

Mayor's St. Paul's Advisory Committee

Meeting Minutes

Date of Meeting: January 17, 2023

Minutes Prepared By: Kenisha Sumner, City of Norfolk

1. Purpose of Meeting: To provide updates and receive feedback on the project, including upcoming family engagement activities, SPAC, People First' subcommittee, dashboard, and community naming progress.

2. Attendance at Meeting

Councilperson Danica Royster – present	Mr. Christopher Tan – present	Mr. Bruce Brady – present	Dr. Doreathea White – absent
Ms. LaEunice Brown – present	Rev. James P. Curran – present	Ms. Cazandra Ferguson – absent	Ms. Kim Sudderth – present
Mr. William Harrell – present	Pastor Kirk T. Houston, Sr. – present	Ms. Tara Saunders – present	Ms. Deirdre Love – present
Rev. Travis Barnes – absent	Mr. Don Musacchio – present	Dr. Glenn Porter – present	

3. Agenda

- | | |
|---|-------------|
| I. Welcome/Opening Comments | 6:00 |
| <ul style="list-style-type: none">o Barbara Hamm Lee, SPAC Liaisono Councilwoman Danica Royster, Chair | |
| II. People First Update | 6:10 |
| <ul style="list-style-type: none">o Thomasine Norfleet, USI | |
| III. SPAC People First Subcommittee | 6:20 |
| <ul style="list-style-type: none">o Marcia McGill, DHCDo Barbara Hamm Lee, SPAC Liaison | |
| IV. NRHA Update | 6:30 |
| <ul style="list-style-type: none">o Kim Thomas, NRHA | |
| V. Development Update | 6:40 |
| <ul style="list-style-type: none">o John Majors, Brinshore | |
| VI. Open Discussion | 7:00 |
| <ul style="list-style-type: none">o SPAC members | |
| VII. Adjournment | 7:30 |

4. Meeting Notes, Decisions, Issues

- I. Welcome/Opening Comments**

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- Ms. Hamm Lee called the meeting to order at 6:03p then proceeded with roll call.

Councilwoman Royster welcomed committed members, thanked everyone for attending, and expressed the importance of the committee members being consistent with their attendance, so that the work of the committee could be performed with intentionality. Ms. Royster also acknowledged Earl Fraley for his work on SPAC committee and welcomed his successor – Kim Sudderth.

- She expressed prayers for Dr. Susan Perry and her family during their time of loss.
- City Manager Dr. Chip Filer greeted the committee and provided updates.
 - He clarified his recent press interview pertaining to the arena development and how he has been working to correct the misinformation that has been circulating as a result of it.
 - He provided that a 2019 study for a potential arena in Norfolk had been done; in which the St. Paul's site was included for consideration. The Military Circle location is still being considered for the arena, but the city has received inquiries regarding the downtown site; however, no decisions have been.
 - The Popeye's site was always intended to be a job generating site and an opportunity for employment for returning residents, but again nothing is finalized.
 - He reassured the committee that the city is committed to reaching resolution.
 - Father Jim Curran expressed concern about the Basilica and churches in the area being disrupted by construction and an arena blocking the view.
 - The City Manager reassured Father Curran that there are no set plans, and the view will not be obstructed. Sensors were discussed as a possible solution to gauge potential threat of damage to neighboring religious buildings.
 - City Manager shared that negotiations with Pharrell Williams for the re-development of Military Circle continue.
 - Finally, the City Manager stated that MacArthur Center Mall is on the market.
 - William Harrell thanked the City Manager for his update and attendance at the meeting.
 - Councilwoman Royster thanked the City Manager and indicated that she looks forward to the committee receiving other project updates.

II. People First Update

- Councilwoman Royster stated that an update on the Aspire project will be provided at the February SPAC meeting and introduced Ms. Thomasine Norfleet to provide an update on USI.
- Ms. Norfleet shared USI's commitment to engaging more with the Tidewater Gardens families.
 - She provided information about the January events and shared the success of the holiday events, including the list of donors that provided coats or donations to the Coats and Cocoa Event. Brinshore Development provided a cash donation.

