

Wednesday, June 22, 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
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2. APPROVAL OF MINUTES – May 25, 2016

3. ANNOUNCEMENTS

4. UPDATES

- a. Brush Up Hutch!
Please See Attached Spreadsheets
- b. CDBG
The last house has been completed and the State is ready to begin close out of the grant.
- c. Healthy Neighborhood Initiative
Hutch Rec hosted a park planning event for Ashmeade and Shadduck Parks on June 16th. Residents of the West Avenue A neighborhood attended.
- d. Rental Registration & Inspection Program
City Council considered a revised ordinance for the Rental Registration and Inspection on June 21. Update will be provided at the meeting.
- e. RHID
Hampton East is in the process of being platted and a development plan is being reviewed by City Staff.

5. OLD BUSINESS

- a. Housing Website Proposal
- b. Revised Brush Up Hutch Policy (attached)
- c. 2017 Housing Initiatives Prioritization

6. OTHER

- a. Infill Development Discussion
- b. The next Housing Commission meeting is scheduled for Wednesday, July 27, 2016; 3:00 p.m.

7. ADJOURN

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

1. ROLL CALL

The Housing Commission meeting was called to order at 3 PM with the following members present: Gregg Binns, Anthony Finlay, Lisa Gleason, Scott Cooley, Richard Greever, Aubrey Patterson, Luke McConnaughy, Dan Rich, Jeff Thomson, and Sue Poltera. Shelly Kiblinger, Kevin Bleything, Mark Clark, and Diana Hart were absent. Steve Dechant and Jon Daveline, City Councilmembers; and Mark Eaton, Land Bank were also in attendance. Staff in attendance were Jana McCarron, Director of Planning and Development; Amy Denker, Housing Program Coordinator; Trent Maxwell, Building Official; Fred Salisbury, Rental Housing Inspector; and Charlene Mosier, Planning Technician.

2. APPROVAL OF MINUTES

The minutes of the April 27, 2016, meeting were approved on a motion by Binns, seconded by Gleason, passed unanimously.

3. ANNOUNCEMENTS

McCarron said the City Council will consider the dissolution of the Community Improvement Commission at the June 7, 2016 City Council meeting.

Two more candidates are scheduled for interviews for the vacant position of Associate Planner.

4. UPDATES

4a. **RHID**

Denker said Resolution #1 for Ashton Estates was approved by City Council on May 3, 2016 and has been submitted to the State for approval, which may take from 30 – 45 days. No development plans have been submitted to the City.

4b. **Healthy Neighborhood Initiative**

The two feature neighborhoods will announce their new names within the next month. Gleason said the Avenue A neighborhood had the school carnival with 150 persons attending. Denker said Avenue A will begin their Front Yard Beautification Contest in June. The Graber neighborhood will announce their new name at a Lemonade Launch Party in June.

(Greever arrived).

5. NEW BUSINESS

5a. **Consider Brush Up Hutch Policy Changes – Land Contracts and Volunteer Safety Equipment Reimbursement**

Staff presented a proposal to amend the Brush Up! Hutch paint program to include properties under Land Contract, as well as to allow for up to \$150 in reimbursement for homes that require Lead Safe Work Practices using trained volunteer labor. Jeff Thomson said this will be helpful as the lead safe suits, tape and plastic can add up quickly for volunteers doing painting.

(McConnaughy arrived).

Motion by Binns, seconded by Finlay to approve the amendments to the Brush Up Hutch Policy, passed unanimously.

5b. Land Bank Design Competition Request

McCarron said the Land Bank owns lots on the northeast corner of East Avenue C and Maple Street. The competition will be open to students attending a college or university in Kansas and pursuing a degree in planning, architecture or design. A project team may consist of a planner and an architect. She requested the commission consider partial funding of the competition, which will be led by the Land Bank Board.

Motion by Binns, seconded by Finlay to recommend dedicating \$2,000 in 2016 housing initiative funds toward the competition passed unanimously.

