

DRAFT MINUTES
CITY OF GLENDALE
COMMUNITY DEVELOPMENT ADVISORY COMMITTEE
VIRTUAL MEETING
AUGUST 20, 2020
6:30 p.m.

MEMBERS PRESENT: Lisa Baker, Chair
Leslee Miele, Vice Chair
Elida Feltus
Kirstin Flores
Theodora Hackenberg
Vivian Lizarraga
Ezekiel Ojo
Elizabeth “Cooki” Peverini
Abby Vick

MEMBERS ABSENT: David Giles
Alicia Rubio

STAFF PRESENT: Jean Moreno, Interim Director, Community Services
Matthew Hess, Revitalization Administrator
Monica Schroeder, Administrative Support Specialist
Trilese DiLeo, Revitalization Grants Supervisor

The meeting was conducted via Zoom online conference.

1. CALL TO ORDER

Chair Baker called the meeting to order at 6:34 p.m.

2. ROLL CALL

Roll taken. Committee-members introduced themselves.

3. CITIZEN COMMENTS

None received.

4. APPROVAL OF THE MINUTES

Motion by Committee-member Hackenberg, second by Committee-member Vick, to approve the June 18, 2020 and August 1, 2020 CDAC meeting minutes as written. The motion carried 9 – 0.

5. NEW BUSINESS

- a. FY2020-21 Community Development Advisory Committee Goals
Presented by: Jean Moreno, Interim Director, Community Services

Ms. Moreno gave a follow-up presentation on the August 1, 2020 annual goal setting retreat which was conducted with the Community Development Advisory Committee (CDAC) and led by a facilitator from the Advanced Strategy Center. The Executive Summary report, which was a

compilation of the responses and results from the survey taken during the retreat, was provided to the Committee-members. Ms. Moreno noted that the focus of the retreat was to help identify opportunities to improve the work of the CDAC and the grant process, will be used in the update of the Five-Year Consolidated Plan, and will also be shared with City Council.

Ms. Moreno indicated that based on the feedback provided by Committee-members at the retreat, staff recommends that CDAC adopt the following goals for FY2020-21 to be forwarded to the Government Services Committee.

FY2020-21 Community Development Advisory Committee Goals

1. Increase affordable housing options and total units.
2. Improve new member orientation for CDAC.
3. Improve the grant solicitation, review, and award process to ensure strategic alignment with City Council.
4. Improve performance reporting for programs and sub-recipient contracts.

Ms. Moreno requested direction from the CDAC regarding staff's recommendations.

Committee-member Flores stated that three of the four proposed goals are in regards to process, while only one focuses on what the CDAC is hoping to achieve. Committee-member Flores asked if affordable housing was to be the biggest goal for the grants, instead of others, such as homelessness. Ms. Moreno replied that affordable housing would not be the only goal, however, from the retreat feedback; it was identified as a priority. Ms. Moreno stated that there will still be Public Services and ESG funding priorities, but in terms of the Consolidated Plan and CDBG Home Investments, affordable housing would be the focus.

Vice Chair Miele asked if the new member orientation would be performed by staff or the CDAC. Ms. Moreno explained that in terms of being more effective and to design a good program, the Committee-members' feedback is needed.

Ms. Moreno relayed that, if desired, a CDAC sub-committee could be established for each of the four goals.

Committee-member Vick commented that increasing affordable housing is a process that takes many years and suggested that the CDAC focus on short-term goals, while staff focus on long-term goals. Ms. Moreno stated that short-term options, such as street outreach and rapid re-housing, can be included at the direction of CDAC. Ms. Moreno commented that the focus of CDBG HOME would be on affordable housing.

Committee-member Flores supported adding more short-term solutions to the first goal.

Committee-member Vick stated that tenant evictions have been put on hold, which will not last forever and the City should prepare for evictions at the first of the year. Ms. Moreno reported on funds available for the Tenant Based Rental Assistance program and eviction prevention, via Maricopa County, ADHS, and reallocation of unspent City assistance grant funds. Ms. Moreno commented that, at this time, there are adequate funds for these needs.

Committee-member Ojo inquired as to how residents were made aware of available assistance and requirements to obtain assistance. Ms. Moreno explained that ADHS and Maricopa County set out their own eligibility criteria, while Glendale's criterion is HUD-based, including income qualifications and citizenship eligibility. Committee-member Ojo asked if this information was on the City website. Ms. Moreno replied in the positive and indicated the information could be found at glendaleaz.com/cap.

Committee-member Vick asked how staff was communicating information on assistance programs to the community. Ms. Moreno indicated that staff is overwhelmed with requests, so the communication was getting out to the residents successfully. Ms. Moreno reported that assistance referrals are made to the City from Family Promise, Hope For Hunger, and other homelessness services providers.

