



**HOUSING AUTHORITY
Minutes – March 1, 2023
In person at Planning Office
and via Zoom**

Call to Order: Chair Schulz called the meeting of the Housing Authority of Rock County to order at 9:03 AM on Wednesday, March 1, 2023.

Members present in person: Chair Supervisor Kathy Schulz

Members present via ZOOM: Michelle Ponkauskas and Billy Bob Grahm

Members Excused: Supervisor Bill Wilson and Jason Heindenreich

Rock County Staff present: Ilana Eisenberg (Office Coordinator), Andrew Baker (Planning Director), James Otterstein (Economic Development Manager)

Adopt Agenda: Mr. Grahm made a motion to approve. Ms. Ponkauskas seconded the motion.
ADOPTED

Approval of Minutes from Meeting Held February 1, 2023: Mr. Grahm made a motion to approve. Ms. Ponkauskas seconded the motion. ADOPTED

Citizen Participation, Communications and Announcements: None

Discussion with James Otterstein, Economic Development Manager, Related to the Correlation Between Housing and Employment/Economic Growth:

James Otterstein was informative with his presentation (PowerPoint slides have been attached). One of the main challenges discussed was the idea of public perception. Inflationary increase currently outweighs the monies earned or wages that people make causing the price of affordable housing to rise. Taxes have recently gone up anywhere from \$600-\$900 in some rural areas in response to the need of monies for school districts and the fire department. A way to create opportunity is when a shortage is created while there is a high demand for housing to meet the needs of the people. It can be better if the construction of housing in the area could be locally driven. 70% of county residence work outside of the county. Presently, the City of Beloit has approved the zoning of Tiny Homes, which should be helpful in playing “catch-up” as part of the affordable housing predicament.

Follow Up Discussions:

Discussion of Developing a County-Wide Housing Strategy:

Supervisor Wilson is gathering more information and statistics on the matter. He was excused from today's meeting and should follow up at the next committee meeting on April 5, 2023.

Feedback from Survey Sent to Local Communities Related to Housing Concerns:

Mr. Baker sent out a survey with questions about current housing concerns and to see where many concerns lie was sent to local officials throughout Rock County. At the present time, the data collected is purely informational. There were 19 responses submitted (13 towns, 5 cities, and 1 village). Results from the initial survey have been attached. It was decided that a follow up survey would go out based on the results received to elaborate on the responses and pinpoint the issues.

Suggestions for Future Meeting Topics:

The next meeting is to be on April 5, 2023, at 9 am. Follow up on the survey sent to the local communities and the possibility of making it available to the public to receive more feedback. The Committee would like a follow up to the questions presented during the presentation and hopefully providing additional data as it pertains to Rock County specifically.

Adjournment:

Mr. Grahn made the motion to adjourn at 10:13 am. Ms. Ponkauskas seconded the motion.

ADOPTED

Next meeting: 04/05/2023 at 9:00AM

Respectfully submitted,
Ilana Eisenberg, Office Coordinator



An Overview of Housing & the Economy

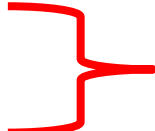
ROCK COUNTY HOUSING AUTHORITY

MARCH 2023

Today's Housing Topics

- Economic, Community & Social Benefits
- Challenges & Opportunities

Economic Driver

- Big Picture: Housing is Critical Infrastructure; Housing is a Key Business
 - ☑ Nationally = 16.7% of US GDP (2021)
 - ☑ Rock County = 70% (+/-) EPV Annually
- The Wealth Effect
 - ☑ Consumer Confidence Builder & Disposable Income Distributor
- Economic Impacts
 - ☑ Direct
 - ☑ Indirect
 - 550k SF Homes (10-Yr.) = \$411 Billion Per Yr. & 2.8 Million Jobs
 - 100 MF Units (1-Yr.) = \$11.7 Million; 161 Jobs
- Workforce & Talent Magnet
 - ☑ Housing Attracts People, People Attract Business
 - ★ Supply Shortages = Employer-Provided Housing & Increased Compensation

Community Development Catalyst

- Redevelopment & Revitalization
 - ☑ Corridor & Neighborhood Reinvestment
 - ☑ Blight Reduction & Environmental Remediation
 - ☑ Adaptive Reuse
- Placemaking Anchors
 - ☑ Mixed-use
 - ☑ Public Space Use & Engagement
 - ☑ Capture / Retain Resident & Visitor Expenditures

