

# WHITEFISH STRATEGIC HOUSING PLAN STEERING COMMITTEE: REFRESH 2022 MINUTES

June 27, 2022 at 2:00 p.m.

## Call to order:

The meeting was called to order at 2:07 p.m. by Ben Davis

Present: Lori Collins, Wendy Compton-Ring, Ben Davis, Rhonda Fitzgerald, Kevin Gartland, John Muhlfeld, Rebecca Norton, Dana Smith

Absent: Bob Horne

Refresh Group: Addie Brown-Testa; Ryan Porter, Glacier Bank (for Lin Akey); Casey Malmquist (for Dan Weinberg); Katie Williams; Riss Getts; Linda Grady; Kevin Abel; Kate Berry

Refresh Group Absent: Lin Akey, Dylan Boyle, Dan Weinberg, John Kramer

Others: Seven people from the public were in attendance

## Welcome and Introductions:

Dana Smith welcomed the group, provided a brief overview of the previous housing plans and introduced the consultants. Wendy Sullivan and Seana Doherty introduced themselves and described the process for the meeting. Committee members and the public introduced each other.

## Public Comment:

Daniel Wright, developer, offer his services to build financial models for projects. He has a number of models built that could be used.

## 2022 Refresh Process Explained:

The consultant team described the 2022 Refresh and how it fits into the overall update, the Committee's work and the overall timeline.

The Refresh will include updated Housing Needs and updated Housing Strategy Plan that will include management and monitoring. The group reviewed the key trends from 2016 Housing Needs Assessment and the issues at that time.

DATA DISCUSSION – any other sources to consider/information to gather:

Mayre Flowers – requested the annual planning department reporting reflect the Housing Needs Assessment and use common language

Casey Malmquist – look at Glacier Flathead Report Service and noted this information is often in the Flathead Beacon

Rhonda Fitzgerald – the visitor economy has cannibalized housing (both STR and 2<sup>nd</sup> homes); will the data be looking at the number of primary homes? Noted concerns with STR

Katie Williams – the total loss of affordable homes since 2016

Rebecca Norton – small area for growth within the city limits, need to look at expanding areas outside the City and include areas realistic for growth

Riss – what assumptions are being used; spectrum of housing types – not just only rental or ownership include the missing middle

### **2017 Strategic Plan Overview – and path forward:**

The consultants provided a reminder of the 2017 Plan so everyone is on the same page and is using the same language – provides the community backdrop. The 2017 Objectives included: maintaining the ownership/rental mix; targeting particular incomes; maintaining the primary/secondary home relationship; and keeping up with the job/housing relationship. The consultants reviewed the various strategies, wins and accomplishments.

Pending priorities – employer supported housing; mill levy is in the budget and the resort tax for the next budget

#### **WHAT ARE THE OBSTACLES TO BUILDING AFFORDABLE HOUSING?**

Rhonda – thinks the projects were unacceptable and the affordable housing was the ‘bait’

Casey – thinks the community says yes housing is great, but ‘not here’; cautionary tale – being an ambassador use the data and avoid blaming that’s the easy way out - we need to focus on the solutions

Rhonda – the flaw may be the zoning with the bonuses; too permissive in order to leverage

Rebecca – infrastructure problems (traffic); strong brand for aesthetics; smaller in scale projects

Dana – moving forward, identifying land as to where can we put these projects? Be aware of actions that could later be removed by the legislature. We need to have a common language.

John M – trying to find a suitable location for housing is a big risk for a developer; is there a role for the City to help facilitate projects

Riss – public process important – especially those who are users of the affordable housing

Linda – loss of affordable housing over the years through both tax credits and natural development

Giuseppe – the 2007 Growth Policy is out of date, even though we've done corridor plans; it has been a Council goal for many years – the more holes in zoning and Growth Policy the more legislating from the bench and knee jerk responding the Council is forced to do; we need a vision for the community

Ben – many projects that would be palatable to the public but don't meet the zoning; align growth policy with housing goals

Linda – suggest limits on growth but prioritize affordable housing

**Moving Forward** – needs to be a partnership; housing is confusing, complicated and creates myths; break it down. The consultants handed out samples from other cities of a 'placemat' to show progress. It is also a tool for being an ambassador.

Kate – Avoid acronyms; love the idea of an online dashboard

Riss – described a list of terms; digital tools along with something written

**2022 Refresh Objectives and Outcomes:**

The group was split into smaller groups to discuss success, definitions and how the individuals will contribute to the process. The groups presented their responses to full Committee.

The consultants described next steps.

**Wrap-Up/Next Steps:** The meeting adjourned at 5:00 p.m.