

HABITAT FOR HUMANITY ST. LOUIS

TO: HFHSL Board of Directors
FROM: Kimberly McKinney
RE: Board of Directors Meeting

Tuesday, March 27th - 11:30 am

LUNCH IS AVAILABLE AT 11:15am

**BOARD OF DIRECTORS MEETING
HABITAT FOR HUMANITY SAINT LOUIS HEADQUARTERS
3763 Forest Park Avenue
St. Louis, MO 63108**

Enclosed please find an agenda with supporting documents for our meeting. Please note that reports are included for those committees with new information since our last meeting. Only those committees with action items will give oral reports. Of course, questions will be entertained of any committees.

So that we may have an accurate lunch count please RSVP to Grace Boehm at grace@habitatstl.org. If we do not hear from you, food will be ordered and purchased as if you are attending!

Habitat for Humanity Saint Louis
Board of Directors Meeting
March 27, 2018

Call to Order	Linda Loewenstein
Mission Moment	
Minutes of November 28, 2017 Meeting	Pattye Taylor-Phillips
CEO Report	Kimberly McKinney
Strategic Topics: 2018 Board Retreat Outcomes	Kimberly McKinney
Committee Reports: Discussion of any requiring Board action and/or questions regarding written reports.	
Other/Open Business	
Adjournment of Full Board	
Executive Session <i>*as needed</i>	
Adjournment	

MARK YOUR CALENDARS:
Upcoming Events

Wednesday, March 28, 2018	Walk Through, 10:30a-11:30a at 3830 S. Grand
Wednesday, April 4, 2018	Media Hard Hat Tour, 7:30a-9:30a at 3830 S. Grand
Saturday, April 14, 2018	DIY Tournament, 8:30a-6:00p at Rescued Furnishings & Designs
Tuesday, April 24, 2018	Board Meeting, 11:30a location TBD
Friday, April 27, 2018	DIY Tournament Auction, Details TBD
Saturday, May 19, 2018	Rosé Day in the CWE, 12p-6p in the CWE
Tuesday, May 22, 2018	Board Meeting, 11:30a at 3830 S. Grand
Sunday, June 3, 2018	Sample Soulard Sunday, 11a-5p in Soulard

“A world where everyone has a decent place to live”

Minutes from the meeting of the Board of Directors of
Habitat for Humanity Saint Louis (HFHSL)
November 28, 2017

The following members of the Board of Directors and other interested parties were present:

Linda Loewenstein	Chris Roetheli	Pattye Taylor-Phillips
Amy Berg	Jami Boyles	Anna Hart
Marc Hirshman	Peggy Holly	Malaika Horne
Emily Martin	Linda Moen	John Parker
Nick Popielski	Sarah Sise	Howard Smith
Kay Gasen Thenhaus	Bob West	Stephen Westbrooks
Dave Wakeman	Kimberly McKinney	Dan Cierpiot
Julia Hart		

Linda Loewenstein called the meeting to order at 11:33 am. The mission moment was given by Dave Wakeman.

Linda Loewenstein opened the meeting by recognizing Kimberly McKinney who is celebrating her 20th anniversary with Habitat for Humanity Saint Louis. Linda presented Kimberly with a beautifully decorated cake in the shape of a house to celebrate the milestone. We are grateful for Kimberly's service and leadership in the organization.

Minutes: A motion to approve the minutes from the October 24, 2017 Board of Directors meeting and the Executive Committee meeting was made by Bob West and seconded by Amy Berg. The motion was approved.

Strategic Topic: 2018 Budget Presentation

Stephen Westbrooks, Chair of the Finance Committee, presented the 2018 Budget. Dan Cierpiot and Julia Hart participated in the discussion to answer questions from the Board. The Habitat for Humanity Saint Louis 2018 Proposed Budget and the 2018 Budget Assumptions were provided to each board member for the review. The budget and assumptions were developed by staff, followed by the Finance Committee's review and approval last week, leading up to the Board's review today.

2018 Budget Assumptions are categorized into 4 major areas: 1) Home Construction and Mortgage Origination, 2) ReStore, 3) Resource Development, and 4) General Operating.