5c. Rental Registration & Inspection Program Options

McCarron reviewed the Rental Registration and Inspection Program. Salisbury showed a powerpoint of maintenance issues he has seen during rental complaint inspections. Staff then reviewed the four options for the Rental Registration with the advantages and drawbacks of each and the three options for the Rental Inspections with the advantages and drawbacks. Discussion ensued among the Housing Commission members. A couple of landlords that were in the audience made comments that they were not in favor of the program. Greever said the Central Kansas Landlords Association was also not in favor of the program or any proposed revisions. His membership wants the program discontinued. Maxwell and Finlay commented there continues to be a housing crisis in Hutchinson and there is value in inspecting and improving of homes and continuing to educate tenants.

The consensus was the following:

1. Require mandatory exterior inspections for all rentals and interior inspections for those rentals where the tenant gives consent or the unit is vacant and the landlord gives consent; and
2. Keep the current fee structure and use any surplus funds generated for education efforts, as well as for opening up applicable housing programs to landlord eligibility.

Motion by Binns, seconded by Patterson to recommend to the City Council that mandatory exterior inspections continue and interior inspections be made where the tenant gives consent or the unit is vacant and the landlord gives consent and to keep the current fee structure and use surplus funds for education efforts. The motion passed with the following vote: Yes – Binns, Finlay, Patterson, Poltera; No; Greever, McConnaughy, Cooley.

6. OLD BUSINESS

6a. **Housing Website Proposal**

Staff suggested this item be tabled to the next meeting. Motion by Finlay, seconded by Cooley to table the Housing Website Proposal to the next meeting passed unanimously.

7. OTHER

7a. Infill Development Discussion – none.

7b. The next Housing Commission meeting is scheduled for Wednesday, June 22, 2106 at 3:00 p.m.

8. ADJOURNMENT – The meeting adjourned at 4:25 PM.

Respectfully Submitted,
Charlene Mosier, Planning Technician

June 2016 MONTHLY REPORT - OPEN

Brush UP! Hutch

125 E Avenue B., Hutchinson, KS 67501

PHONE	620.694.2617	NAME	Amy Denker	PURPOSE	Annual BUH Tracking
FAX		DEPARTMENT	Planning and Development	BEGINNING	1/1/16
EMAIL	Amy.Denker@Hutchgov.com	POSITION	Housing Program Coordinator	ENDING	12/31/16
WEB	www.Hutchgov.com	MANAGER	Jana McCarron	PREPARED	Amy Denker
				APPROVED	Jana McCarron

House Size

DUE DATE	Application	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	Over Cost
Incomplete App	16-BUH-01	550 E Avenue A					1483				
6/24/2016	16-BUH-02	1201 E 8th Ave	x	x			1300			\$300.00	
7/28/2016	16-BUH-04 - Pilot	308 W Avenue A	x			868				\$300.00	
8/2/2016	16-BUH-05 - Pilot	706 W Avenue A	x			864				\$300.00	
8/4/2016	16-BUH-06 - Pilot	212 W Avenue B	x			1264				\$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	
9/2/2016	16-BUH-11 - Pilot	422 W Sherman Av	X				551			\$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	
9/2/2016	16-BUH-14 - Pilot	515 W Sherman Av	X			838				\$300.00	
Pending	16-BUH-15 Pilot	416 W Sherman Av	X			476				\$300.00	

Total	3300	\$0.00
Average	\$300.00	

2016 Completed Cases to Date

Brush UP! Hutch

125 E Avenue B., Hutchinson, KS 67501

PHONE	620.694.2638	NAME	Amy Denker	PURPOSE	Annual BUH Tracking
FAX		DEPARTMENT	Planning & Development	BEGINNING	1/1/16
EMAIL	Amy.Denker@Hutchgov.com	POSITION	Housing Program Coordinator	ENDING	12/31/16
WEB	www.Hutchgov.com	MANAGER	Jana McCarron	PREPARED BY	Amy Denker
				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
TOTALS						720	1924	#DIV/0!	1322	\$496.31	\$530.22	
									Average	\$248.16	\$265.11	\$33.91

Website Development Proposal: HUTCHAREAHOMES.COM

JUNE 16, 2016

Proposal No. <HUT_125_HutchHomes>

I. OVERVIEW

The Hutchinson News is pleased to provide this proposal to partner with the Hutchinson Housing Commission to develop a comprehensive website for anyone looking for a new home in our area – to buy or to rent – along with a place to consolidate all the other relevant housing resources and programming. We agree it makes more sense to work together on a single community housing website than to send people to different places to shop for a home, check out apartment rentals and seek any other relevant information.

