership.

Key Indicators –

Meeting/Exceeding Expectations:

Buncombe County has decided to renew the grant that the Chamber of Commerce's Accelerate Buncombe program received because of how effectively it has been working. Out of the thirty-two people who showed interest in the Accelerate Buncombe program, twenty participated in the college training program. This included classes in medical billing and coding, certified nursing assistant, certified health worker, and more. After completing the course, eight students were able to pass the exam. Currently, two of them are in pursuit of certification. Seven residents are now employed thanks to the skills they acquired through the Accelerate Buncombe program. We would like to extend our gratitude to Tamara Miller, whose leadership of this program has been greatly appreciated, for its success.

Four laptops were distributed by the FSS Team in an effort to assist our residents in

Items of Moderate Concern:

Residents are still experiencing the impacts of our HCV wait list closures and transfers. The FSS Team receives a lot of questions and inquiries about the changes that have taken place within the HACA that employees do not have full information to share with the residents and/or community partners.

Shaunda and Karolina met with the Controller to discuss the FSS Grant draws, closing out the 2023 grant, as well as outstanding Chamber of Commerce invoices.

Shaunda and Misty are working with HR to ensure the afterschool programs are adequately staffed.

A proficient grant writer is needed to sustain ongoing funding efforts for our youth services, encompassing afterschool, summer programming and transportation. The necessity for dedicated grant writing support is paramount in ensuring the continuity and expansion of these vital initiatives. Additionally, the appointed grant writer will play a pivotal role in managing grant reports, facilitating transparency, accountability, and compliance with funding requirements. By securing the services of a skilled grant writer, we aim to fortify our capacity to secure essential resources and further advance our mission of providing impactful youth services within our communities.

Unexpected Anomalies/High Risk Concerns:

Staff continue to experience difficulties with the Yardi software when attempting to process FSS cases. It generates additional work and exposes escrow calculations to the possibility of inaccuracies. Cases are being retrieved for evaluation, and corrections are being made immediately upon error detection. Yardi has been presented with numerous "technical assistance tickets."

The vacancies and high turnover in the eligibility specialist position continue to pose several challenges



to staff and residents, namely FSS exits, documentation loss, and inaccuracies in the information provided to residents.

Due to the high volume of individuals utilizing the space at the Edington Center throughout the day, more than one custodian is needed to ensure cleanliness and maintenance.

Miscellaneous:

Monthly senior breakfasts at both the PVA and DVA sites have been scheduled for the third and fourth Wednesdays of the month. These breakfast gatherings provide a wonderful opportunity for our senior community members to come together, socialize, and enjoy a delicious meal in a welcoming environment.

PVA and DVA Diaper Distribution are the second and fourth Fridays of each month.

Robert has been diligently collaborating with Parks and Recreation to establish ongoing family movie nights in Klondyke. The first event took place on Sunday, March 3rd, marking the beginning of what promises to be an enjoyable and enriching series of gatherings for families. Through these movie nights, we aim to provide opportunities for families to come together, bond, and create lasting memories in a fun and welcoming environment.

Family Self-Sufficiency Program	Central AVL	Southside	West AVL	Maple Crest	North AVL	Tenant- Based	Total
Current FSS Participants	8	37	30	3	34	142	254
Established FSS Accounts	6	32	17	2	24	97	178
Traditional escrow FSS Account Balances	\$20,805	\$111,985	\$34,989	\$2,184	\$85,577	\$493,562	\$749,102
Award based escrow FSS Account Balances	\$1,250.00	\$3,664.00	\$1,075.00	\$0.00	\$4,000.00	\$15,738	\$25,727
Total Distributed since 01/2017							\$1,592,763
Graduates (Since 1/2017)							155
Results and Updates this Month:	We had fiv	ve new partic	pants in Febru graduat	urary and six tions in Feb		accounts. W	e had four
Homeownership Program	Central AVL	Southside	West AVL	Maple Crest	North AVL	Tenant- Based	Total
Current Homeownership Applicants	4	2	5	0	1	12	24
Completed Homebuyer Education	1	1	1	0	1	25	69
Completed All Prerequisites	0	2	1	0	1	14	18
Under Contract	0	1	0	0	0	0	0
New Homeowners (this month)	0	0	0	0	0	1	1
Total Current Homeowners							81
Total Homeowners to date							87
Results and Updates this Month:	We had	one new hon	neowner in Fe	bruary. We	have no reside	enst under o	ontract.



Congratulations and heartfelt gratitude to Ms. Handy on successfully achieving her goal of becoming a homeowner through HACA's homeownership program. Owning a home is a dream for many, and Ms. Handy turned this dream into a reality. Her determination serves as an inspiration to others, showing them that with perseverance and commitment, anything is possible.



Congratulations to our anonymous FSS Participant for receiving a vehicle through HACA's partnership with Working Wheels! Your dedication and achievement inspire us all, and we celebrate this significant milestone with you. Wishing you continued success and empowerment on your journey ahead.



FSS Graduates

Congratulations to all our FSS Participants who have successfully graduated from the self-sufficiency program! Your commitment, hard work, and determination have paid off, and we are incredibly proud of



ASHEVILLE HOUSING AUTHORITY 165 South French Broad Ave. Asheville, North Carolina 28801

your accomplishments. As you move forward, may you continue to thrive and inspire others with your resilience and success.



