

Wednesday, August 24, 2016 - 3:00 p.m.  
City Council Chambers, 125 E. Avenue B, Hutchinson, Kansas

---

## 1. CALL MEETING TO ORDER

_____ G. Binns	_____ M. Clark	_____ K. Bleything
_____ A. Finlay (Vice Chair)	_____ L. McConaughy	_____ S. Cooley
_____ R. Greever	_____ S. Poltera (Chair)	_____ S. Kiblinger
_____ L. Gleason	_____ A. Patterson	

Ex-Officio Members:

_____ D. Rich	_____ D. Hart	_____ J. Thomson
---------------	---------------	------------------

---

## 2. APPROVAL OF MINUTES – July 27, 2016

## 3. ANNOUNCEMENTS

## 4. UPDATES

- a. Brush Up Hutch!  
*Please See Attached Spreadsheets*
- b. Healthy Neighborhoods Initiative  
*SW Bricktown is official! City Council approved a proclamation naming the "Avenue A Neighborhood" SW Bricktown. The neighborhood is hosting their second visioning meeting on Tuesday, August 23 (attached). "Graber Neighborhood" will be hosting a neighborhood social event on Sunday, August 28<sup>th</sup> (attached). They will unveil their name at that event.*
- c. Housing Website  
*Development of HutchAreaHomes.com has begun. Projected completion date is October 1, 2016.*
- d. Infill Development Study  
*The City has entered into a grant agreement with the University of Kansas to conduct an Infill Development Study for vacant lots in Hutchinson. The expected completion of the Study is December 2016. This is a joint effort between the City of Hutchinson and the Hutchinson Land Bank. (attached)*

## 5. NEW BUSINESS

- a. 2016 Residential Rehabilitation Grant Report – 1213 E Avenue A (Jeff Thomson)
- b. Zero Utility and Alternative Infill Housing Options Presentation (Kevin Bleything)
- c. 13-HOU-03 Housing Trust Fund Marketing and Implementation Plan Grant Closeout (attached)

## 6. OTHER

- a. The next Housing Commission meeting is scheduled for Wednesday, September 28, 2016; 3:00 p.m.

## 7. ADJOURN

Staff Contacts:	Jana McCarron	620-694-2681	Casey Jones	620-694-2667
	Amy Denker	620-694-2638	Aaron Barlow	620-259-4918
	Charlene Mosier	620-694-2639	Stephanie Stewart	620-694-2617

1. ROLL CALL

The Housing Commission meeting was called to order at 3:03 PM with the following members present: Gregg Binns, Richard Greever, Luke McConnaughy, Shelly Kiblinger, Aubrey Patterson, Dan Rich, John Scott (in attendance for Jeff Thomson), and Anthony Finlay. Scott Cooley, Lisa Gleason, Kevin Bleything, Mark Clark, Sue Poltera, and Dianna Hart were absent. Nancy Fure, Realtor, and Steven Dechant, City Councilmember, were also in attendance. Staff in attendance were Jana McCarron, Director of Planning and Development; Amy Denker, Housing Program Coordinator; and Aaron Barlow, Associate Planner.

2. APPROVAL OF MINUTES

Staff noted a small correction to the meeting minutes of June 22, 2016. The corrected minutes were approved on a motion by Binns, seconded by Greever, passed unanimously.

3. ANNOUNCEMENTS

3a. **Introduction of Aaron Barlow**

McCarron introduced Aaron Barlow, Associate Planner, to the Commission. Barlow is a recent master's graduate from the University of Utah. He has been with the City for two weeks. He will be working on the Neighborhood Initiative, as well as other projects.

3b. **2017-2037 Comprehensive Plan Kick-Off Event**

McCarron announced that the Kick-Off Event for the Comprehensive Plan will be held Thursday, July 28<sup>th</sup> at 6:00 pm at the Atrium Conference Center. She invited everyone to attend.

4. UPDATES

4a. **Brush Up Hutch!**

McCarron said that the Brush Up Hutch! paint program has seen an increase in activity due to marketing in the feature neighborhoods. Finlay acknowledged Jeff Thomson's coordination of the projects and the effective use of volunteer labor in completing the projects.