Social Barometer

- Stable Home, Stable Life, Stable Community
 - ☑ Social & Economic Mobility
 - ★ Accelerate The American Dream
 - ★ Reduced Housing Evictions & Homelessness
 - ★ Reduction & Reallocation of Government Support
 - ☑ Poverty
 - ★ \$1:\$7 (Childhood Poverty Investment to Savings Ratio)
 - ☑ Environmental, Mental & Physical Health
 - ★ Healthy Homes = Healthy Residents
 - ★ Commuter Effect

Challenges

- One-Size Does Not Fit All
 - ☑ Communities Need & Require Housing Stock Diversity
- Insufficient Supply of Housing Units
 - ☑ It's a National Issue
 - ★ 5.5 Million Unit Housing Gap (20 + Years to Fill this Gap)
 - ★ WI's Shortage = 140,000 – 200,000 Units Needed (2020-2030)
- Rising Construction Costs
 - ☑ Inflationary Impacts
 - ☑ Supply Chain Disruptions
 - ☑ Skilled Labor Shortages
- Zoning & Regulatory Issues
 - ☑ Incompatible with Market Conditions
 - ☑ NIBY's / CAVE Myths
- Incentives are Complex, Competitive, Underfunded, Oversubscribed
- Affordability

Opportunities

- Data & Information Matter
- Private/Public Partnerships Work
- Incentives Work
- Regulatory Reforms Work

Questions / Comments

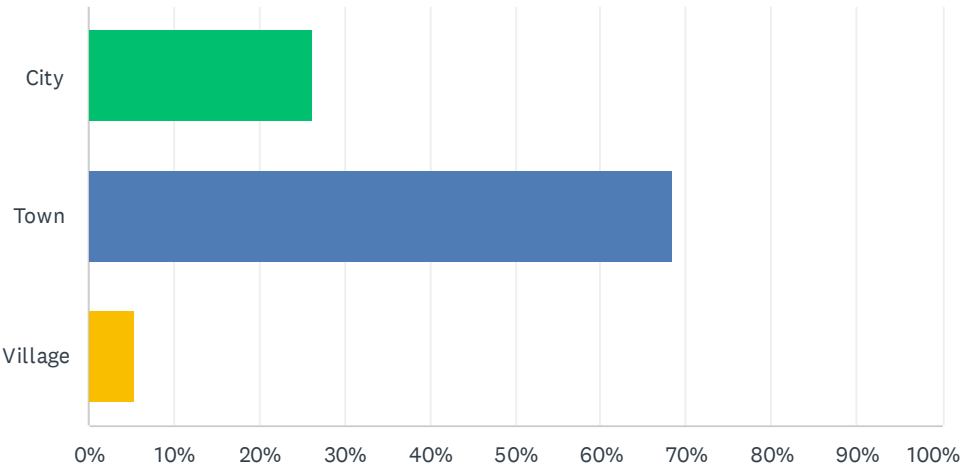
Q1 What Community do you represent?

Answered: 19 Skipped: 0

#	RESPONSES	DATE
1	Town of Spring Valley	2/27/2023 1:39 PM
2	Town of Bradford	2/27/2023 11:08 AM
3	turtle	2/25/2023 6:55 AM
4	LaPrairie	2/23/2023 6:33 PM
5	Town of Union	2/23/2023 11:48 AM
6	Town of Beloit	2/23/2023 9:20 AM
7	Milton	2/23/2023 9:06 AM
8	Town of fulton	2/23/2023 7:57 AM
9	Fulton	2/23/2023 7:23 AM
10	Milton	2/22/2023 3:38 PM
11	Orfordville	2/22/2023 2:29 PM
12	Milton	2/22/2023 1:29 PM
13	Plymouth	2/22/2023 1:16 PM
14	Milton	2/22/2023 1:05 PM
15	Town of LaPrairie	2/22/2023 10:42 AM
16	Town of Beloit	2/22/2023 10:07 AM
17	Town of Beloit	2/22/2023 9:48 AM
18	Brodhead	2/22/2023 9:48 AM
19	Newark	2/22/2023 9:46 AM