Happy Birthday to our oldest co-worker! They say with age comes wisdom, but we're pretty sure it also comes with an unlimited supply of jokes and timeless advice. May your coffee be strong and your naps legendary. Here's to celebrating another year of wisdom, experience, and the undeniable fact that Old Lives Matter!



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Property Management Monthly Reporting:

Unit Status Report

- Eviction In court/Locked Out: 29
 - Non-Payment: 29
- Ready for Occupancy: 32

When a unit is "ready for occupancy" that means it is cleaned and the site is waiting to receive the tenant file from admissions. Currently applicants are offered one unit. If they do not accept, they are moved to the end of the list. We are examining the effect of this policy.

• Assigned File for Move-in: 4

Assigned file for Move-in means that the site has received a file for a particular unit and they are arranging for the move-in date.

• Maintenance Turn: 35

The Maintenance team utilizes a punch list to indicate what needs to be done to prepare a unit for occupancy. Depending on the severity of the unit when it is turned back over to the site when the prior tenancy is terminated. Units in this condition usually need a number of services including painting, holes repaired, windows and general scrubbing.

Central Properties-Evette Smith, Director

General Update -

Central properties are continuing with daily activities of addressing our resident's needs, unit turns, and HQS inspections. With Spring slowly approaching we are gearing up for an annual Spring-Cleaning event this event will give the residents an opportunity to meet one another and interact with staff, while working together to help clean, landscape and make a difference in their community.

Acknowledgements –

I would like to thank and commend Gregory Prince and Yvonne Rios for all their support, care, understanding and assistance they have given to resident's delinquent in rents. Their efforts have reduced non-payment evictions and closed the gap with resident and office staff communications.

Key Indicators –

Meeting/Exceeding Expectations:

For our units that have passed inspection and ready rent, as soon as we receive a move in packet from the resident selection team, we are scheduling the move in immediately to increase our vacancy rate. Maintenance is steading working on unit turnarounds as we ended the month with 25 vacancies with only 7 needing to be turned. With the hard work of office staff our delinquency rate is continuing to decrease significantly.

Items of Moderate Concern:



We are hoping to receive more files for available units in hopes of increasing our vacancy rate. We have also seen an increase in loitering and criminal activity on the properties, possibly due to the nice weather we will be adding signage and asking APD to provide more patrols.

Unexpected Anomalies/High Risk Concerns:

Nothing to Report

Miscellaneous:

We have started the renovation of the Woodfin Apartments.

North Properties-Rhodney Norman, Director

General Update -

Operations continue moving forward as we are taking care of the property and resident needs. We continue to see a drop in vacant units and delinquent rents since tracking.

Acknowledgements -

I would like to acknowledge the efforts of Management and Maintenance staff as they continue working with great customer service as well as assisting other properties in need.

Key Indicators -

Meeting/Exceeding Expectations:

We welcomed 9 families this month as we continue to meet our HQS deadline with 14 QS inspections and 7 re-inspections.

Items of Moderate Concern:

We are getting higher numbers than usual in court filing with 18 for non-payment. We will continue with the outreach efforts and referrals to community agencies.

Unexpected Anomalies/High Risk Concerns:

Nothing to Report

Miscellaneous:

Staff and residents are working to put together a spring-cleaning day for cleanup, flower planting and community engagement

Southside-Sheri Guyton, Director

General Update -

We are off to a good start with springtime projects and ready to focus on curb appeal. We have applied mulch around the entire property, trimming trees, cutting back last year's growth on shrubs and picking up tree branches/twigs and debris on grounds. Our major projects we plan to start soon are exterior painting and gutter repair and replacement.



Acknowledgements –

I'd like to commend the maintenance team at Southside under the direction of Damion Smith for keeping the service requests completed in a timely manner, turning quality apartments for new residents and transfers moving in and maintaining curb appeal with having litter free grounds.

Key Indicators -

Meeting/Exceeding Expectations:

We maintained occupancy while turning 9 vacant apartments. We had 21 HQS inspections and 4 reinspections. Our team worked steadily to complete the repairs on deficiencies.

Items of Moderate Concern:

We are seeing a slight improvement in delinquent rent this month with less summary ejectments filed. We continue to help residents secure funds to help bring their rent current. We encourage communication and continue to develop positive relationships with residents.

Unexpected Anomalies/High Risk Concerns:

Southside has vacant positions open. We are currently searching for a Maintenance Technician and Grounds staff for trash pick-up. The departure of the Residents Council left us without anyone to pick up grounds as they picked up our property 5 days a week.

Miscellaneous:

Staff are busy assisting residents with their vehicle registration. This is a slow process, and we will continue until it is complete.

A shout out to Riverlink with assisting with volunteers on the wetlands by picking up trash and cutting back some of last year's plant growth.

West Properties – Rhodney Norman, Director (reporting)

General Update -

Staff are working hard to be proactive in making sure that work is completed, and potential issues are addressed. Managers have started the 1st round of housekeeping inspections with the goal of setting a standard early in the year.

Acknowledgements –

N/A

Key Indicators -

Meeting/Exceeding Expectations:

West properties staff continue to meet the needs of residents, maintain expected occupancy rates and maintain HACA assets.

Items of Moderate Concern:

We continue to work toward lessening the lag time of units in maintenance as well as HQS. Staff continue



to explore options to better practices for streamlining the process.

Unexpected Anomalies/High Risk Concerns:

PVA vacancies and HQS re-inspections still remain higher than normal. We hope since we are fully staffed, we will see these numbers decrease over the next few months.