4b. **Neighborhood Stabilization Program**

Denker said the City had been contacted by SCKEDD, the grant administrator, about closing out the 2009 Neighborhood Stabilization Program. The public hearing will be held at the August 16<sup>th</sup> City Council meeting. The NSP grant is no longer available to cities but the open grant needs to be closed.

4c. **Healthy Neighborhood Initiative**

McCarron announced that the "Avenue A" Neighborhood will be presenting a proclamation to City Council on August 2<sup>nd</sup>, officially announcing the new name of their neighborhood. "Graber" neighborhood has also voted on a name and it will be announced later in August. A video has

also been created to promote the Neighborhood Initiative and will be aired at the August 2<sup>nd</sup> meeting as well.

4d. **CDBG**

Denker reviewed the eligible grant categories for the 2017 Competitive CDBG grant round. The three categories include Water and Sewer, Community Facilities, and Housing Rehabilitation. Sidewalk replacement is an eligible item under the Community Facilities category but requires more local match. Finlay asked to include potential CDBG projects for the next Competitive Round in the August agenda packet so we can keep track of this.

4e. **Housing Website**

McCarron stated that a contract has been created to partner with the Hutch News in creating a housing website. The contract will be presented to City Council for approval on August 2<sup>nd</sup>. Rich said that New Beginnings will be meeting with the News to begin the transition of HutchRents to newspaper administration.

4f. **RHID**

McCarron said that two draft development agreements have been submitted to the City for two phases of the "Hampton East" subdivision. One phase will be 24 duplexes, the second will be 12 single family houses. Staff is working with the developer on finalizing the details of the agreement.

5. OLD BUSINESS

5a. **16-HOU-21 Sign Topper Fund**

McCarron requested the Housing Commission consider a proposal presented by staff to use the remaining funds for the 2016 Housing Initiatives to help buy sign toppers for the two feature neighborhoods. Staff will be using funds budgeted for neighborhoods initiatives but those will not cover the entire expense of the toppers. The remaining \$3,000 from the 2016 Housing Initiatives can provide the remaining funds needed for the project.

Greever asked if the sign toppers are purchased from a local vendor. McCarron said that the sign company who made the Houston Whiteside toppers was not from Kansas but they were made in the United States. She has been in communication with a local sign vendor about sign toppers recently and they did express some interest in working with the custom order. Dechant asked about constraints of the signs, specifically the size. McCarron said that the size is dependent on the smallest street sign, which limits the overall size for street toppers. Patterson asked if the neighborhoods would have flexibility in the design of the neighborhood signs. McCarron said that staff is not opposed to working with the neighborhoods in development of individualized signs but there are constraints on shape that can limit them. McCarron asked the Commission if they would like to review the signs before they are approved. Patterson felt that staff is more than capable to decide on the appropriateness of signs and suggested staff develop standards.

Motion by Patterson, seconded by Kiblinger to recommend to City Council approval of the proposed 2016 Sign Topper Fund. The motion passed unanimously.

5b. **Survey – Comprehensive Plan**

McCarron distributed the survey for the 2017-2037 Comprehensive Plan and asked the Commissioners to complete it. The survey is available online at HutchPlan.com. McCarron also said that the survey will be sent in the water utility bills unless it is cost prohibitive.

6. OTHER

6a. **Open Comments**

Nancy Fure, local Realtor, brought to the attention of the Commission a situation where an active code enforcement case conflicted with the sale of property. She was concerned that the case could have a negative impact on the sale of that property. Finlay told Fure that the Housing Commission is an advisory commission and does not have authority over the inspection process. He suggested that she communicate with staff about her concerns or contact City Councilmembers. McCarron said that she could set up a meeting between Fure and City Staff to discuss the situation in more depth.

6b. The next Housing Commission meeting is scheduled for Wednesday, August 24, 2016 at 3:00 p.m.

