

SALISBURY AFFORDABLE HOUSING COMMISSION

REGULAR MEETING

SEPTEMBER 15, 2022 – 5:30PM (VIA ZOOM)

1. Call to Order. Present: Vivian Garfein, Lee Sullivan, Jon Higgins, Jennifer Kronholm Clark, Abeth Slotnick, Jim Dresser, Mary Close Oppenheimer. Absent: Pat Hackett and Katie White.  
Attending: Hannah Pouler (Communications Consultant).
2. **Approval of Agenda. So Moved** by M. Close Oppenheimer, seconded by J. Dresser and unanimously **Approved**.
3. **Approval of the Minutes of August 18, 2022. So Moved** by M. Close Oppenheimer, seconded by L. Sullivan and unanimously **Approved**.
4. Coordinator's Report. 2 recent inquiries from the website were directed to resources. There were no other updates.
5. SAHC Communications Consultant Update – Hannah Pouler
  - Work is in progress on small scale guidelines for events and a larger communications strategy to “market” different products. A priority is to get the mail system sorted out, starting from scratch; Mail Chimp will be used to create and build new email lists. J. Kronholm Clark suggested sending out a last email from the current list to get people to sign on to the new list. The link will go into the Salisbury newsletter; J. Higgins will see about a link in the Tri-State Chamber of Commerce newsletter. Ms. Pouler pointed out that having people opt-in to sign up is the better option. The website update will include new graphics and a messaging statement that K. White and Ms. Pouler are working on together. SAHC will have a table at Fall Festival with posters and a new QR Code for people to use for sign-ups. Both the Salisbury Housing Trust and Housing Committee will join in at the event. The Community Support Subcommittee will meet on September 21, 2022 to discuss further.
  - L. Sullivan noted that she and A. Slotnick will be doing a presentation on Sustainability to provide the public with a message and overall outreach to the community. The presentation will be in mid-November on Zoom, date & time to be determined.
  - J. Kronholm Clark mentioned the possibility of an exhibit at the Salisbury Association. V. Garfein has been in contact with Sarah Morrison; a preliminary meeting with her and Ms. Pouler will be arranged.

6. Discussion: 2022 Goals and Subcommittees

- Holley Place – Peter Halle, Salisbury Housing Committee (SHC) had no update. Sarum Village III – Funds have been allocated, but not received yet; same update for repairs/renovations at the Lakeview Apartments. He mentioned that the SHC has asked the Town for a contract, regarding the East Railroad Street Right-of-Way; they are waiting for the response to begin to explore pre-development funding options.
- Pope Property – no update
- 414 Millerton Road – no update
- Perry Street Lot – J. Kronholm Clark reported that the Salisbury Housing Trust (SHT) hasn't taken ownership yet, but will start to maintain the property. When they takeover, they will renovate the property. She noted they have 3 applicants already. There will be a fundraising effort to support the renovation efforts. M. Close Oppenheimer commented that Leo Gafney (SHT) indicated that they will need new donors. J. Kronholm Clark is on that fundraising subcommittee; they are hoping to meet some new people at Fall Festival. She is also working with Jocelyn Ayer on the website to enable on-line donations. J. Dresser is concerned about conflicts between the SHC and SHT efforts; they shouldn't work at cross purposes with each other. The SHC hasn't started any fundraising effort yet. J. Higgins noted the importance of getting the word out to the public and not to confuse the donors.
- Explore Additional Properties – no update

7. Chairman's Comments – J. Kronholm Clark introduced Lindsay Larson, the new staff person working with Jocelyn Ayer. Ms. Larson will be helping groups in Litchfield County. She will be working full-time on active projects and is meeting with various town groups.

8. Public Comment – None

9. **Adjournment. So Moved** by M. Close Oppenheimer, seconded by J. Dresser and unanimously **Approved.**