- 1) Home construction and mortgage origination
 - a. As part of the 2018 Budget process, HFHSL adopted the presentation of a budget package which included a stand-alone organizational budget, combined with the project specific construction budgets (including real estate development costs) which will be fine-tuned throughout the year as construction specific revenue, expense, and schedule information become more certain. Staff has recommended re-establishing a modified project development taskforce with targeted members representing construction, finance, family services, and select staff to review and analyze all aspects of potential future builds, including a financial analysis of each project which includes hard and soft costs, outside funding sources, and the cash value of the first mortgage. This proposal was vetted with the Finance Committee, and approved and recommended for Board

approval by the Executive Committee. If approved by the Board, the Project Development Task Force will be created and begin meeting in the first quarter of 2018.

- b. Staff anticipates that the first version of the Mortgage Loan Fund will be created and operational by February 2018. It is anticipated that South City scattered site homes will be ready to close by mid to late March, and will be originated through the Fund in partnership with Midland States Bank. Staff proposes to continue third-party lending with banks to originate mortgages as appropriate and when it makes financial sense to the organization, using affordable mortgage pricing consistent with HFHI Policy, with funding at closing, and a 2nd Note that is forgivable over 30 years. Staff recommends continued and further investigation into creative and alternative mortgage origination programs and partnerships with the goal of maximizing the potential of the mortgages generated through the HFHSL program.
- c. Project specific construction budgets will continue to assume that current 1st note sale price amounts remain consistent, with an average interest rate of 3.5%, while continuing to ensure an affordable mortgage for the partner families. Staff will continue to aggressively seek lower interest rates to further increase the amount of the 1st notes.
- d. This budget assumes 6 carryforward homes and 8 homes in progress.

2) ReStore

- a. RFP Revenue: ReStore Forest Park budgeted sales numbers assume an increase over the projected 2017 sales total consistent with historical performance of the RFP location.
- b. RDP Revenue: ReStore Des Peres budgeted sales numbers assume an increase over the projected 2017 sales total consistent with historical performance of the RDP location.
- c. RDP Rent and AHAP: This Budget assumes an AHAP check exchange that will result in a reduction of the rent for ReStore Des Peres pursuant to the Amended Lease Agreement. This Budget also assumes a second AHAP tax credit check exchange which will result in \$0 of cash rent due in 2018, as well a donation back of the amount paid in Property Taxes and Insurance.
- d. Restore Salaries: This budget assumes that the restore program bonus incentive plan will continue in 2018. Any bonus salary expenses associated with this program will only occur when monthly budgeted numbers are exceeded, and the additional revenue will more than offset costs.
- e. ReStore Truck: This Budget assumes \$45,550 for the purchase of a new stake-bed truck for use with donation acquisitions. The truck will be grant funded (assuming approval of the application) so there is no financial impact to the budget.
- f. Restore Marketing: Budget includes funding to continue and enhance the marketing efforts related to increased ReStore marketing and as related to the messaging work produced by staff in conjunction with board retreat outcomes, and to market the new location of the ReStore at 3830 S. Grand.

3) Resource Development

- a. RD Revenue: Budget lines continue to reflect contributions as Mission Support and Restricted Support. Mission Support is all money received which is not specifically designated. Restricted Support shall be all money which has been assigned a specific intent by the donor or by way of grant restriction. Over the

past three years (since the new designation of Mission Support), the budgeted revenue in Mission Support has increased considerably while the budgeted revenue in Restricted Support has decreased proportionately. Giving trends compiled by CSS Consulting for the St Louis metropolitan area show that 71% of all philanthropic giving comes from individuals, with 16% being given through foundations, 9% being given through estates, and 5% being given through corporations. Additionally, the way in which corporate America gives is evolving from a company mandated philanthropic focus to an employee and consumer driven model. Corporate support has been and will continue to be a significant source of funding for HFHSL; however considerable effort will continue to be put into creating and implementing more effective strategies for planned giving, individual giving, and grant research & writing.