7. ADJOURNMENT – The meeting adjourned at 3:49 PM.

Respectfully Submitted,  
Amy Denker, Housing Program Coordinator

# 2016 Completed Cases to Date

Brush UP! Hutch

125 E Avenue B., Hutchinson, KS 67501

PHONE	620.694.2638	NAME	Aaron Barlow	PURPOSE	Annual BUH Tracking
FAX		DEPART.	Planning & Development	BEGINNING	1/1/16
EMAIL	Aaron.Barlow@Hutchgov.com	POSITION	Associate Planner	ENDING	12/31/16
WEB	www.Hutchgov.com	MANAGER	Jana McCarron	PREPARED BY	Aaron Barlow
				APPROVED BY	Jana McCarron

House Size

DATE	Applicant	Address	Volunteer Labor?	Notice of Violation ?	Paint Supplier	< 1,000 sq. ft.	> 1,000 & 2,000 sq. ft.<	> 2,000 sq. ft.	Average Size	Cost	Total Cost	Over Cost
5/13/2016	16-BUH-03 - Pilot	321 W Avenue B	x		Home Depot	720				\$196.31	\$196.31	
6/17/2016	16-BUH-08 - Pilot	7 S Van Buren St	X		Home Depot		1924			\$300.00	\$333.91	\$33.91
7/8/2016	16-BUH-11 - Pilot	422 W Sherman	X		Home Depot	551				\$300.00	\$374.24	\$74.24
7/22/2016	16-BUH-14 - Pilot	515 W Sherman	X		Lowe's	838				\$239.88	\$239.88	
7/22/2016	16-BUH-06 - Pilot	212 W Ave B	x		Sher. William		1157			\$300.00	\$362.63	\$62.63
7/28/2016	16-BUH-04 - Pilot	308 W Ave A	x		Home Depot	868				\$202.00	\$202.00	
<b>TOTALS</b>						<b>744.25</b>	<b>1540.5</b>	<b>0</b>	<b>1009.67</b>	<b>\$1,538.19</b>	<b>\$1,708.97</b>	
									Average	<b>\$256.37</b>	<b>\$284.83</b>	<b>\$56.93</b>

# June 2016 MONTHLY REPORT - OPEN

Brush UP! Hutch

125 E Avenue B., Hutchinson, KS 67501

PHONE	620.694.2617	NAME	Aaron Barlow	BEGINNING	1/1/2016
EMAIL	Aaron.Barlow@Hutchgov.com	POSITION	Associate Planner	ENDING	12/31/16
WEB	www.Hutchgov.com	MANAGER	Jana McCarron	PREPARED BY	Aaron Barlow
				APPROVED BY	Jana McCarron

DUE DATE	Application	Address	Volunteer Labor?	Notice of Violation?	Paint Supplier	House Size			Average Size	Cost	Over Cost
						< 1,000 sq. ft.	> 1,000 & 2,000 sq. ft.<	> 2,000 sq. ft.			
6/24/2016	16-BUH-02	1201 E 8th Ave	x	x			1300			\$300.00	
8/2/2016	16-BUH-05 - Pilot	706 W Avenue A	x			864				\$300.00	
8/11/2016	16-BUH-07 - Pilot	318 W Avenue B	X			792				\$300.00	
9/2/2016	16-BUH-09 - Pilot	112 S Madison St	X				1076			\$300.00	
8/20/2016	16-BUH-12	325 E 17th Ave	X	X				2026		\$300.00	
9/2/2016	16-BUH-13	705 E Avenue B	X					1533		\$300.00	
9/15/2016	16-BUH-15 - Pilot	416 W Sherman	X			476				\$300.00	
9/18/2016	16-BUH-16 - Pilot	525 W Sherman							2208	\$300.00	
10/4/2016	16-BUH-17 - Pilot	710 W Avenue B	X			964				\$300.00	
10/27/2016	16-BUH-18	940 East Avenue A	x				1064			\$300.00	
10/27/2016	16-BUH-19	304 East 5th Ave	x			796				\$300.00	

Total	3300	\$0.00
Average	<b>\$300.00</b>	

# JOIN THE CONVERSATION

## SW Bricktown Neighborhood's Visioning Session



**Dinner and  
Childcare  
provided!**



**WHEN: AUGUST 23, 6-8PM**

**WHERE: THE NEIGHBORHOOD CENTER @  
AVE A ELEMENTARY SCHOOL**

**\*Registration encouraged, but not required\***

**<https://www.eventbrite.com/e/sw-bricktown-visioning-session-tickets-26490450651>**

Call Jessie at 615-4977 for transportation, or for more information!

