



## Union County Home Ownership Coalition

July 22, 2004, 8am at Chamber of Commerce (903 Skyway Drive, Monroe)

Co-Chairs: Tony Herrin and Karl Cahoon

### Agenda

1. **Review Notes from Previous Meeting (attached)**
2. **Discussions with Developers**
  - Their perspective on the issues and barriers to increasing the volume of homes in the \$100,000-\$120,000 price range
3. **Continued discussion re Marketing Plan/Action Plan/Timeline (if time)**
  - a. *Marketing Plan* (Fresh/New ideas to those already mentioned and/or refinements to previous suggestions)  
*Note: May need differing content/strategies appropriate for differing "target audiences"*
  - b. *Action Plan (Who responsible for what...when?)*
  - c. *Timeline*
4. **With Whom Do We Begin Our Communication?**
  - Municipalities?...Politicians?... "Special Interest" Groups?...
  - General Public?...Combinations?
5. **Possible Subcommittees**
  - Type of Committee
  - Chair/Facilitator
6. **Obstacles (and "Answers to Objections")**
7. **Next Steps**
  - E.g., Finalize Marketing Plan

Next Meeting:



## Union County Home Ownership Coalition

### Notes from Meeting of June 24, 2004

→ **NEXT MEETING: Thursday, July 22, 2004, 8 – 9 am** at Chamber of Commerce, 903 Skyway Drive

**Participants:** Karl Cahoon & Tony Herrin (Co-Chairs); Jim Carpenter; Richard Heins; Paul Smith; Charlene Broome; Jack Crumpler; Frank Deese; Richard Hudson; Chris Mathisen; Martha Parris; Jill Santuccio; Carol Tyson

1. Tony Herrin reminded the group that, as was mentioned in our previous meeting, we want our focus to be primarily upon enabling existing residents to become homeowners, NOT attract new residents to Union County.
2. Jack Crumpler encouraged the use of the term, “Workforce Housing”, in preference to “Affordable Housing” (due to negative connotations associated with the latter term and the tendency to link “affordable housing” with public housing projects, which is not our intent/aim.).
3. Jim Carpenter reminded the group of the following:
  - a. Our target group for affordable home ownership is policemen, firemen, nurses, schoolteachers, retired persons and our own children and grandchildren.
  - b. Potential areas for initial development of “Davidson-like”, affordable housing are municipalities like Indian Trail, Stallings, Marshville, etc.

Jim also pointed out the following:

  - c. The public perception that the Monroe-Union County CDC primarily serves minorities (which is good!), but that our aim is to not only serve that segment of our population, but the target groups mentioned in 3a above. He stressed the importance of overcoming people’s fears and misconceptions regarding “workforce (affordable)” housing.
  - d. Through a conversation with Lucy Drake, Mayor of Stallings, he learned that the same developer who worked on Davidson’s housing (Saucy-Burbank) is working on some housing development in Stallings.
4. Regarding available developers for workforce housing, Jack Crumpler pointed out that there are a number of Union County-based developers that could provide appropriate housing (e.g., Kraft).
5. Frank Deese stressed the importance of educating prospective home owners, who are currently renting, the responsibilities and expectations associated with home ownership and home maintenance (e.g., not parking cars on lawn).
6. Carol Tyson (& others) emphasized the importance of “grass roots” education, creating an environment and “groundswell” of public opinion recognizing the need for affordable home ownership. This will be a key to influencing political leaders regarding policies and practices.

## Union County Home Ownership Coalition

### 7. Marketing/Public Awareness

Jill Santuccio raised questions regarding our focus, i.e., “**What are we marketing?**” Comments in response to this included:

- a. “Mixed” Housing (10-20% being “affordable”);
  - b. \$100,000-\$120,000 price range;
  - c. Union County Affordable Home Ownership Coalition’s role is to be a facilitator and catalyst for change, not actually draw up housing policies or duplicate the efforts of existing entities;
  - d. “Target audience” is for residents already living here, not to attract new residents
  - e. Chris Mathisen and Richard Hudson emphasized the significance of knowing the issues and needs of developers. Chris stressed the significance of needing policies to “protect” the interests of ordinary residents and the importance of being able to actually “police”/enforce policies once adopted (as to intent, etc.)
  - f. It was noted that a succinct, concise statement regarding what our desired outcome/results are will need to be developed.
8. Jack Crumpler advised that he would invite key developers to our next meeting, at which time their perspectives regarding barriers to the provision of affordable/mixed housing would be explored. Jack will advise Paul Smith of anticipated attendance prior to our next meeting on July 22<sup>nd</sup>.
9. It was recognized that we will also need to insure we have the perspectives of other “stakeholders”, not just developers, on issues regarding affordable home ownership.

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