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- Ms. Norfleet encouraged everyone to please spread the word on activities taking place and to reach out to former residents.
- Marcia McGill presented information from the USI Choice Means Choice Conference.
 - She shared that Nicole Brown facilitated an excellent session on Norfolk's Landlord Incentive Program with a lot of positive feedback received from participants and that the approach is beginning to be considered a Best Practice for others engaged in this work.
 - The team is continuing the work and will track and monitor moving forward. Marcia McGill indicated that USI through the Landlord Incentive Program has been able to get residents into apartments by working with landlords and providing incentives to landlords when there are challenges in the lease signing. Then USI is able to serve as the middle person/entity between landlords and residents if challenges occur during the term of the lease.
 - The Norfolk USI Team is pioneering great outcomes for other state USI led programs.
- Councilwoman Royster raised the question of how increases in rent are being addressed?
 - USI team member responded, NRHA makes the determination of "rent reasonableness" and is tasked with keeping track of how families are being affected.
- Pastor Houston raised the question of what trends are being seen with the incentives?
 - Marcia McGill indicated that one trend that has been observed is that although the incentive program was intended to be used to support access to Neighborhoods of Opportunities, we have found that residents are choosing neighborhoods that are not Neighborhoods of Opportunity, so these incentives are being used more than expected in those areas.

III. SPAC People First Subcommittee

- Barbara Hamm Lee presented updates on the newly formed subcommittee designed to support the needs and policies of the former Tidewater Gardens residents.
 - Meeting invites have been sent to those committee members that have expressed an interest in participating
 - First meeting is scheduled for next week.

IV. NRHA Update

- Barbara Hamm Lee provided updates to the committee that Kim Thomas with NRHA was not able to be in attendance.
- Ms. Hamm Lee led a discussion regarding new dashboard information and asked the committee members to provide feedback on the information that they would like shared with them.
 - Pastor Houston indicated that he would like to see information from the Family Support Specialist - What the progress toward family goals look like? What are the Key Performance Indicators that determine how well we are doing?
 - Councilwoman Royster indicated that she would like to see the numbers for the Landlord Incentive Program and data on rent increases. She would like to see how many families are going into other NRHA properties and off-site properties. In addition, she would like to see

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school data, to include what schools that the children/students are attending and how are these schools responding to the influx of students.

- Father Curran indicated that he would like to know, what do the schools need in terms of support? In addition, he would like resident job training and employment data, as well as childcare data.
- SPAC member stated as a new member she would be curious to know, how are the neighborhoods responding to the new residents from Tidewater Gardens.
- Councilwoman Royster pointed out that to respond to what the committee is requesting, there will be a need for NRHA and USI to provide information, and therefore there may be a need to provide two separate dashboards. One from NRHA to include the rehousing and one from USI that indicates the outcome of their family support provided.

V. Development Update

- John Majors with Brinshore Development presented general update on the progress of the housing development and stated that things are moving forward as planned.
- Slides were presented on the naming selection and color palettes.
 - “Kindred” has been selected as the new name for the CNI Development Project.
 - John mentioned that a marketing package will be developed and provide for circulation by next SPAC meeting.
 - Deirdre Love stated that she loves the name Kindred and hopes that the marketing of the community is done with the same intentionality that the is depicted in the photos shared, in which the people in the photos are representative of the Tidewater Garden’s residents.
 - John Majors responded that the photos shown are stock images and do not represent the photos that will be used in any marketing campaign, but he believes that the committee will be pleased with how the community will be marketed.
 - Father Curran agreed with Ms. Love and commented, that “...as a white people we don’t notice that we are not there (in marketing images), because we see ourselves everywhere”, so this is important.

VI. Open Discussion

- Barbra Hamm Lee invited the committee members to suggest other items for future agendas.
 - Pastor Houston requested the timelines for off-site units and when they would be made available to Tidewater Garden’s residents. In addition, he would like to see the numbers for how many residents want to return to the new community and how many residents are ready “today” to return. What the next steps for residents that want to return?
 - In response to questions regarding other development projects and their obligations to include affordable housing; Councilwoman Royster stated that council needs to adopt a policy requiring builders to have a certain percentage of their development be dedicated to Affordable Housing Units. It is currently a practice for Council to make this request; however, something more formal is needed. She will provide updates as City Council makes decisions on this.

