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**BOARD OF DIRECTORS**

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*Housing Authority of the City of Santa Paula*

**CHIEF EXECUTIVE OFFICER**

*Linda Braunschweiger*

**Housing Trust Fund Ventura County**  
**Board of Directors Meeting – Wednesday, October 25, 2023**  
**11:30 am – 1:00 pm**  
**Zoom Meeting**

**Minutes**

**Attendance:** Anthony Mireles, Mary Ann Krause, Lynn Oshita, Tracy McAulay, Elenore Vaughn, Mark Pettit, Cathi Nye, Stratis Perros, Ken Trigueiro, Marni Brooke, Dawn Dyer, Sarah McCarthy-Garcia, Emilio Ramirez, Karen Flock, Alex Russell, Jennie Buckingham, Daniel Gonzalez

**Staff:** Linda Braunschweiger, Jason Gaffner, Celita Stone, Tobie Roach

**Absent:** Carrick DeHart

**Guest:** Lynnette Coverly, Ikia Valazquez

1. **Welcome/General Updates**
2. **General BOD Approval**
  - a. September Minutes – **Motion Passed, see voting record 1a**
  - b. August Financial Reports – **Motion Passed, see voting record 1b**
3. **Annual Review of Marketing Program** – Lynnette Coverly & Ikia Valazquez
  - Provided overview of design production: (2022 annual report, Annual Meeting Assets, Tri-fold Brochure (Updated) Videos, and our 2 main events (Annual Virtual meeting and Compassion Campaign.
  - Annual Meeting – Overview: 30% increase in attendance as well as 13% percent increase in registration.
  - Compassion Campaign- Overview: Our messaging really spoke to funders (fund it + Build it+ Live It, 124 attendees not quite as high as last year. Surpassed fundraising efforts than the year prior.

- Earned media – Sent out 10 press releases and had 3 nominations, 22 topics covered withing 37 media stories, most picked up news was the \$1.1 million acquisition loan for aspire.
- Digital ADS- 5 prominent local ADS, 650k+ Impressions and 905k KCLU radio impressions
- Print Media- 5 Local publications, 640+ reach, Linda was part of the top 50 women in business
- Email Marketing – 15 eblast sent out, Avg open rate was 7%, slight increase in subscribers
- Social Media- back to normal for targeted ads, big increases in LinkedIn & X (formerly Twitter), all platforms had an increase in followers.
- Lessons learned- Videos help humanize HTFVC, Loved to feature not just the residents but the board, continue upward trajectory of compassion campaign as a premiere signature VC event, Media placement- less print and focusing on digital ads (google ads)
- Ken asked about TikTok and YouTube - Ikiia said she wasn't sure about TikTok being our direction, rebooting video on our YouTube channel, "Homemade", YouTube is the second largest search engine. Emilio brought up the versatile use of TikTok for promoting of green jobs. Tracy said we need to make a pointed effort to take pictures as a group.

#### 4. CEO Report

##### a. CDFI Conference Update

- Linda mentioned it was a great opportunity to network and get educated. Lots of discussion around the annual budget. The president recommended budget for CDFI is 346 million, there may be some significant opportunity. Lots of progress is being made on our recertification. Big push for CDFIs to look at environmental justice and leading. Lots of money from the EPA that CDFI can go after. Linda asked if any of the board members would be interested in supporting looking to see if there is a product that would fit. Examples, programs for Solar products for homes and commercial buildings. We need to do some research. Dawn mentioned that we really need to start forward planning between housing and services.

##### b. SCAG

- Linda mentioned that we originally applied for 8.8 million knowing there was a high chance it would be reduced. Linda spoke with SCAG staff on whether they had whittled down our program in a certain way to come up with five. They said we just got an award of five million and that we will work with their staff on outcomes and bench marks and figure out how we want to divided that up. Linda mentioned the big win on the land trust side is that these consultants will provide us with expertise with policies and procedures, formalizing legal documents and providing us templates and guidance on the structure we need at the land trust. They are impressed how Ventura County collaborates and how we all seem work together with cities, the county and other nonprofits.

**c. REAP 2 Grant Announcement**

- Getting 5 million dollars for our REAP 2 grant application.
- Jason will be working on creating a program and process to put this money out.

**5. Lending Program Update**

- a. College Community Court, PSHHC Loan Application
- b. Mesa Ojai Bridge loan is on hold. The current path forward is still unclear. Tracy that Jason's report mentioned there are some concerns of the tiny home builder to be able to come through, but they will be investigating in partnership with the state. Tracy stated she is confident there is a path forward, we are delayed and it's going to take longer than we had hoped.
- c. PSHHC Loan- They are waiting to hear back from Goldfarb and are hoping to have them soon to get that loan closed.

**6. Human Resources**

a. New IRA/401k/403b requirements – EC discussed but we felt like we didn't have enough information. Stacy mentioned that we would like to ask staff do some research on the pros and cons for the staff as well as some cost implications with the goal of rolling it out in 2025 or sooner. Karen asked how important is the match and if that is a fair question. Linda mentioned she would still need to do the research.

b. CEO Evaluation

- Discussed in closed session

c. Executive Session - Staff Compensation

- Discussed in closed session

**7. Adjourn – 12:50**