# HELLO, NEIGHBOR.

*The votes are in - we have a neighborhood name!*

**Join us for a come-and-go celebration and unveiling.**

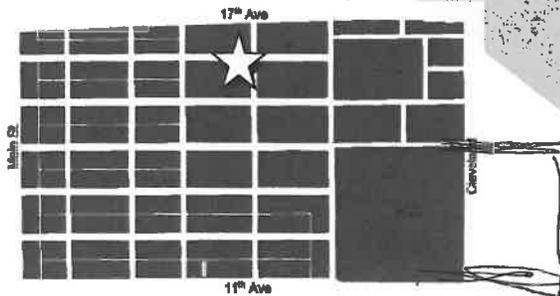
# Lemonade Launch Party

*and sing-a-long too!*

**Sunday, August 28, 6-8pm**

**327 E 16th**

*Bring your happy,  
neighborly self & a lawn  
chair!*



Questions? 620-663-6179 or [HHNI@hutchrec.com](mailto:HHNI@hutchrec.com)



**Hutchinson Healthy  
Neighborhoods Initiative**

# The 2016 City of Hutchinson Endowed Housing and Smart Cities Studio

## Exhibit “A” : Scope

August 8, 2016

Tasks: Housing Study for Northeast corner of E. Avenue C & Maple Street

### Phase I: Information Gathering (August 22 – October 3, 6 weeks)

- Confirm goals
- Confirm deliverables
- Confirm Schedule
- Establish GIS data availability
- Document requirements: Planning/Zoning, Code, conformance with Neighborhood Plan/Comprehensive Plan, Fire Department, Waste Water, Density, etc.
- Previous Housing Study analysis
- Establish program: demographic, bedrooms, area (square footage), price points, etc.
- Schematic financial pro forma: Hard/Soft Cost (\$/sf), Sale Price (\$/sf), area comps, establish highest and best use
- Assume one site visit and meeting in Hutchinson

### Phase II: Schematic Design (October 3 – October 31, 4 weeks)

- Draft Infill Housing Report: establish long-term planning goals for infill lots
- Precedent studies
- Map vacant/city-owned lots
- Establish areas of change/areas of stability
- Infill development analysis: identify strengths/weaknesses/opportunities/threats
- Infill development master plan: lot prioritization, investment corridors, pedestrian linkages, development incentives
- Context Study
- Schematic Design: Site Plan, Floor Plans, Elevations, Massing Images, Draft Outline Specification
- Assume one conference call with Hutchinson, no intermediate site visit anticipated

### Phase III: Design Development (October 31 – December 5, 5 weeks)

- Final Infill Housing Report: establish long-term planning goals for infill lots
- Final proposed financial pro forma with opinion of probable cost
- Design Development (intermediate design/not permit drawings): General Information Sheet, Demolition Plan, Site Plan, Floor Plans, Roof Plan, Reflected Ceiling Plans, Elevations, Building Sections, Massing Images, Final Outline Specifications
- Assume one site visit to Hutchinson for final presentation



**Housing Commission  
Staff Report**

**MEETING DATE: 8/24/2016**

August 17, 2016

**TO:** Hutchinson Housing Commission

**FROM:** Amy Denker, Housing Program Coordinator *ad*

**THROUGH:** Jana McCarron, Director of Planning & Development *JM*

**SUBJECT:** 13-HOU-03 2011 Community Housing Trust Fund Marketing and Implementation Plan Grant Closeout

**STAFF RECOMMENDATION:**

Staff recommends approval of this request.

**MOTION:**

Motion to accept the grant deliverables as presented and close out the 2013 Hutchinson Community Foundation grant for the Community Housing Trust Fund Marketing and Implementation Plan.