Objectives

The Hutchinson News is in a position to develop a new website, already having some of the components in place. We have in-house developers and have a third-party vendor to power the real estate and rentals databases and search functionality. We propose using an existing brand, HutchAreaHomes.com, for this new website but are open to brainstorming the name. We would use the dodgecityhousing.com website as a model but prefer “homes” to “housing,” which is bureaucratic terminology. Here’s what the new, consolidated website would look like:

1. Allow those interested in buying a home to search and browse the current Hutchinson MLS listings of homes and real estate for sale in the area.
2. Include a map for upcoming Open Houses.
3. Have the most complete listing of rentals in the area. We have negotiated to take over the hutchrents.com URL and website. However, we will use our homes platform to power the rentals database.
 - a. Landlords and management companies will be able to submit their own listings.
 - b. Pricing will be set up similar to [hutchrents](http://hutchrents.com), with an option to buy a listing in The Hutchinson News classifieds. Ours will be a commercial pricing model, but we propose subsidizing small landlords so that we can maintain a comprehensive database of rentals. The city’s annual financial contribution would allow for a 30-percent discount, and we could limit that to landlords who are registered with/licensed by the city.
 - c. Those seeking to rent will be able to search and browse for available units in the same way they do now.
4. Provide information about the community that is useful for current residents and newcomers alike. This information could include:

- a. Programs and incentives and whatever else the city wants to be part of this site.
 - b. Newcomer information and community profile. Already discussed with the chamber contributing in this area.
 - c. Communities and neighborhoods. We might want to include Hutchinson Recreation Commission in the discussion.
 - d. Utilities.
 - e. Link to our existing jobs site.
5. Advertising positions for real estate agencies, builders, remodelers and others who wish to promote awareness of their services.

II. OUR PROPOSAL

Deliverables

The Hutchinson News will design and build a new HutchAreaHomes.com website from the ground up. The new website will:

- Have a modern, clean, easy-to-use layout and design.
- Be easy to use regardless of whether the user is on a computer, tablet or smart phone. The site will be Responsive, so that the layout adjusts to best fit the device from which the consumer is accessing the site.
- Use the latest search engine optimization best practices to help ensure the site ranks well for local searches about rentals and homes for sale.
- Standard Google Analytics implementation, which will provide tracking data on the website, including number of unique visitors, visits and pageviews.
- Website hosting in a secured environment with round-the-clock monitoring.
- Regular upkeep of the website's underlying code to ensure the site remains compatible with browser and software updates.

In addition, The Hutchinson News will manage the site after it is live, ensuring content is updated and fresh.

As a partnership arrangement, The News will own the site and consequently will do extensive brand marketing through its print and digital channels to grow awareness of this resource and promote home purchase and rental search. The News also will provide full customer services to landlords and Realtors. The city will have full access to load its housing and related content, either by sending it to Harris Marketing Services or via the site's back-end administration panel.

Resources

The Hutchinson News works with Harris Marketing Solutions, the digital marketing team for Harris Enterprises (parent company of The News).

Process and Timeline

We follow a standard project methodology that helps ensure the project is delivered on time and within budget. For this, we think a September or October launch is feasible. We would involve housing staff at the city and any other partners along the way so everyone is satisfied with the site.

Phase	Description	Timeframe
PHASE 1 Contract, Kickoff and Requirements	Project manager review the project requirements, proposed timeline and any immediate tasks that need to be completed to keep the project moving.	1-2 weeks
PHASE 2 Site Map and Wireframes	HMS will use the requirements to develop a site map that shows the website's main navigation and underlying pages. A wireframe of one page (typically the home page) is also developed to show the general layout of the various elements on the page.	1-3 weeks
PHASE 3 Visual Design	Key visual elements (logo, header treatment, color selections, etc.) will be developed.	2-3 weeks
PHASE 4 Technical Implementation	The website will be built. Feeds will be set up. Visual elements will be coded. Internal testing will ensure website functions as intended.	3-4 weeks
PHASE 5 Training and content entry	Not applicable. Hutchinson News/HMS will be responsible for all content.	2-3 days
PHASE 6 Client acceptance and launch.	Review website to ensure it meets expectations. Site will be scheduled for launch.	1-3 days
PHASE 7 Post-launch	Any bugs and issues discovered within 30 days of launch will be addressed in this post-launch phase of the project.	4-5 weeks.