Miscellaneous:

Staff have been working on an annual timeline for replacement reserve and routine maintenance items to help with the overall organization.

Housing Choice Voucher Program Monthly Reporting – February 2024

Admissions – Noele Tackett, Co-Director

General Update –

In February, we moved in 28 families and our overall unit turn around days averaged 75 days per unit. The overall occupancy rate was 93%. We ended the month with 148 vacancies, 29 out of service for various reasons, 117 in repair make ready for maintenance repair and 2 ready to rent.

Acknowledgements :

In February, HCVP completed its final HACA-led training on:

- Departmental workflow and process mapping
- SWOT Analysis
- Key Performance Indicators (KPIs)

HCVP was the first department to go through this new training, which proved helpful for all staff in mapping out and understanding workflows and processes, identifying strengths, weakness, opportunities as well as threats, and those KPIs that indicate progress and success in our work as a department and agency.

Key Indicators -

Meeting/Exceeding Expectations:

Since June 1st, Admissions has had 115 enrollments into the MTW program. 102 have consented to the study and 58 have been assigned to Stepped Rent.

We documented 427 visitors to our Admissions office in February.

Items of Moderate Concern:

In February, HCVP had the following vacant positions:

- one (1) Housing Support Specialist-Admissions position
- one (1) Housing Quality Standards (HQS) Inspector position
- one (1) Move to Work (MTW) Support Staff position

HCVP plans to interview new candidates in hopes of filling the remaining vacancies.

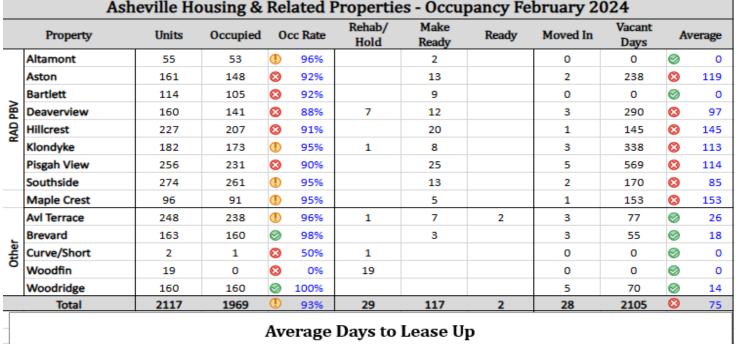


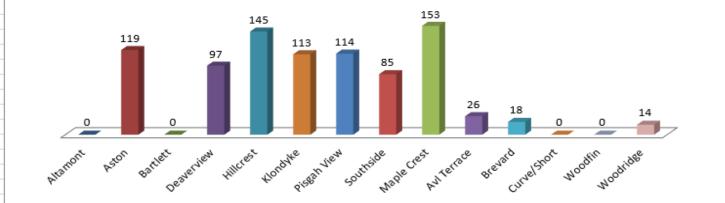
Unexpected Anomalies/High Risk Concerns:

N/A

Miscellaneous:

The Housing Authority opted to expand its existing Yardi software programming to include additional modules through its Rent Cafe' portals. The goal of this expansion is to improve efficiency by going paperless. HCVP, along with other HACA staff, attended a kick-off call with Yardi in November. The conversion process is anticipated to take four months, and once implemented will offer online applications (including application submission and ability to confirm wait list status), online recertifications, expanded landlord portal, and features which will help other departments such as online rent payments, online maintenance requests, etc.





Continued Occupancy – Michelle Moore, Co-Director



General Update –

In February 2024, the Housing Choice Voucher Program had the following tenant-based vouchers leased:

- 273 VASH (VA Supportive Housing) Vouchers issued by referral only by the VA
- 61 NED (Non-Elderly Disabled) Vouchers issued by referral only by community partners with MOAs in place with HACA
- 31 Mainstream Vouchers issued by referral only by community partners with MOAs in place with HACA
- 40 Emergency Housing Vouchers issued by referral from CoA CoC, ABCCM, Eliada Homes, Helpmate, and Homeward Bound
- 4 Foster Youth to Independence (FYI) Vouchers
- 11 Enhanced Vouchers (also known as Tenant Protection Vouchers) issued at Spruce Hill Apartments
- 6 Portable Vouchers vouchers issued by other PHAs and approved to port (transfer) to HACA
- 78 Homeowner Vouchers

We also have 19 project-based vouchers leased at LifeHouse.

Acknowledgements -

In February, HCVP completed its final HACA-led training on:

- Departmental workflow and process mapping
- SWOT Analysis
- Key Performance Indicators (KPIs)

HCVP was the first department to go through this new training, which proved helpful for all staff in mapping out and understanding workflows and processes, identifying strengths, weakness, opportunities as well as threats, and those KPIs that indicate progress and success in our work as a department and agency.

Key Indicators -

Meeting/Exceeding Expectations:

Housing Support Specialists completed 187 on-time annual recertifications during the month of November. And 300 Housing Quality Standards inspections were completed.

HCVP had twenty-four (24) MTW enrollments in February, ten (10) of which were enrollments at new admission/lease-up. Of the total twenty-four (24), twelve (12) were assigned to Standard Rent and twelve (12) were assigned to Stepped Rent. As of the end of February, 1004 households have been enrolled, 500 of which have been enrolled in Stepped Rent.

Items of Moderate Concern:

In February, HCVP had the following vacant positions:

- one (1) Housing Support Specialist-Admissions position
- one (1) Housing Quality Standards (HQS) Inspector position
- one (1) Move to Work (MTW) Support Staff position



HCVP plans to interview new candidates in hopes of filling the remaining vacancies.