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- Deirdre Love requested information on the process for residents qualify for the opportunity to return and the work that is being done to prepare residents to return.
 - Councilwoman Royster agreed with the topics suggested by Pastor Houston and Ms. Love and commented that she wants to make sure that we are not just checking boxes.
 - Kim Sudderth requested a copy of the Right to Return policy be sent to her and would like to understand if the landlords of the development projects are making it easy or difficult for residents to return?
 - Pastor Houston would like an update on the Norfolk State University assessment of People First Services and a revisit on the details of the contract and the work that NSU is performing.
- Barbara Hamm Lee offered closing comments and reminded committee members that they are also “touch points” for residents and when encountering residents committee members should be asking them are you working with your Family Support Specialist and encouraging them to get busy.
 - She indicated that “adults have to be adults”
 - She encouraged committee members to be the gatekeepers of the truth of the work that is being performed
 - Councilwoman Royster added that committee members should be suggesting that those interested in the work that is being done in St. Paul’s to subscribe to the newsletter.
 - Councilwoman Royster also requested that committee members let the St. Paul’s team know when they hear things in real time and that includes a problem or an opportunity. Please reach out to Dr. Perry and her team.

VII. Adjournment

- At 7:27p, Ms. Hamm Lee adjourned the meeting and thanked everyone for attending.



St. Paul's Advisory Committee Meeting

Foodbank of Southeastern Virginia and the Eastern Shore
January 17, 2022

Agenda

- **Welcome**

- *Barbara Hamm Lee, SPAC Liaison; Councilwoman Danica Royster, Chair*

- **People First Update**

- *Thomasine Norfleet, USI*

- **SPAC People First Subcommittee**

- *Barbara Hamm Lee*

- **NRHA Update**

- *Kim Thomas, NRHA*

- **Development Update**

- *John Majors, Brinshore*

- **Open Discussion**

- *SPAC Members*

- **Next Steps/Announcements/Adjournment**

PEOPLE FIRST

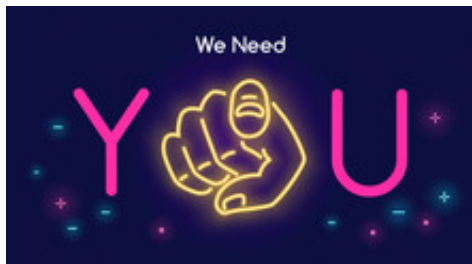


EMPOWERED BY
URBAN STRATEGIES, INC.

Thomasine Norfleet, Assistant Project Manager

Looking ahead to January resident engagement events

- 01/18/2023 @ Jordan Newby Library @ 5:30 PM
- 01/24/2023 @ Norview Recreation center- 6:30 PM
- 02/1/2023- Zoom link @ 10:00am



Call to action:

Coco and Coats: Need coats for adults and children





USI | URBAN STRATEGIES, INC.

CHOICE MEANS CHOICE

CONFERENCE


**NOVEMBER 30 -
DECEMBER 2, 2022**

REGISTER NOW

WWW.COMMUNITIESOFCHOICE.COM/

Urban Strategies Choice Means Choice Conference

- City of Norfolk and USI presented a joint presentation on housing stability.
- The presentation went very well, and other CNI sites were impressed to hear about the collaboration and the Landlord incentive bonus
- Other cities have already begun reaching for guidance and collaboration on creating their own landlord incentive programs.




LANDLORD INCENTIVE PROGRAM


Courtesy: WPA


• GOOD TENANTS • GUARANTEED RENT • GREAT CHOICE •


LANDLORDS NEEDED: We need your help expanding housing choices in communities of opportunity for residents transitioning out of Tidewater Gardens using the Housing Choice Voucher (HCV) program


Partnering with Norfolk DHCD has benefits!