Motion by Committee-member Hackenberg, second by Committee-member Peverini, to accept staff's recommendations for the FY2020-21 Community Development Advisory Committee as presented. The motion carried 9 – 0.

b. Small Business Assistance Grant Application Update

Presented by: Matthew Hess, Revitalization Administrator

Mr. Hess reported that the City received \$1.5 million in COVID-19 assistance from the CARES Act and \$300,000 was set aside for helping small businesses negatively affected by COVID-19. Mr. Hess shared the following additional details:

- Staff from Community Services and Economic Development prepared a scope of work and solicitation process in order to find a non-profit agency to administer this grant program for small businesses.
- The program will be geared toward Glendale businesses with five or fewer employees.
- According to the Glendale Economic Development Department, 83% of the businesses in Glendale have five or fewer employees.
- The assistance will be two-pronged:
 - Provide direct financial payments to businesses
 - Provide a technical assistance component, i.e. additional skills
- The solicitation for a non-profit to administer the program went out on Tuesday, August 18th and the deadline for response is September 1st. Staff issued a press release, information was posted on social media, and an announcement was sent directly to over thirty organizations.

Committee-member Miele inquired if the funds provided to businesses would be a loan or direct funding and if it would have to be used for specific purposes, such as payroll or rent. Mr. Hess replied that staff will ask the RFP responders for their direction on the best use of funds and this will also be a conversation with the agency that has the successful RFP. Committee-member Miele asked if the program would be similar to the Paycheck Protection Program (PPP). Mr. Hess was not absolutely sure as this will depend on the responses to the RFP. Mr. Hess anticipated that the use of funds could include operating costs, salaries, and mortgage or rent. Committee-member Miele asked if the applications would have to relate the effects of COVID on their businesses. Mr. Hess replied in the positive.

Committee-member Ojo requested clarification of the role of the non-profit. Mr. Hess explained that the non-profit will administer the small business assistance program on the City's behalf. Mr. Hess

noted that there will be some administrative funds that will be paid to the non-profit to administer the program. Committee-member Ojo asked how a non-profit would apply for the RFP. Mr. Hess provided information.

Mr. Hess stated that staff would like the CDAC to have a voice in the selection process.

Committee-member Vick suggested that the Glendale funds might be allowed to be used in a different way than the PPP funds, which some of the businesses may have already obtained. Mr. Hess noted that there is a ban on duplication of benefit, therefore, if a business has received PPP funding, it does not qualify for this program, per CDBG requirements. Committee-member Vick commented that \$300,000 could be disseminated quickly and asked if the funding pool could be renewable. Mr. Hess explained that staff consulted with a number of partners and departments and it was determined that \$300,000 was a good starting amount for the pilot program to see how quickly and easily it could be administered and how it would be received by the target group. Mr. Hess said that there may be an opportunity to increase the funding depending on availability.

Ms. Moreno announced that it was made clear in the RFP that preference will be given to applicants who can leverage the grant funds with other funding.

Committee-member Flores was pleased that that City was offering this program for small businesses.

Ms. Moreno explained the RFP and selection process. Ms. Moreno announced that up to three CDAC members could participate on the selection panel. Committee-member Peverini, Chair Baker, and Vice Chair Miele volunteered. Committee-member Vick volunteered to be a substitute, if needed.

Mr. Hess relayed that the RFP closes on September 1st and he will coordinate the process with members of the selection panel. Ms. Moreno cautioned that, due to time constraints, the recommendation of the three CDAC members as part of selection panel may not be able to come before the full CDAC for review. Ms. Moreno asked if the Committee would agree that the decision of the three members of the CDAC represent the decision of CDAC in its entirety while on this selection panel. No opposition was voiced.

c. Consideration of CDAC Goal Sub-Committees

Presented by: Jean Moreno, Interim Director, Community Services

Ms. Moreno relayed that the CDAC could establish sub-committees to work on very focused actions, if so desired. Ms. Moreno stated that the sub-committees would report to the full Committee, each sub-committee must have a Chair, and a staff liaison will be assigned to any sub-committee.

Committee-member Peverini commented that she was on the Arts Commission, sub-committees were used, and a lot more work was able to get done.

Ms. Moreno stated that, to start out, the sub-committees could begin working on the four CDAC goals; however others could be done as well.

Chair Baker suggested putting sub-committees on a future agenda. Ms. Moreno commented that Committee-members can send staff an email with their specific interests and the matter will be placed on a future agenda to formalize the sub-committees.

d. Director's Report Concept

Presented by: Jean Moreno, Interim Director, Community Services

Ms. Moreno announced that staff would like to add a Director's or Administrator's Report to the CDAC agenda going forward as a standing agenda item. Ms. Moreno explained, however, that the CDAC would be unable to ask questions or comment on the items in the Director's Report at the time, however, could request an item in the Report to be placed on an upcoming agenda. Also, a Committee-member could make a comment on an item in the Report during the Commissioner Comments section of the agenda. Ms. Moreno asked if the Committee-members were amenable to such a Report. No opposition was voiced.

6. COMMITTEE MEMBER COMMENTS AND SUGGESTIONS

Chair Baker expressed appreciation to the new and returning Committee-members and staff.

Committee-member Hackenberg thanked Ms. Schroeder and Ms. Kazmierczak for their good work on documents distributed to the Committee-members.

7. NEXT MEETING

The next regular meeting of the Community Development Advisory Committee will be held virtually on September 17, 2020 at 6:30 p.m. or in conference room B-3 of the Municipal Office Complex, located at 5850 W. Glendale Ave., Glendale, Arizona 85301.

8. ADJOURNMENT

Motion by Committee-member Hackenberg, second by Committee-member Feltus, to adjourn the meeting at 7:45 p.m. Motion carried 9 – 0.