Unexpected Anomalies/High Risk Concerns:

N/A

Miscellaneous:

The Housing Authority opted to expand its existing Yardi software programming to include additional modules through its Rent Cafe' portals. The goal of this expansion is to improve efficiency by going paperless. HCVP, along with other HACA staff, attended a kick-off call with Yardi in November. The conversion process is anticipated to take four months, and once implemented will offer online applications (including application submission and ability to confirm wait list status), online recertifications, expanded landlord portal, and features which will help other departments such as online rent payments, online maintenance requests, etc.

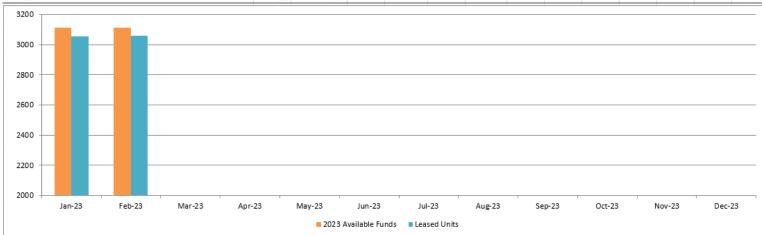


ASHEVILLE HOUSING AUTHORITY 165 South French Broad Ave. Asheville, North Carolina 28801

Asheville Housing	Vouchers -	February 2024
Ashevine nousing	vouciers	TCDI uary 2024

Lea	ase-Up							Mont	hly Proc	cesses		
Voucher Program	Total Vouchers	Available to Lease	Leased		cupancy Rate	Available	Assigned/ Looking	Mobility Moves	Moved In	Moved Out	Inspect	R
Project Based - RAD (HACA Owned & Managed Properties)	1525	1481	1359	•	91.8%	122	N/A	0	17	19	137	
Project Based - LIFE House of Asheville (LH vouchers)	20	20	19	•	95.0%	1	0	0	0	0	0	
Tenant Based - Regular HCVs	1368	1067	1176	0	110.3%	-109	39	0	4	3	111	
Tenant Based - VA Supportive Housing (VASH) Vouchers	366	366	273	8	74.6%	93	28	0	5	1	23	
Tenant Based - Non-Elderly Disabled (NED) Vouchers	75	75	61	8	81.3%	14	0	0	0	0	12	
Tenant Based - Mainstream Vouchers	37	37	31	8	83.8%	6	0	0	0	0	1	
Tenant Based - Emergency Housing Vouchers (EHV)	47	47	40	8	85.1%	6	0	0	1	2	7	
Tenant Based - Foster Youth to Independence (FYI) Vouchers	8	6	4	8	66.7%	1	3	0	0	0	1	
Tenant Based - Enhanced Vouchers (EVO) - Spruce Hill Apts	13	13	11	8	84.6%	2	0	0	0	0	4	
Tenant Based - Portable (Vouchers Ported Out to Other PHAs)	N/A	N/A	6	i	N/A	0	0	0	0	0	0	
Tenant Based - Homeownership	N/A	N/A	78	8	N/A	0	0	0	0	0	4	
Total HCVP	3459	3112	3058		98.3%	136	70	0	27	25	300	

	H	Iousing Cho	ice Voud	her - Ani	ual Tre	nds							
Program	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Average
2023 Available Funds	3112	3112											3112
Leased Units	3055	3058											3057
%	98.2%	98.3%											98.2%
Wait List	4025	3483											3754



2024 Budget Authority (HAP MS, and EHV) 30,260,912 pcupancy based on E 12-Month Per Unit Cost 810,43 98% 95% Vouchers Supported by BA 3112 3049 2956									
Vouchers Supported by BA 3112 3049 2956	2024 Budget Authority (HAP MS, and EHV)	30,26	i0,912 <mark>ccupa</mark>	ncy based on					
	12-Month Per Unit Cost	8	10.43 9	8% 95%					
BA as 7 of Total Youchers	Vouchers Supported by BA		3112 30	49 2956					
	BA as % of Total Vouchers		90%						

Revenue and Expense Summary February 28, 2024

Housing Authority of the City of Asheville Revenue and Expense Summary February 29, 2024

	RAD Proper	ties		
	2024 Budget	02/2024 Actual	Year To Date Actual	2024 Budget Amount Remaining to Earn/Expend
INCOME				
TENANT INCOME	14,727,518.52	1,210,348.12	2,443,634.47	12,283,884.05
GRANT INCOME	0.00	0.00	0.00	0.00
OTHER INCOME	110,074.92	4,020.46	7,950.65	102,124.27
TOTAL INCOME	14,837,593.44	1,214,368.58	2,451,585.12	12,386,008.32
EXPENSES				
ADMINISTRATIVE EXPENSES	2,613,640.56	187,312.35	410,456.19	2,203,184.37
TENANT SERVICES EXPENSES	190,917.72	6,000.00	12,165.76	178,751.96
UTILITY EXPENSES	3,918,150.00	457,991.94	902,331.05	3,015,818.95
MAINTENACE EXPENSES	7,007,821.20	378,286.96	809,773.59	6,198,047.61
PROTECTIVE SERVICES	196,599.96	18,991.32	51,557.55	145,042.41
GENERAL EXPENSES	706,919.76	52,512.22	120,606.54	586,313.22
SECURITY/LAW ENFORMENT	0.00	0.00	0.00	0.00
TOTAL NON-OPERATING ITEMS	-174,803.16	-29,536.03	-14,647.43	-160,155.73
TOTAL EXPENSES	14,459,246.04	1,071,558.76	2,292,243.25	12,167,002.79
NET INCOME	378,347.40	142,809.82	159,341.87	219,005.53
REPLACEMENT RESERVES EXPENSES	2,015,999.76	62,092.41	83,759.41	1,932,240.35
REPLACEMENT RESERVE DEPOSITS	1,695,172.32	139,876.00	139,876.00	1,555,296.32