SIGN ON BONUSES
Up to \$1,000 available per unit and lease renewal bonus eligibility


VACANCY LOSS COVERAGE
One month's rent available for landlords holding a vacant unit for a Tidewater Gardens HCV holder


DAMAGE LOSS/RISK MITIGATION
Funding to cover physical damage to unit beyond wear and tear or if a resident vacates the unit without notice prior to lease expiration


CASE MANAGEMENT
Tidewater Gardens HCV holders receive support and resources for successful tenancy that aren't available when renting to market-rate tenants


LANDLORD SUPPORT
Each landlord will be assigned a People First mobility specialist to address potential challenges and support a positive landlord-tenant relationship

FOR MORE INFORMATION:
(757) 664-2460
NorfolkDHCD@norfolk.gov

People First Policy Sub-committee

Barbara Hamm Lee, Facilitator



Policy Issues for Discussion

Port Out Policy

Barrier Removal
Fund
requirements

Committee Members

- Chris Tan, Foodbank
- Pastor Houston, Gethsemane Fellowship Church
- Father Curran, St. Mary's Basilica
- Deirdre Love, Teens with a Purpose
- Lafayette Tatem, BBRM

Staff: USI, City of Norfolk, NRHA

NRHA Updates



Kim Thomas, NRHA



Tidewater Gardens Relocation Dashboard

Summary as of October 31, 2022

- **618 household (100% vacancy)** have transitioned out of Tidewater Gardens
- **54%** express a desire to return to the new community
- **84% (502 households)** have selected housing options in Norfolk
- **50% (304 households)** moved to private rental through the HCV program



- **31% (485 households)** have moved into defined Area of Opportunities as defined by HUD (**not including** moves to other NRHA assisted communities)
 - 91% in neighborhoods with <40% poverty (without minority concentration considered)
 - 42% in neighborhoods with <20% poverty (without minority concentration considered)

- **25% (614 households)** have moved into defined Area of Opportunities as defined by HUD (including moves to other NRHA assisted communities)
 - 65% in neighborhoods with <40% poverty (without minority concentration considered)
 - 29% in neighborhoods with <20% poverty (without minority concentration considered)



New Dashboard

- What information would you like to see?

Development Update

John Majors, Brinshore

BRINSHORE

CONNECTION
TREES
FAMILY
GROWTH



KINDRED

A

This icon is an abstract representation of a family tree. Designed to mimic peering up through the branches that intertwine and connect to each other, similar to the multi-generational, close community at Kindred. The tree was chosen to represent family, but also growth and stability. It acts as a visual icon of longevity and sturdiness.

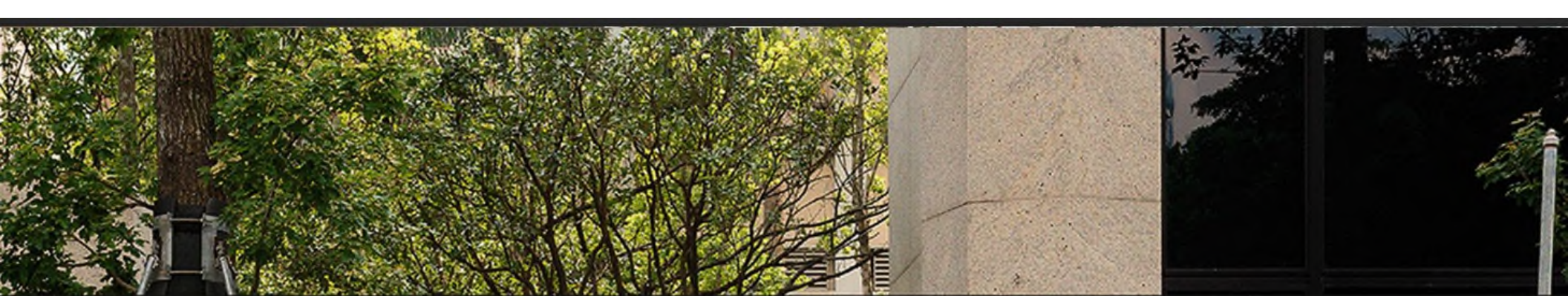
Paired with a simple sans serif with a few stylistic flairs, this logo is modern and versatile.



