

Affordable Housing Implementation Committee Meeting Minutes
May 1, 2025
Community Development Department
In-Person Meeting

Committee Members Present: Lisa Brown, Lea Efird-Green, Venice Sanders, Prince Rivers

Committee Members Absent: Glenda Ange, Laura Betye, Thomas O'Rourke, Humberto Trejo, Jennifer Wright, Howard Burchette

Excused Absence: Tavion Hill, Courtney James, Shannon Judd, Cornell Richards

City of Durham Staff: Reginald J. Johnson, Marshall Troublefield

Durham Housing Authority: Karen Lado

Moss & Ross: Jeanne Murray

French, West, Vaughn: Colleen Pacheco

I. Call to Order

The meeting was called to order by Co-Chair Prince Rivers at 6:09 p.m. All present were asked to introduce themselves for the first in-person meeting.

II. Welcome /Roll Call

The staff clerk took attendance during the roll call.

III. Review Agenda and Ground Rules

Co-Chair Prince Rivers reviewed the agenda for the meeting.

IV. Approval of Minutes

Approval of November 7, 2024, minutes will be moved to next meeting on May 1, 2025, due to not having a quorum of committee members. Approval of 2025 AHIC meeting dates: 2/6/2025, 5/1/2025, 8/7/2025, and 11/6/2025 will be moved to the next meeting on May 1, 2025. Approval of May 1, 2025, minutes.

V. Forever Home Durham Updates

Colleen Pacheco gave updates and a presentation on what has been accomplished. The first flight of the paid media campaign has been completed and ran for two months. This is to make sure the community is familiar and knows Forever Home Durham (FHD) is expanding in affordable housing in Durham. WRAL was used to focus on Durham zip codes. The second flight is to begin on Monday, May 5th, 2025. This will follow up more about awareness than impact. Flights 2 and 3 will have the same placements with new

artwork for the digital banners. Billboards are being pivoted to digital boards. These will be visible screens throughout the community.

The website has been updated since the last meeting with correct metrics. The stats are updated through Q1 now. One thing that has come up is to make the community aware of all the city partners.

Q (Lisa): Is there a better way to get this message out to the community? This still seems disconnected. I am still surprised when people do not know what is going on. The Down Payment Assistance Program, Forever Home Durham and Durham Housing gets convoluted with people.

A (Colleen): That is what we have been trying to determine.

A (Reginald): We are still learning lessons. We just celebrated a project with no paid advertising on Ross Road during Community Development Week. We did have the communication department to put it on social media. There was a lot of commentary on social media such as Instagram, Facebook, etc.

A (Jeaneen): I will mention that our work group meets monthly to strategize and approve these creatives. Beverly Thompson is part of the group from the city's Public Affairs.

Q (Lea): I'd be curious to know if there is a way to compile or categorize the different types of changes in a project? People are asking for it and it's related to affordable housing and funded by the bond. I think that will drive the core message to be conveyed since it is not a simple solution.

A (Lisa): Affordable Housing means something different to everybody. There is a co-op that starts at \$900. We are competing with private equity people who profit but they get to label it affordable housing, but we are doing the real work. That bothers me.

A (Prince): There is housing people can afford and then affordable housing.

A (Jeaneen): I'll add that one of our goals over the next few months is to position this as a successful bond initiative and that Durham will need more bonds. We want people to be left with a feeling that this worked.

VI. DHA Updates

Karen Lado started the updates with a presentation. There have been 4 major redevelopment projects. Back in 2017 the city and DHA partnered with the DDNP. The bond has helped to move forward 5 of the 7 sites. 2 sites are owned by the city and DHA owns 5. The presentation focused on preparing residents to return to the sites once redevelopment projects are completed. Karen gave updates to all sites within the DDNP and expected completion.

Q (Colleen): Do we want to feature Elizabeth Street on the Forever Home Durham site with a link?

A (Karen): We already have a lot of applications so I think it might be better to feature the first move ins.

Q (Lea): I'm curious about the height of the buildings. I know this is a zoning and funding type of question. Will there be more high-rise buildings in future projects?

A (Karen): If you look downtown Durham, you will see other than high end projects there are no buildings over 5 story. When it goes over 5 stories it becomes extremely

expensive to build. Durham is not at the place where the market calls for higher story buildings.

VII. Community Development Updates

Reginald Johnson started his updates by alerting the committee of in person meetings going forward. Once the governor lifted the pandemic/covid order, all committees were to return to in person meetings. He will send the Forever Home Durham spreadsheet out to everyone. There have been 15 loans processed with the Down Payment Assistance Program. The market is still tough, and inventory is still low. Reginald concluded by giving updates on DDNP projects and the outcome for Forever Home Durham as it comes to an end. Reginald also updated the committee of the department move to City Hall and reorg structure. Community Development and Neighborhood Services will merge to make the new Housing & Neighborhood Services department.

VIII. Public Comments

There were no public comments.

IX. Wrap-Up/Adjournment

The meeting adjourned at 7:09 p.m.