

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