Other HACA Properties

		perues		
	2024 Budget	02/2024 Actual	Year To Date Actual	2024 Budget Amount Remaining to Earn/Expend
INCOME				
NET TENANT INCOME	15,225.00	3,495.00	6,990.00	8,235.00
GRANT INCOME	0.00	0.00	0.00	0.00
OTHER INCOME	352,000.08	3,495.00	8,265.31	343,734.77
TOTAL INCOME	367,225.08	6,990.00	15,255.31	351,969.77
EXPENSES				
ADMINISTRATIVE EXPENSES	1,800.00	138.08	451.51	1,348.49
TENANT SERVICES EXPENSES	0.00	0.00	0.00	0.00
UTILITY EXPENSES	4,545.24	3,509.34	8,435.19	-3,889.95
MAINTENACE EXPENSES	14,080.08	5,749.58	7,056.87	7,023.21
GENERAL EXPENSES	1,600.08	2,109.50	4,219.00	-2,618.92
NON-OPERATING ITEMS	0.00	3,833.48	3,833.48	-3,833.48
TOTAL EXPENSES	22,025.40	15,339.98	23,996.05	(1,970.65)
NET INCOME	345,199.68	(8,349.98)	(8,740.74)	353,940.42
TOTAL REPLACEMENT RESERVES		-	-	-
TOTAL REPLACEMENT RESERVE DEPOSITS	-	-	-	-

Housing	Choice	Voucher	Program
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	2024 Budget	02/2024 Actual	Year To Date Actual	2024 Budget Amount Remaining to Earn/Expend				
INCOME								
NET TENANT INCOME	-	-	-	0.00				
GRANT INCOME	33,197,250.00	2,629,750.02	5,246,727.06	27,950,522.94				
OTHER INCOME	2,490.72	7.79	18.06	2,472.66				
TOTAL INCOME	33,199,740.72	2,629,757.81	5,246,745.12	27,952,995.60				
EXPENSES								
ADMINISTRATIVE EXPENSES	2,644,564.92	150,469.45	326,778.29	2,317,786.63				
TENANT SERVICES EXPENSES	47,000.04	2,000.00	2,000.00	45,000.04				
UTILITY EXPENSES	999.96	0.00	0.00	999.96				
MAINTENACE EXPENSES	147,149.88	5,870.72	7,929.91	139,219.97				
GENERAL EXPENSES	0.00	12,370.58	31,752.43	-31,752.43				
HOUSING ASSISTANCE PAYMENTS	30,070,000.08	2,524,561.00	5,053,994.00	25,016,006.08				
TOTAL EXPENSES	32,909,714.88	2,695,271.75	5,422,454.63	27,487,260.25				
NET INCOME	290,025.84	(65,513.94)	(175,709.51)	524,255.42				

	Central Offi	ce		
	2024 Budget	02/2024 Actual	Year To Date Actual	2024 Budget Amount Remaining to Earn/Expend
INCOME				
NET TENANT INCOME	-	-	-	0.00
GRANT INCOME	-	-	-	0.00
OTHER INCOME	2,611,850.16	183,569.19	391,711.99	2,220,138.17
TOTAL INCOME	2,611,850.16	183,569.19	391,711.99	2,220,138.17
EXPENSES				
ADMINISTRATIVE EXPENSES	1,911,200.16	121,262.83	270,017.84	1,641,182.32
TENANT SERVICES EXPENSES	6,000.00	0.00	0.00	6,000.00
UTILITY EXPENSES	62,874.96	4,433.14	11,083.98	51,790.98
MAINTENACE EXPENSES	411,525.12	20,951.86	32,555.01	378,970.11
PROTECTIVE SERVICES	9,000.00	31.88	1,871.03	7,128.97
GENERAL EXPENSES	52,200.24	3,842.45	8,148.08	44,052.16
FINANCING EXPENSES	-	-	-	0.00
NON-OPERATING ITEMS	999.96	0.00	0.00	999.96
TOTAL EXPENSES	2,453,800.44	150,522.16	323,675.94	2,130,124.50
NET INCOME	158,049.72	33,047.03	68,036.05	90,013.67

Edington	Center	&	PODS
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	2024 Budget	02/2024 Actual	Year To Date Actual	2024 Budget Amount Remaining to Earn/Expend
INCOME				
NET TENANT INCOME	300.00	0.00	0.00	300.00
GRANT INCOME	1,752,173.00	3,900.00	3,900.00	1,748,273.00
OTHER INCOME	1,063,200.00	81,629.03	161,533.00	901,667.00
TOTAL INCOME	2,815,673.00	85,529.03	165,433.00	2,650,240.00
EXPENSES ADMINISTRATIVE EXPENSES	1,028,660.88	73,078.16	183,317.97	845,342.91
TENANT SERVICES EXPENSES	714,400.08	2,781.08	4,767.95	709,632.13
UTILITY EXPENSES	46,950.00	1,636.75	4,641.18	42,308.82
MAINTENACE EXPENSES	234,754.92	5,127.88	20,589.85	214,165.07
PROTECTIVE SERVICES	-	-	-	0.00
GENERAL EXPENSES	26,600.04	2,194.44	5,469.44	21,130.60
NON-OPERATING ITEMS	0.00	5,872.00	5,872.00	-5,872.00
TOTAL EXPENSES	2,051,365.92	90,690.31	224,658.39	1,826,707.53
NET INCOME	764,307.08	(5,161.28)	(59,225.39)	4,476,947.53