Yellow: Happiness, Optimism

Dark Blue: Confidence; family loyalty





NOW LEASING



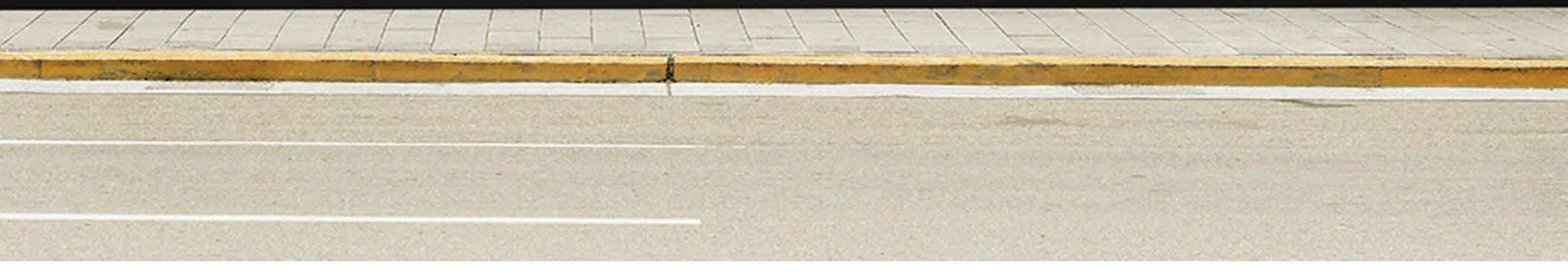
KINDRED

LIVEATKINDRED.COM



LIVEATKINDRED.COM

CONNECTING
COMMUNITY



NATURE
SIMPLE
UNITY
MODERN



KINDRED

B

This logo is a little more traditional while still feeling very modern and fresh. The icon is an abstract line drawing of nature, a representation of leaves and flowers growing and flourishing together. The bold serif font builds off of a traditional style but the weight of the font and simple flourishes creates a modern and vibrant presence.

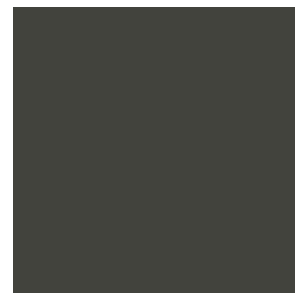
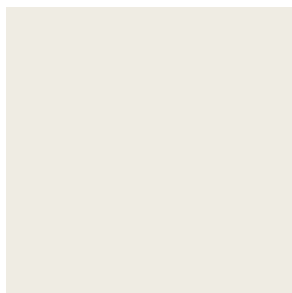
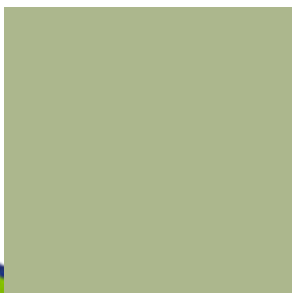
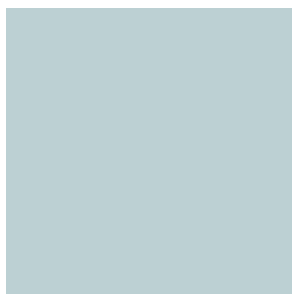
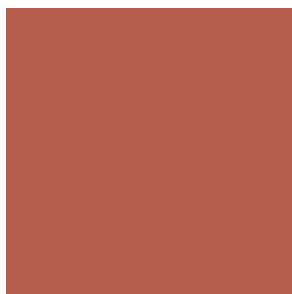