**BACKGROUND:**

On January 17, 2012, the City of Hutchinson and the Hutchinson Community Foundation entered into a designated fund agreement, which created the Housing Trust Fund. This agreement allowed for the creation of a dedicated funding location for housing initiatives in the City. In preparation of the fund, the City of Hutchinson received a 2011 Fund for Hutchinson multi-year grant to create a Housing Trust Fund Marketing and Implementation Plan. The grant would develop a marketing plan for the Housing Trust fund that included the following:

**YEAR 1**

- Marketing Plan
- Branding/Graphic Design
- Website Development and Design
- Email Distribution Account
- Integrated Social Media
- Public Relations Assistance Contingency

**Year 3**

- Direct Mail Campaign II
- Display Materials
- Integrated Social Media Administration
- Email Distribution Account
- Website Hosting and Administration
- Public Relations Assistance Contingency

**Year 2**

- Marketing Brochures/Flyers
- Direct Mail Campaign
- Integrated Social Media Administration
- Email Distribution Account
- Website Hosting and Administration
- Public Relations Assistance Contingency

The total project cost for the Marketing and Implementation Plan was \$31,450, \$12,500 of which was granted from the Hutchinson Community Foundation. The remainder was to be funded through City match.

In the process of creating the marketing campaign for the Hutchinson Housing Trust Fund, the original consultant went out of business. At the beginning of 2013, the City hired Joe Ontjes, Creative Director of Repixel, to complete the marketing plan. A revised timeline was developed, with completion of all phases scheduled for July 31, 2014.

Repixel completed several deliverables for the Marketing plan (Exhibit A).

**RECOMMENDATION:**

The following items for the Marketing and Implementation Plan were completed by Repixel:

- ✓ Housing Trust Fund Structure Informational Material
- ✓ 5 Initial Strategies – Focused Priorities
- ✓ Housing Trust Fund Logo
- ✓ Background
- ✓ Designs for Business Cards, Letterhead and Envelopes
- ✓ Video Script for Promotional Commercial
- ✓ Hutchinson Land Bank Logo (29 Options)

These helped Staff to focus housing efforts and the Commission to develop priorities. Since Mr. Ontjes's last visit with the Housing Commission, the City has taken a different approach for funding housing initiatives in that City Council has begun dedicated allocations for housing. The work Repixel completed is valuable and will be incorporated into current housing efforts.

**NEXT STEPS:**

Following the Housing Commission's positive recommendation of the proposal, Staff proposes the following steps for integration of the Marketing and Implementation Plan Items into current housing initiatives.

1. Inclusion of Housing Trust Fund on HutchAreaHomes.com.
2. Modify video script to represent current Housing Initiatives and film commercial.
3. Explore future funding sources for Housing Trust Fund.

**ATTACHMENTS:**

Exhibit A – Housing Trust Fund Marketing and Implementation Plan Deliverables

# EXHIBIT A



125 East Avenue B  
Hutchinson, KS 67501

620.694.2639

[www.hchtrust.com](http://www.hchtrust.com)

Discussion items for 9/11/13

Review Catalyst logos and alternative concepts

Proposed URL: [www.hchtrust.com](http://www.hchtrust.com)

Proposed Navigation Areas:

- Homepage
- About
- Projects
- In the News
- Endorsements
- How to Help
- Resources

Social Media:

- Facebook
- Twitter
- LinkedIn
- YouTube

Initial list of names for endorsements, email communications and updates, etc.

Meet again in appx. 10 days to review final logos, website, etc.

Reveal logo, website, etc. at Housing Commission meeting on 9/25/13 at 3 p.m.?





125 East Avenue B  
Hutchinson, KS 67501

620.694.2639



[www.hchtrust.com](http://www.hchtrust.com)

## **HCHT Strategic Planning Discussion**

Monday, Dec. 16, 2013 | 4:00 p.m. | Hutchinson Community Foundation

1. Brief summary of project status, timetable, etc.
2. Brief overview of key partners and their roles
3. Strategy and rationale behind an official "launch" of the HCHT
  - a. Build awareness
  - b. Solicit additional community endorsements
  - c. Generate media coverage
  - d. Facilitate discussions regarding projects, partners, goals, etc.
4. Dates, details to consider for HCHT official launch event, press release, etc.
  - a. To correspond with a project unveiling?
  - b. Partner with other synergistic events, announcements, or opportunities?
  - c. Locations, participants, primary strategic messaging, etc.
  - d. Potential dates: March? Other?
  - e. Invitees
5. Other considerations, additional discussion
6. Action items
  - a. Schedule for subsequent planning meetings? Participants?
  - b. Marketing plan in place; formation of strategic plan to drive efforts?
  - c. Other?