Resolutions:

- **2024-9:** Approving Security Pilot
- **2024-10:** Approving Rebranding
- **2024-11:** Approving Edington Center Play Area

RESOLUTION NO. 2024-9

RESOLUTION APPROVING A PILOT SECURITY PROGRAM WITH LOCAL LAW ENDFORCEMENT ENTITIES

The Housing Authority of the City of Asheville ("HACA" or "Authority") recognizes that there are additional security needs required at specific properties. HACA is prepared to enter into a pilot security program with local law enforcement authorities to provide an additional security presence as required.

The initial pilot program will consist of roughly 3 8-hour shifts, at an approximate cost of \$60 per officer. Adoption of Resolution NO. 2024-9 will allow HACA to begin the Memorandum of Agreement process with local law enforcement authorities and offer a safer environment for our residents.

WHEREAS: the HACA is has determined that there is a need for additional security presence at multiple properties; and

WHEREAS: the President and CEO is prepared to implement a pilot program with local law enforcement authorities to offer additional security coverage at multiple properties; and

WHEREAS: the Board of Commissioners grants the President and CEO Budget Authority for an initial pilot program amount not to exceed an amount of \$100,000

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE HOUSING AUTHORITY OF THE CITY OF ASHEVILLE:

- 1. The Board of Commissioners hereby grants the President & CEO budget authority for the initial pilot program
- 2. The Board of Commissioners hereby directs and authorizes the President and CEO to enter into a Memorandum of agreement with local law enforcement authorities to provide additional security services at Asheville Terrace Apartments and HACA Central Offices
- 3. The President & CEO or her Designee is hereby authorized and directed, in the name and on behalf of the HACA, to negotiate, execute and deliver all such agreements, documents and instruments and take all such other actions as she shall determine to be necessary or desirable in order to affect the Pilot Security Program and all additional actions that are legally permissible and necessary or advisable to carry it out.
- 4. All acts of the officers and staff of the Authority in furtherance of the purposes of this resolution are hereby ratified and approved.
- 5. This resolution shall take effect immediately upon its passage.

RECORDING OFFICER'S CERTIFICATION

I, Monique L. Pierre, the duly appointed Secretary of the Housing Authority of the City of Asheville, do hereby certify that **Resolution NO. 2024-9** was properly approved at a regular meeting held on **March 27**, **2024**

(SEAL)

By:_____

Monique L. Pierre, Secretary

RESOLUTION NO. 2024-10

RESOLUTION APPROVING THE ASHEVILLE HOUSING AUTHORITY REBRANDING PROJECT

The Housing Authority of the City of Asheville ("HACA or "Authority") has been providing housing options for residents for over eighty (80) years. The current branding was adopted without a formal process over 10 years ago when the Authority began the Rental Assistance Demonstration (RAD) process. Rebranding the organization will allow the HACA to demonstrate to its residents, community stakeholders and other municipal partners that we are growing and pursuing a positive future, serious business model and new perspective.

WHEREAS: the HACA Staff and Board of Directors recognizes the importance of the public facing image of the organization is critical when presenting our properties and to our public reputation; and

WHEREAS: the HACA staff strives to create communities that our residents can be proud to call home, especially as it relates to the upkeep of our grounds and buildings; and

WHEREAS: the public image and quality of life on our sites suffered for some time due to a lack of investment in the upkeep of the properties, crime, and its treatment as housing of last resort instead of beautiful family or senior communities; and

WHEREAS: the HACA is growing and improving and moving away from the stigma of the past and reaching forward with a new vision, new leadership, and a renewed commitment to excellence

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE HOUSING AUTHORITY OF THE CITY OF ASHEVILLE:

- 1. The Board of Commissioners hereby grants the President & CEO authority to begin the HACA rebranding project.
- 2. The President & CEO or her Designee is hereby authorized and directed, in the name and on behalf of the HACA, to negotiate, execute and deliver all such agreements, documents and instruments and take all such other actions as she shall determine to be necessary or desirable in order to affect the rebranding of the HACA and all additional actions that are legally permissible and necessary or advisable to carry out the rebranding process.
- 3. All acts of the officers and staff of the Authority in furtherance of the purposes of this resolution are hereby ratified and approved.
- 4. This resolution shall take effect immediately upon its passage.

RECORDING OFFICER'S CERTIFICATION

I, Monique L. Pierre, the duly appointed Secretary of the Housing Authority of the City of Asheville, do hereby certify that **Resolution NO. 2024-10** was properly approved at a regular meeting held on **March 27**, **2024**

(SEAL)

By: _____

Monique L. Pierre, Secretary

RESOLUTION NO. 2024-11

RESOLUTION APPROVING THE BUILDING OF A YOUTH PLAY AREA BEHIND THE EDINGTON CENTER

The Housing Authority of the City of the Asheville provides a wide variety of youth programs and activities at the Edington Center that are critical for child growth and development. Outdoor play is vital to support the healthy development children.

