



SECHA Board of Directors Meeting

March 13, 2020

8:30 AM

Conducted by Teleconference

Minutes

Attending: David Stanland, Norton Wheeler, John Bolduc, Susy Hurlburt, Julie Savin, Bob Fusari, Mark Oefinger. SCCOG: Jim Butler, Amanda Kennedy, Carly Myers

1. Call to Order

Mr. Wheeler called the meeting to order at 8:30 AM.

2. Financial/Fundraising Report

Ms. Myers reported on fundraising efforts, including an application to Dime Bank Foundation due March 18th.

3. Strategies for Talking about Affordable Housing

Ms. Kennedy gave a presentation based on the materials of Dr. Tiffany Manuel of The Case Made. Dr. Manuel's work focuses on how to craft effective narratives for gaining community support of affordable housing.

4. SECHA's role re DOH Affordable Housing Plan Activity

Ms. Kennedy gave the board an update on new guidance on the Department of Housing's Affordable Housing Plan Activity. There was discussion on what SECHA's role could be in providing technical assistance to municipalities. Mr. Butler said that he would bring it up at the next SCCOG executive committee as a next step.

5. SECHA Public Outreach Activities

- a. February 2020 program with ECAR: Ms. Kennedy reported on the February outreach event that was funded with a grant from ECAR. Ms. Hurlburt said that it was a well-attended event with a good panel of speakers, but that it was unfortunate that a similar event was also held in February hosted by the Connecticut Mirror. There was discussion on how to better coordinate affordable housing activities with other groups.
- b. Future activities: In the near term, SECHA will focus on supporting progress on Affordable Housing Plans for the near term.

6. Next Meeting

The next regularly scheduled meeting will be May 8th.

7. Adjourn

Mr. Wheeler adjourned the meeting at 9:30 AM.