Building a better community through better housing. Visit [www.hchtrust.com](http://www.hchtrust.com) to see how.





## About the HCHT logo and brand identity:

The design of this logo incorporates a modern and progressive color palette with carefully-selected hues intended to symbolize growth, inspire hope and instill trust:

- Green:** Symbolizes finances and the growing investments associated with the Trust
- Blue:** Suggests sky, which implies no limits and bright days ahead
- Grey:** Anchors the design with credibility, strength and a sophisticated appeal

The two buildings serve as metaphors for a wide range of housing projects:

- Left building:** Single-family homes, individual land parcels, etc.
- Right building:** Multi-family residences, short-term/shared housing, etc.

Finally, the design features three upward-pointing arrows (left structure, negative space, right structure) which are indicative of the bold upward movement and positive momentum of the Trust and its initiatives. Each arrow represents one of the three partner groups associated with these efforts:

- First arrow:** Local government and the Hutchinson Community Foundation
- Second arrow:** Supporting businesses, individual donors, federal grants, etc.
- Third arrow:** Beneficiaries including residents, non-profit orgs, employers, etc.



125 East Avenue B  
Hutchinson, KS 67501

620.694.2639

[www.hchtrust.com](http://www.hchtrust.com)



**Nancy A. Scott**

Dir. of Planning and Development ■ City of Hutchinson  
[nancys@hutchgov.com](mailto:nancys@hutchgov.com) ■ 620.694.2639 ■ [www.hchtrust.com](http://www.hchtrust.com)  
125 East Avenue B ■ Hutchinson, KS 67501



**Irene Hart**

Housing Program Manager ■ City of Hutchinson  
[ireneh@hutchgov.com](mailto:ireneh@hutchgov.com) ■ 620.694.2638 ■ [www.hchtrust.com](http://www.hchtrust.com)  
125 East Avenue B ■ Hutchinson, KS 67501



125 East Avenue B ■ Hutchinson, Kansas 67501

[www.hchtrust.com](http://www.hchtrust.com)

Building a better community through better housing. Visit [www.hchtrust.com](http://www.hchtrust.com) to see how.





125 East Avenue B  
Hutchinson, KS 67501  
**620.694.2639**  
[www.hchtrust.com](http://www.hchtrust.com)

## GOALS | OBJECTIVES | ESTIMATED TIMELINE

### GOAL

Establish a sustainable housing trust for Hutchinson which generates ample funding to successfully address and remediate various housing issues that detract from the growth, quality of life, and safety of the community.

### OBJECTIVES

- Achieve support of the stakeholders.
- Develop general awareness for the existence of a Community Housing Trust in Hutchinson, and nurture interest and involvement.
- Gain recognition and support among regional and national funding sources.
- Generate financial support for the Trust.
- Cultivate substantial projects that will significantly improve the housing situation in Hutchinson as well as showcase what the Community Housing Trust can accomplish.
- Sustain interest and support for the long term, and across the multiple issues as they arise.

### ESTIMATED TIMELINE (revised 4/22/14)

#### PHASE I COMPLETION BY 9/20/13

- Marketing communications plan
- Branding and graphic identity
- Web site development and photos (initial build)
- Web site hosting/maintenance
- Establish email distribution account

#### PHASE II COMPLETION BY 5/15/14

- Overview brochure (printed collateral piece)
- Prepare news releases, testimonials, etc.
- Understand strategic objectives/outcomes (TBD)
- Email distribution account (list development)
- Website build out, photos, feature stories
- Production of HCHT overview video

#### LAUNCH AND POTENTIAL EVENT? (TBD)

- Launch website (w/ video), issue news releases
- Coordinate launch w/ a synergistic event?

#### PHASE III COMPLETION BY 7/31/14

- Communications campaign? (fundraising? TBD)
- Tabletop display (for events?)
- eMail blasts (content, distribution)
- Website updates, fresh content, other TBD



# **Video Script [DRAFT]**

## **Hutchinson Community Housing Trust Building a Better Community Through Better Housing**

The best communities do several things well: education, jobs, healthcare, quality of life and a vibrant stock of diverse housing options.