WHEREAS: the Edington Center serves between 100-120 children during the school year with after school and school holiday activities; and

WHEREAS: the Edington Center serves over 150 children during the summer months with camp and summer activities; and

WHEREAS: there is a need for a new, safe Youth play area to further support community engagement including but not limited to sports, crafts, and various other activities; and

WHEREAS: the community farm located behind the Edington Center does not provide a direct benefit to the residents of the HACA in a significant enough manner to justify its use of the HACA property; and

WHEREAS: the proximity of the farm and the herb garden to the Edington Center has resulted in rodents and infestation in the building; and

WHEREAS: the Edington Center budget requires amending of approximately \$200,000 in funds for the new play area

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE HOUSING AUTHORITY OF THE CITY OF ASHEVILLE:

- 1. The Board of Commissioners hereby grants the President & CEO authority to begin the process of dismantling the existing farm behind the Edington Center.
- 2. The Board of Commissioners hereby grants the President & CEO authority to begin the steps to establishing a new, safe Youth play area to replace the farm.
- 3. The President & CEO or her Designee is hereby authorized and directed, in the name and on behalf of the HACA, to negotiate, execute and deliver all such agreements, documents and instruments and take all such other actions as she shall determine to be necessary or desirable in order to affect the Edington Center Youth Play area and all additional actions that are legally permissible and necessary or advisable to carry it out.
- 4. All acts of the officers and staff of the Authority in furtherance of the purposes of this resolution are hereby ratified and approved.
- 5. This resolution shall take effect immediately upon its passage.

RECORDING OFFICER'S CERTIFICATION

I, Monique L. Pierre, the duly appointed Secretary of the Housing Authority of the City of Asheville, do hereby certify that **Resolution NO. 2024-11** was properly approved at a regular meeting held on **March 27**, **2024**

(SEAL)

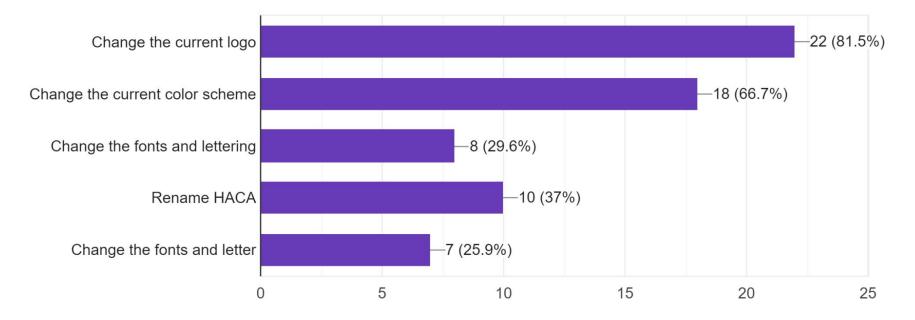
By: _____

Monique L. Pierre, Secretary

The HACA Rebranding Project: Survey Results and Ideas (as of 03/19/2024)

What changes should we consider?

27 responses



What changes should we consider? Include any thoughts, ideas, or suggestions images or other branding ideas:				
Timestamp	_	here.		
	Change the current logo, Change the	The name Asheville Housing Authority is perfect		
	fonts and letter	because it commands respect and says exactly		
02/21/2024 14:21		what we are about. The logo could use updating as		
02/21/2024 14.21		well as the fonts. I'd be happy to make a new logo		
		and send it in if you'd like, with some new font.		
		Just let me know!		
	Change the current logo, Change the	It would be cool to have different colors at each		
02/21/2024 14:40	current color scheme, Change the fonts	development but the same logo		
	and letter			
	Change the current logo, Change the			
02/21/2024 14:55	current color scheme, Change the fonts			
	and letter			
	Change the current logo, Change the	I think keeping the color scheme (Light blue, green		
02/21/2024 15:09	fonts and letter	black) and phrasing of 'HACA' keeps continuity in a		
02/21/2024 15.09		good way and would prevent confusion with the		
		tenant base.		
02/21/2024 16:13	Change the current color scheme	test		
	Change the current logo, Change the	AHAAsheville Housing Authority		
02/21/2024 17:00	current color scheme, Rename HACA			
		I think rebranding will confuse our tenants who		
		already struggle with our paperwork. It would be		
		beneficial to instead extend our brand and send		
00/00/0004 7 00		out gift cards to management companies for		
02/22/2024 7:30		valentines/July fourth. Sending gifts at atypical		
		times will have HACA stand out and increase		
		community approval hopefully also increasing the		
		number of units available to section 8 voucher		
	Change the current logo, Change the	holders. the colors should bold and change the fonts, hot		
02/22/2024 8:08	current color scheme, Change the fonts	pink, royal blue, and silver		
02/22/2024 0.00	and letter			
	Change the current logo, Change the	I REALLY THINK THAT ALL OF THEM NEEDS A		
02/22/2024 9:35	current color scheme, Change the fonts	CHANGE		
	and letter, Rename HACA			