- b. AHAP Tax Credits: HFHSL has submitted its application for \$1,000,000 in AHAP tax credits for the 2017-2018 period. If awarded, \$400,000 in credits will be allocated to Schnucks to complete the purchase of the new HFHSL Headquarters. The remaining credits will be utilized for donations related to the build-out of the new facility, and to cover rents on 3763 Forest Park and ReStore Des Peres, leaving \$257,410 for additional fundraising opportunities. This amount is consistent with the credits awarded in 2015-2017, and will again be considered by MHDC and the State of Missouri to be a capacity building award which will require and allow HFHSL to leverage new and higher dollar amount donations. Eligibility for the program will require current donors to increase their previous giving level to maximize the credits as a capacity building mechanism. This Budget also assumes an AHAP application will be prepared for the 2018-2019 credit cycle. Again, enough credits have been allocated to ensure that RDP rent and expenses will be paid, as well as audit and legal fees. This budget further assumes that a very conservative amount of \$400,102 (one half of what remains of a \$1.0M allocation) will remain for further fundraising activities.
- c. RD/Marketing: Expenses reflect revamped materials related to the relocation, updates to the Keystone Community Partnership program, and the completion of HFHSTL's 400th home.

4) General Operating:

- a. Loan Principle Reduction Strategy / Reserve Implementation Updates:
 - The IFF Capacity Loan of \$1,208,800.00 was satisfied in full in 2017.
 - Royal Bank of Missouri Revolving Line of Credit: HFHSL established a new revolving line of credit with, and is in the process of moving all bank accounts to Royal Banks of Missouri. The new LOC carries a favorable interest rate of 4.5% and is secured by sponsorships, grants, and a portion of the equity in the building as needed. Interest payments only are required; however, staff will work to pay down the principal balance.
- b. This Budget assumes a \$25,000 payment in July to HFHI pursuant to the US Stewardship and Organizational Sustainability Initiative (US-SOSI). The Annual SOSI payment is scheduled to sunset in July 2019 unless specifically renewed. As such, HFHSL will have payments due in 2018 and 2019, consistent with the 2017 Budget. The annual tithe payment is assumed in this Budget, but at a reduced amount as compared to tithe payments made in prior years.
- c. HFHSL Staff recommends continuing to recognize a percentage of the loss (based on the percentage of CIP at Year End to Budgeted Total Construction

Costs) on homes being carried forward. If no GAAP loss is anticipated with a particular home, there is no need to book any associated percentage of loss for that home (this has been cleared with Cohn Reznick).

- d. This budget does not anticipate a New Market Tax Credit (NMTC) transaction, but does reflect semi-annual interest payments and dividend income along with closing cost amortization expenses for the remaining deals. This item is a GAAP expense, not a cash effect to the budget. As always, the potential for a NMTC transaction will be sought. This Budget assumes the roll off of the 2011 NMTC transaction with a corresponding recognition of GAAP revenue through cancellation of debt of approximately \$1.2 million and thus a corresponding increase in organizational net assets.
- e. This budget assumes a new Family Services staff person to support the high touch mortgage servicing associated with the mortgage loan fund. In addition, the Budget assumes an overall merit pool for non-Restore staff of 3% of budgeted salaries to be awarded at the discretion of management. In prior years, the awarded amount averaged less than 3% of budgeted salaries.
- f. This Budget assumes interest only payments on the loan for 3830 South Grand at 3.3% interest with a 30-year amortization. Projected interest only payments in the budget are \$6,050. The loan of \$2,200,000 includes all building related expenses: Purchase, Build Out, and Relocation.

A motion was made to approve the 2018 HFHSL budget by John Parker and seconded by Stephen Westbrooks. The motion was approved. We offer many thanks to Dan, Julia, and the Habitat team for their work on the budget.

CEO Report (Kimberly): Successes and Shout Outs: Linda Moen is the winner of the contest to guess the date that the ReStore program would reach the \$1million sales mark, earning 5 points for Team ReStore. As of the November 15th relocation team meeting, renovation costs were at roughly \$1,950,000 with several donations pending the outcome of AHAP tax credits.

Documents necessary to obtain a building permit have been submitted to the City of St. Louis. Demolition work, being self-performed by staff and volunteers including assistance from Cushman Wakefield / Spire volunteers, is slated for December 8th – 14th.