III. QUALIFICATIONS

Our team has developed websites and other marketing materials for clients in education, manufacturing, retail, banking, health care, non-profit, politics, tourism and entertainment for more than 15 years. We have worked with businesses and organizations of all sizes throughout the state of Kansas, as well as other parts of the country.

The staff of digital experts at Harris Marketing Solutions, some with more than 20 years of interactive experience.

- Based in Hutchinson, Harris Marketing Solutions is the digital agency for Harris Enterprises, parent company of The Hutchinson News.
- Our team includes 2 full-time project managers, a digital marketing expert, several full- and part-time developers, and a network of professional graphic designers.

We have long history of partnering with local groups to help showcase and promote our communities and champion the continuing development and growth of our towns.

IV. PRICING

Following is what we propose as a cost-share with the city as a partner in HutchAreaHomes.com.

	Service Description	Price	Billed
101	Design, develop, test, and launch a responsive website for HutchAreaHomes.com.	\$10,000	One-time
102	Annual support after first year	\$5,000	Annual

V. CONCLUSION

We look forward to working with the Hutchinson Housing Commission to develop the go-to website for those looking to find the right housing in the Hutchinson area. If you have questions on this proposal, feel free to contact John Montgomery at your convenience by email at jmont@hutchnews.com or by phone at (620) 694-5757.

BRUSH UP! HUTCH PAINT PROGRAM

Purpose.

In order to improve the visual appeal of our community and alleviate some of the expenses of maintaining the appearance of homes, the Housing Commission maintains the Brush Up! Hutch Paint program. The Brush Up! Hutch Paint program provides an incentive to cost-burdened homeowners to assist them with the cost of painting their house and accessory buildings.

Timing.

Applicants can apply for a Brush Up! Hutch Paint program reimbursement grant throughout the year. Planning staff will either approve or deny an application for the program, and may enlist the assistance of the Housing Commission. Upon receiving an approval certificate, applicants shall have 90 days to paint their home and any approved accessory structures. Once a home is painted and inspected by staff, homeowners are reimbursed for the cost of paint in accordance with the provisions below. Applicants may request an extension of time beyond the initial 90 days and staff may approve one extension not to exceed 60 days.

Program Provisions.

1. Brush Up! Hutch Paint reimbursement grants are available for homeowner-occupied, residential properties only. These include properties under Land Contract. All properties must be located within the City Limits.
2. Awardees must submit a Brush Up! Hutch Paint program application and supporting documentation in order to be eligible for the program.
3. Awards shall be granted on a revolving basis, dependent upon the amount of funds remaining in the Brush Up! Hutch Paint program account.
4. The maximum paint reimbursement is \$300. For larger homes or those with considerable paint needs, the applicant may request funding up to \$500, if pre-approval is granted by the Housing Commission.
5. Reimbursement is ONLY for paint purchases. Painting accessories, such as paint brushes, ladders, etc., will not be reimbursed.
6. Reimbursement is only for materials purchased after approval of the Brush Up! Hutch Paint program application. No reimbursement will be made for paint purchased prior to the approval date.
7. Applications will be reviewed and approved from March 1st through August 31st of the year as long as funding is available.
8. Prior to reimbursement, homeowners must place four-inch-tall house numbers that are visible from the street on their house.
9. For homes requiring Lead Safe Work Practices using trained volunteer labor, an additional stipend for the cost of safety equipment may be granted in an amount not to exceed \$150 per house.
10. **Staff may approve applications for non-profit supervised projects submitted after August 31st.**

Program Criteria.

1. Planning and development staff will visually inspect and take photos of all Brush Up! Hutch Paint program grant application properties.

2. Grants shall be based on meeting all of the following attributes:
 - a. Paint on the house is peeling or fading.
 - b. Homeowners meet the income restrictions of the program (maximum 120% of area median income).
 - c. Applicants must own and live in the home (name must be on deed or a land contract).
 - d. Subject properties cannot be rentals and the grant recipient shall not own other residential rental properties.
3. The Housing Commission reserves the right to reject consideration of any or all applications.

Reimbursement.

1. Grant awards shall consist of a reimbursement of paint and pre-authorized expenses only following submission of receipts and inspection of the work.