HACA Branding Survey Results as of 3/19/2024			
Timestamp	What changes should we consider?	Include any thoughts, ideas, or suggestions here.	images or other branding ideas:
02/22/2024 11:02	Change the current logo, Change the fonts and letter	Put the company name bigger than the motto.	
02/22/2024 11:31	Change the current logo, Rename HACA		
02/26/2024 18:13	Change the current logo, Change the current color scheme		
02/28/2024 8:24	Change the current logo, Change the current color scheme, Rename HACA		
03/14/2024 10:12	Change the current color scheme		Maybe Color Polo shirts with the HACA logo
03/14/2024 23:19	Change the current color scheme		Maybe Color Polo shirts with the HACA logo
03/19/2024 6:18	Change the current logo, Change the current color scheme, Change the fonts and lettering, Rename HACA		
03/19/2024 7:31	Rename HACA	i like the rebranding	none
03/19/2024 7:56	Change the current logo, Rename HACA	Our name has always conveyed to people outside of Housing that we are City of AVL employees, so a new name will help that.	
03/19/2024 7:58	Change the current logo	The Housing Authority's logo and all marketing materials and communication (brochures, flyers, letters, etc.) should convey a clear and consistent message. These are long overdue for improvements. But I feel a total rebranding should include a brand audit, soliciting not only employee and BoC input but also that from our residents and community to ensure we are meeting needs and that it's clear what our mission and message is in our brand.	
03/19/2024 8:03	Change the current logo, Change the current color scheme, Change the fonts and lettering	the name is fine as it is	

HACA Branding Survey Results as of 3/19/2024			
Timestamp	What changes should we consider?	Include any thoughts, ideas, or suggestions here.	images or other branding ideas:
03/19/2024 8:05	Change the current logo, Change the current color scheme, Change the fonts and lettering	In my opinion I would do (coloring scheme) to be blue or light brown, white, and black. Another thought, Our Maintenace wear a blue uniform and it would resemble very nicely. As for the logo in bold big letters, Asheville City Housing, I did add some links that i think would look very modern, a neat and fresh clean look. The naming i believe should stay but reworded a bit differently.	
03/19/2024 8:36	Change the current logo, Change the fonts and lettering, Rename HACA	Maybe not to be call the Asheville Housing Authority but most definitely the something of Asheville. I believe the name Monarch has been thrown out there. something to the like of The Monarch of Asheville	MOA
03/19/2024 8:49	Change the current logo		
03/19/2024 10:30	Change the current color scheme	I think the residents should have a voice in the branding process.	
03/19/2024 10:35		The familiar logo is fine with me	

HACA Branding Survey Results as of 3/19/2024			
Timestamp	What changes should we consider?	Include any thoughts, ideas, or suggestions here.	images or other branding ideas:
	Change the current logo, Change the current color scheme, Change the fonts and lettering, Rename HACA	The motivation to consider rebranding HACA, as Ms. Pierre has addressed in previous meetings has several factors I feel, each I'm sure aimed at modernizing and better aligning the organization with its mission, values, and community needs. I thought of a few great potential reasons: 1.Community Perception: Over time, community perceptions of the housing authority may have evolved or become outdated. This happens as generations change and technology offers improved ways for people to evolve. Rebranding offers an opportunity to refresh these perceptions, highlighting the organization's commitment to innovation, transparency, and service excellence. 2.Adaptation to Changing Demographics: Communities do change over time, and so do their needs and preferences. Rebranding would allow HACA to adapt its image, messaging, and services to better resonate with current and future residents, particularly as demographics shift or new populations emerge. 3.Alignment with Modern Values: Societal values and priorities evolve, and a rebranding effort can reflect these changes by emphasizing values such as inclusivity, sustainability, and community empowerment. This alignment can strengthen connections with residents and stakeholders who prioritize these values.	

HACA Branding Survey Results as of 3/19/2024			
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03/20/2024 8:36		4.Expansion or Diversification of Services: If HACA expands its services beyond traditional housing programs (e.g., offering community development initiatives, supportive services, or economic empowerment programs), rebranding can reflect a broader mission and signal our organization's multifaceted approach to community development.	
		5. Competitive Positioning: In a competitive landscape, rebranding can differentiate HACA from other housing providers or community organizations. By refreshing HACA's brand identity, messaging, and visual presence will help the organization stand out and attract support from funders, vendors, partners, and residents.	
		6. Strategic Direction or Organizational Changes: Rebranding can coincide with strategic shifts or organizational changes within HACA, such as new leadership, restructuring, or a renewed focus on specific priorities. The rebranding process can symbolize these changes and signal a fresh start for the organization.	
		7. Enhanced Communication and Engagement: External Communication: Develop a communication strategy to inform the public and stakeholders about the rebranding. This could include press releases, social media campaigns, and community events to unveil the new brand.	

HACA Branding Survey Results as of 3/19/2024			
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		By considering these reasons, a housing authority can make a compelling case for rebranding after several decades, demonstrating its commitment to continuous improvement, community responsiveness, and long-term sustainability.	
		I support Ms. Pierre's motion for rebranding because it is not just about changing our visuals; it's about setting a new course that reflects the growth and future vision Ms. Pierre and other staff including myself have for our organization. It doesn't need to be just about aesthetics but also about being meaningful to all stakeholders involved.	
03/20/2024 17:12	Change the current logo, Change the current color scheme, Change the fonts and lettering	Logo could be brighter and bolder, more distinctive. The current designs looks a bit generic.	
03/20/2024 17:18	Change the current logo, Change the current color scheme, Change the fonts and lettering		
03/20/2024 19:40	Change the current logo, Change the	The current logo and brand is outdated and detracts from our professional image.	I propose a deep burgundy with bold gold lettering with the new name of Monarch Housing Solutions.

Color Palettes:

