Q2 Unit of Government

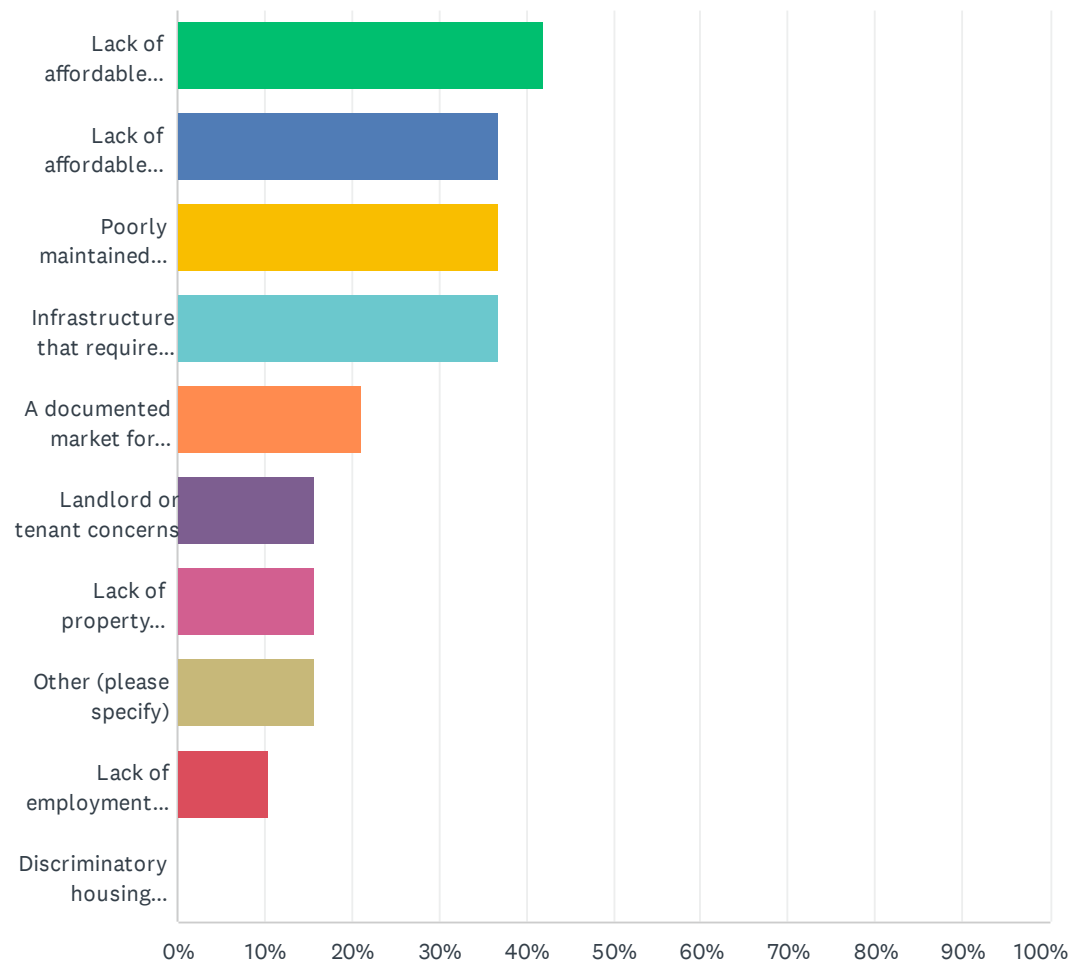
Answered: 19 Skipped: 0



ANSWER CHOICES		RESPONSES	
City		26.32%	5
Town		68.42%	13
Village		5.26%	1
TOTAL			19

Q3 Generally, what do you see as housing related challenges in your community? Check all that apply.

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Lack of affordable rental housing	42.11%	8
Lack of affordable homes to be purchased	36.84%	7
Poorly maintained properties	36.84%	7
Infrastructure that requires updates (such as water, sewer, roads)	36.84%	7
A documented market for multi-family housing but barriers prevent it (i.e. lack of developers, zoning issues, etc)	21.05%	4
Landlord or tenant concerns	15.79%	3
Lack of property available for new home construction	15.79%	3
Other (please specify)	15.79%	3
Lack of employment opportunities in the community	10.53%	2
Discriminatory housing practices	0.00%	0
Total Respondents: 19		