

## Affordable Housing Advisory Board

Minutes of May 8, 2012

**Members Present:** Jonzella Bailey-Pridham, Diane Beecham, Katherine Doom, Anna McDonald Dobbs, Rashii Purefoy, Arthur Sprinczeles

**Members Absent:** Lynda Baker, Patsy Barbee, Martha Hoylman, Nannie Richmond, James Stroud

**Staff Present:** Tara L. Fikes, Roxanne W. Reynolds

### Welcome/Introduction

Jonzella Bailey-Pridham welcomed everyone to the meeting.

### Public Comments

None

### Approval of Minutes – April 10, 2012

Katherine Doom made a motion to approve the minutes of April 10, 2012 meeting and Diane Beecham seconded the motion. The motion was approved unanimously.

### Communitywide Media Strategy

Anna McDonald Dobbs stated that she along with Diane Beecham, Katherine Doom and Tara Fikes attended the UNC-Chapel Hill School of Journalism presentation of final reports from the groups that have been working on affordable housing campaigns for the board this spring.

Anna briefly discussed the following reports from the students.

- Campaign Proposal – Red Monkey Venture
- Get to Know Your Neighbor Campaign- All-Star Communications
- Juggernaut and Friends - Campaign Plan, Carroll Communicators
- Stay in the Dorm/Keep Others Warm- Open Doors Agency, Affordable Housing Campaign Plan.

These reports are incorporated as an attachment to the minutes.

### Next Steps

Board members discussed the student reports and decided that next steps include:

- Anna agreed to get the login information for the Facebook Page that has been created;
- Invite a Homeless Outreach Poverty Eradication (HOPE) representative to serve on the Advisory Board; and
- Consider sponsoring events.

### Hog Day Event

AHAB members also decided to distribute the following items at the event.

- One of the fact sheets from the final campaign reports/Urgent Repair Program fact sheet/sign-up sheet for individuals interested in the affordable housing and/or the advisory board
- Promotional products (pens, buttons, etc.)
- Orange County Partnership to End Homelessness Pocket Guide of Support Services
- Acquire information from James Stroud regarding his organization - The Homeownership & Economic Development Corporation

### **Board Member Re-appointments**

Fikes stated that she received information from the Orange County Clerk's Office regarding Wehrman Christopher, a potential board member. Arthur volunteered to contact Christopher to see if he is still interested in serving on the board. It was noted that AHAB should target student organization. Fikes announced that Anna McDonald will not be able to serve another term on the Board due to her work schedule and Rashii Purefoy has completed her second term as of June 30, 2012.

### **Department Report**

Fikes reported that Habitat for Humanity is still in conversation with CASA regarding the Rusch Hollow housing bond rental project that remains undone. She will bring back a report at the next meeting.

### **Other Business**

Board members reminded staff of their interest in doing an affordable housing bus tour every year. The last one was in June 2011, thus staff will plan one for June 2012.

Katherine Doom made a motion to adjourn the meeting and Diane Beecham seconded the motion. The motion was approved unanimously.

Respectfully submitted:  
Roxanne W. Reynolds