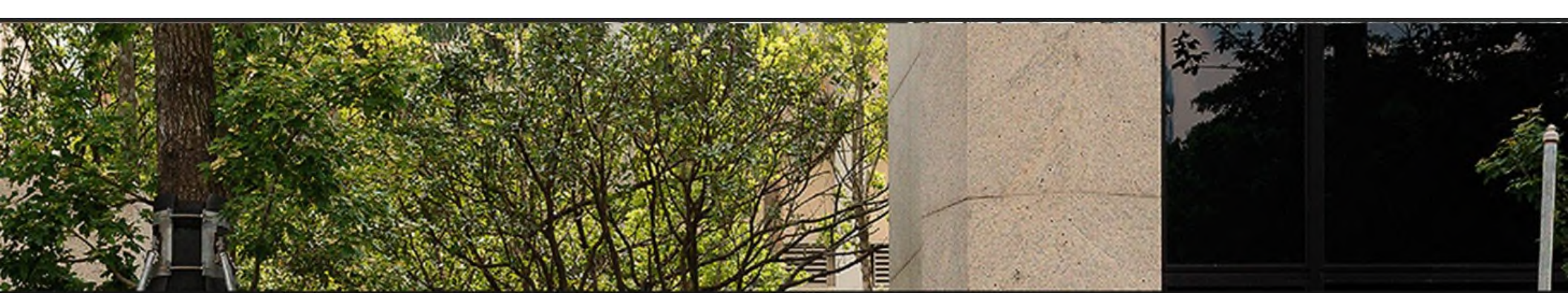


KINDRED

Green: Growth, ambition, renewal

Black: Security and protection





NOW LEASING



KINDRED

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CONNECTING
COMMUNITY



BOLD
PATHS
CONNECTION
MASCULINE



k i n d r e d

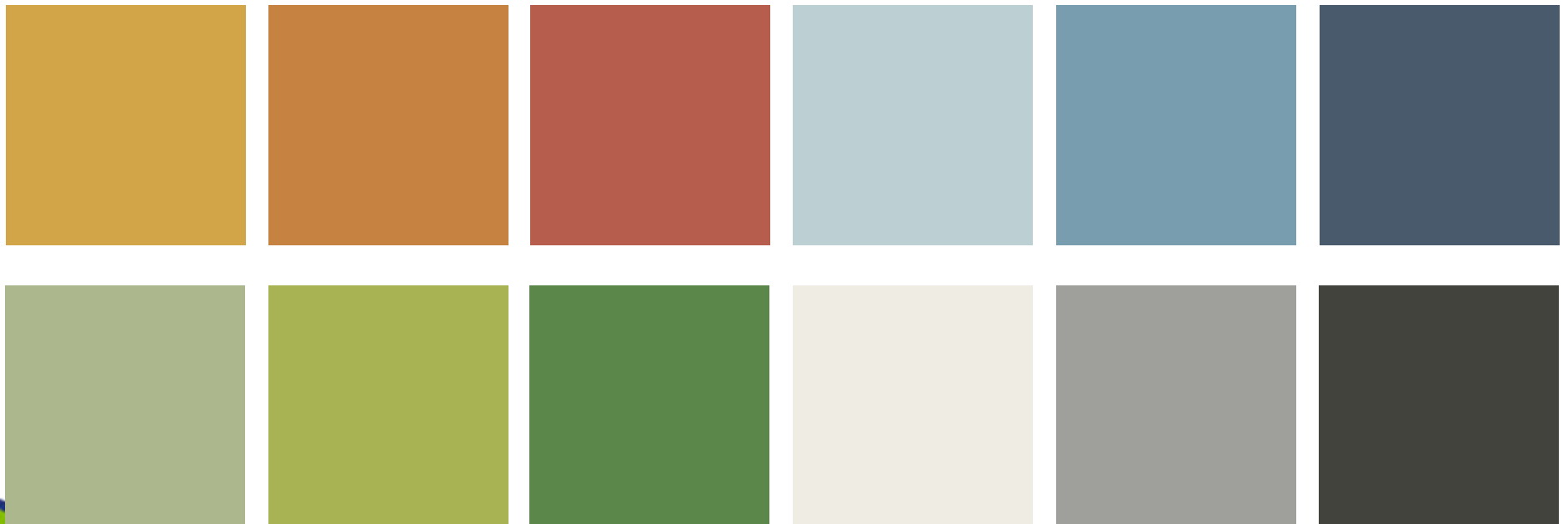
c

Inspired by the block-style community planned for Kindred, this circle icon creates a “K” while also playing off of the concept of roads and paths that create blocks. The triangular shapes were inspired by the awning coverings from the renderings planned for the heart of the Kindred community. The lower triangle is shown in a different color and pointing forward but also back at the “K”. This is representative of the community as a whole moving forward and growing, while also welcoming back those that are returning. The font is bold and modern with fun stylized elements.