VIDEO: DEPICT COMMUNITY USING ESTABLISHING SHOTS OF HCC, SIEMENS, HUTCHINSON REGIONAL HOSPITAL, WALKING ON MARTINEZ TRAIL, HOUSE IN HYDE PARK

Hutchinson, a forward-thinking city of 40,000 in south-central Kansas, has a proud history as an attractive community in which to live, learn, work and play. To ensure it remains a preferred choice for current and future residents, community leaders are taking steps to address three local housing concerns.

VIDEO: ESTABLISHING SHOTS SUCH AS DOWNTOWN LANDMARKS, A DIVERSE RANGE OF HAPPY PEOPLE, POSITIVE IMAGERY

- One of three houses in Hutchinson lost value from 2009 to 2013
- Nearly 30% of the city's housing stock is now rated fair, poor or unsound
- City officials believe more than 100 houses are candidates for demolition
- Only XX% of new home permits in the \$1XXX range were awarded in 20XX
- To attract new employers and retain existing businesses, Hutchinson must think strategically about its housing challenges and take action

VIDEO: DEPICT THE CHALLENGE WITH INFOGRAPHICS OR UNSOUND HOUSING

BRIEF INTERVIEWS WITH COMMUNITY LEADERS EXPRESSING THE NEED FOR ACTION AND COLLABORATION. REPS FROM THE CITY? NON-PROFITS? BUSINESS?

Two entities have been created to assist in these efforts. Each is coordinated by the City of Hutchinson with oversight from committees comprised of community members. VIDEO: EXTERIOR OF CITY OF HUTCHINSON OFFICES, SHOW A COMMITTEE MEETING

The Hutchinson Community Housing Trust was founded by a \$XXX,XXX grant from NeighborWorks America and additional funds from XXX. These investments are held by the Hutchinson Community Foundation and appropriated in support of projects designed to improve housing. VIDEO: SHOW APPROPRIATE LOGOS, RELATED IMAGERY

Another entity, The Hutchinson Land Bank, funds the demolition of unsound properties and enables the acquisition of underutilized land to encourage appropriate development activity. VIDEO: SHOW APPROPRIATE LOGOS, RELATED IMAGERY

# Video Script [DRAFT – last revised 4/22/14]

## Hutchinson Community Housing Trust Building a Better Community Through Better Housing

The best communities offer access to what people value the most: education, jobs, healthcare, quality of life and a vibrant stock of diverse housing options. Hutchinson, a forward-thinking community of 40,000 in south-central Kansas, has a proud history as a desirable city in which to live, learn, work and play.

To ensure that Hutchinson remains a preferred choice for current and future residents, local leaders have launched two initiatives to address housing concerns. Each is coordinated by the City of Hutchinson with oversight from committees comprised of community members.

The Hutchinson Community Housing Trust was founded by a grant from NeighborWorks America and additional funds from [details required]. These investments are held by the Hutchinson Community Foundation and appropriated in support of projects designed to improve housing. The HCHT has five investment objectives:

1. **Support the Hutchinson Land Bank**
2. **Facilitate homeownership and home repair**
3. **Gap-financing predevelopment costs**
4. **Targeted Opportunity Neighborhood Redevelopment**
5. **Increase the supply of Downtown Workforce Housing**

[Comments from a community leader regarding the HCHT and its potential.]

With support from the HCHT, the Hutchinson Land Bank seeks to efficiently acquire, manage and transform vacant, abandoned and tax-foreclosed properties into **productive use**. Together, the Housing Trust and the Land bank are making progress.

[Briefly highlight one or two Housing Trust or Land Bank projects and activities? Fifth Avenue? Community Gardens? Other?]

[Closing comments from key leader discussing how progress is being made, articulate a vision for the future efforts of the HCHT.]

Hutchinson is on the right path. By supporting the Hutchinson Community Housing Trust and the Hutchinson Land Bank, community leaders are building a better future through better housing. For more information or to see how you help, visit [www.hchtrust.com](http://www.hchtrust.com).

Briefly highlight one or two Housing Trust or Land Bank projects and activities?  
Which ones to feature? VIDEO: DEPICT PROJECT WITH PHOTOS, VIDEO?