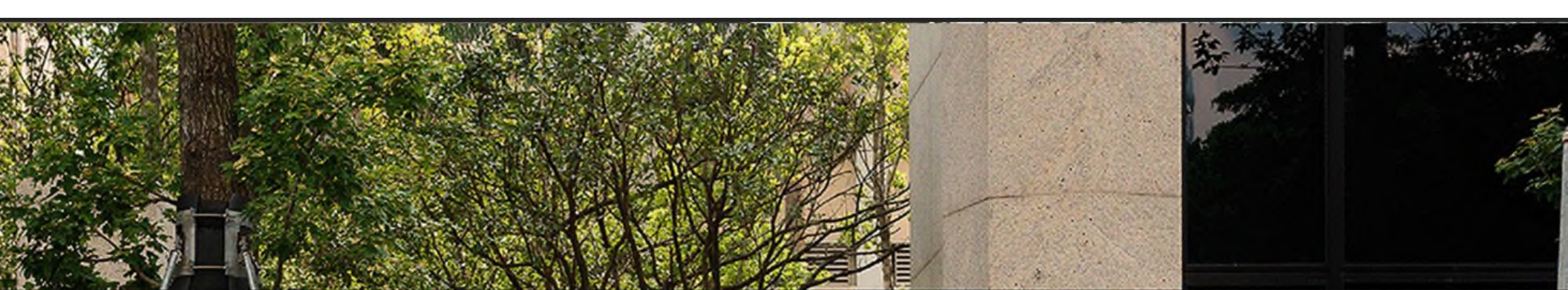


kindred

*Blue: Unity, harmony stability; family
loyalty Black: Security and protection*



kindred



NOW LEASING



KINDRED

LIVEATKINDRED.COM

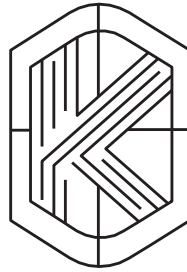


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CONNECTING
COMMUNITY



FAITH
FAMILY
CONNECTION
COMMUNITY



KINDRED

D

This icon pays homage to the multi-generational and nurturing community at Kindred by creating a modern family crest to represent the close relationships between families and friends. The lines extending from the edge of the badge in towards the “K” represent the larger community reaching out and embracing the Kindred neighborhood. The design of the icon was loosely inspired by stained glass windows to represent the faith and fellowship among neighbors. Paired with a simple sans serif font, this logo is present and modern.



KINDRED

Orange: Joy and enthusiasm; a good choice for positive messaging
Dark Blue: Confidence, family loyalty





NOW LEASING



KINDRED

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CONNECTING
COMMUNITY





A



B



kindred

C



KINDRED

D

Kindred Block Name Options

- | | | | |
|--------------------------|--|---------------|--------------------|
| • Kinship Circle / Court | • Triumph | • Converge | • Congregate |
| • Origin Circle | • Reunion Square | • Unity Place | • Evangeline Place |
| • Memento | • Connexion (alternate:
Connectus Pointe) | • Havenstone | |
| • Resilia Residences | | | |
-

POSSIBLE FORMULATIONS FOR SENIOR LIVING, SHOPS, PARK, ROW...ETC.

**Kinship
Senior Living
at Kindred**

**Origin Circle
Shops at
Kindred**

**Triumph
Living at
Kindred**

**Havenstone
Apartments at
Kindred**





BLOCK 19
REUNION RESIDENCES



BLOCK 20
ORIGIN CIRCLE



*Questions, Comments,
Next Steps, Announcements*