Final interview with key leader discussing how progress is being made and positive momentum is being achieved? VIDEO: ON-CAMERA INTERVIEW

Hutchinson is on the right path. By supporting the Hutchinson Community Housing Trust and the Hutchinson Land Bank, community leaders are building a better future through better housing. For more information or to get involved, visit [www.hchtrust.com](http://www.hchtrust.com). VIDEO: CLOSING SHOTS OF HOMES, POSITIVE COMMUNITY IMAGES

CLOSING TITLE SCREEN WITH LOGOS FOR HOUSING TRUST, LAND BANK, CITY OF HUTCHINSON, AND HUTCHINSON COMMUNITY FOUNDATION (INTERFAITH HOUSING? NEW BEGINNINGS? OTHER?)

A few sample "land bank" logos pulled from the web for reference and discussion.





## **Strategic Design**

### **Hutchinson Land Bank**

**Neighborhood residents, delinquent taxpayers, builders, public/community**

**More toward mature**

**Lean towards economy**

**Stability - more towards the classic**

**Something more towards the other direction**

**Classic for a mature audience**

**Blend the**

**More serious than playful**

**Simple**

**Obvious**

**Purple**

**Green, blue, brown (Irene didn't like the green)**

# Draft Logo Concepts

Hutchinson Land Bank | v1a

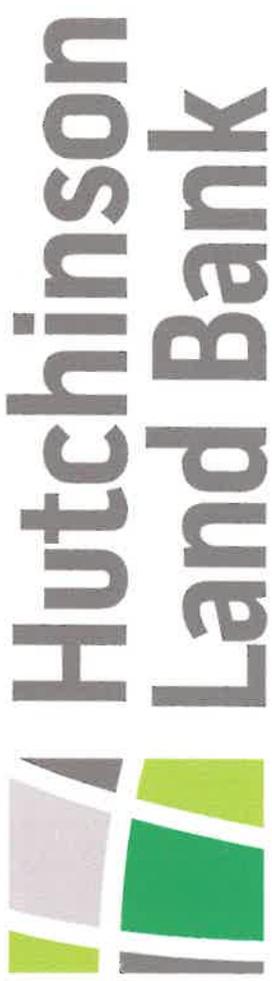
February, 4, 2014

## Objective:

Identify one or two preferred design approaches  
for further exploration and refinement



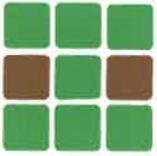
Joe Ontjes, Creative Director | 1-888-REPIXEL | [joe@repixel.com](mailto:joe@repixel.com)



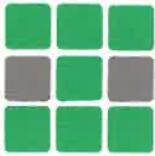
NOTES:



NOTES:



Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank

NOTES:



Hutchinson Land Bank



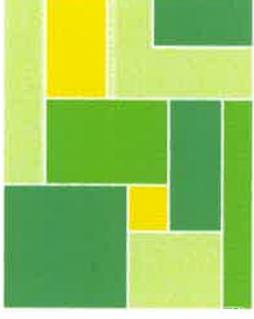
Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank

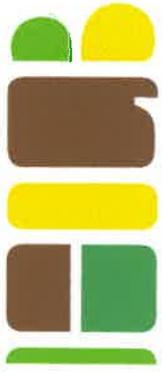


Hutchinson Land Bank

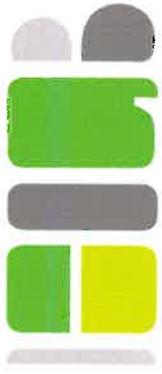


Hutchinson Land Bank

NOTES:



HUTCHINSON LAND BANK



HUTCHINSON LAND BANK



HUTCHINSON LAND BANK



HUTCHINSON LAND BANK

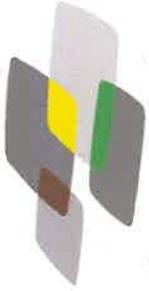


HUTCHINSON LAND BANK

NOTES:



Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank



Hutchinson Land Bank

NOTES:



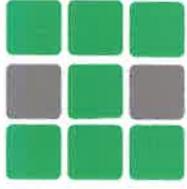
NOTES:



Hutchinson Land Bank



HUTCHINSON LAND BANK



Hutchinson Land Bank



Hutchinson Land Bank



NOTES:



Existing



Proposed; merges elements from three draft designs per board feedback



Existing



Existing



Existing



Existing