At their November 17th meeting, the Missouri Housing Development Commissioner voted to release the NOFA (Notice Of Funding Availability for AHAP tax credits). The application was posted online later that day and our application packet was completed and submitted (hard copy required, sent overnight) same day. Because elected official support letters were included, the public hearing portion will be waived. It is possible that an allocation announcement may be received prior to the November 30th closing. However, Schnucks has agreed to a cash closing on November 30th (so that construction can begin on December 1st as planned) with the remaining cash or credit payable no later than December 21st. The current schedule prepared by SM Wilson has work beginning on December 1st and running through April 18th, 2018. The lease on the Forest Park property ends April 27, 2018.

The announcement was initially released electronically via the online version of the St. Louis Business Journal on Thursday, 11/15/17, in print version on 11/17, along with various other media outlets including CNR, Next STL, KMOV, and KMOX. A meeting has been held with a party interested in the outparcel with further discussion planned post closing.

With the relocation, opening both ReStores for six days per week (currently 5 each) and with consistent hours is under consideration. Jami Boyles has provided staff with information related to the Family Medical Leave Act which is required by employers of 50 or more.

Tax Exempt Bond Financing remains under consideration.

Mortgage Loan Fund: Board Retreat Outcome 2015: HFHSL staff, Smith NMTC Associates, and Midland representatives have been meeting on a weekly basis to fine tune the operation of the Fund as well as an associated construction line of credit. Bob West and an attorney for Midland will be drafting all required documents for the fund. We anticipate the Fund to be originated by February and operational for anticipated March closings. As a reminder, Midland States Bank has committed \$2,000,000 to the fund, and will be the first bank investor.

Neighborhoods/Home Construction/Homebuyers:

St. Louis City - Tiffany Phase 2: Final drawings are under review with Cultural Resources with the intent for Tiffany to be a 2018 build.

Scattered South City sites: The KMOV house is a wrap! Coverage of the project included multiple shots every news cast on weekdays from November 2nd – November 17th combined with partner ads which occurred daily and are ongoing. Thank you to those Board Members who attended the dedication celebration.

Six South City scattered site homes remain under construction with completion dates expected first quarter 2018.

New City Build: We have been awarded the “La Saison” development! The project will be a partnership with the St. Louis Housing Authority for 10 sites in near south city that remain as part of a Hope VI development.

The SLHA subsidy (through HUD funds) is \$81,850 per home (\$818,500 total). The development also includes \$150,000 in AHTF (applicable to 4 or 5 homes). Our first negotiation meeting was November 20th and construction is tentatively slated to begin in April of 2018.

St. Louis County: The application submitted to the Office of Community Development for the possible partnership with Lemay Housing for the construction of 10 homes – 5 traditional Habitat homes and 5 Lemay homes - is under review. Via HOME funds being recaptured from a multifamily project, the County has indicated an interest in partial funding in 2018.

50 Contact Challenge: Much thanks to those of you who participated in the 50 Contact Challenge. Based on the input of Team Messaging, the 50 Contact Challenge also encompassed holiday greeting card outreach to “Friends and Family” (#1 Prospects). Additional outcomes will be forthcoming but based on participation to date, over 50 new contacts will receive a personal greeting card (#1) and almost 200 #2 contacts (primarily business connections) will receive either the personalized letter or email with video link. If you were not at the October meeting and have not yet followed up to the email sent post meeting, but would still like to participate, please contact Kimberly or Deirdre. Names submitted are quickly vetted and returned to you along with any needed materials (holiday cards, personalized appeal, and/or email text with video link). For clarity, the categories of prospects are further described below.

#1: Contacts are those on the previously provided list (by Team) or that members wish to add who would be sent a personal holiday note card greeting. For many, #1 contacts represent friends and family, those who would be receptive to a personal note.

#2: Contacts are business contacts who will receive either a modified appeal letter (inclusive of board listing and not mass mailed) or an email greeting that would include a link to the new promotional video. Members determine their preference of contact for each.

#3: Contacts are those names provided where the context was a gift at a larger level. As an example, these donors are considered candidates for the Keystone Community partners program, or the Executive Build.

Board Governance: Items Requiring Board Action

Approval of Board Nominees including both new and renewing members

New Members:

1. Doris Agwu, Vendor Management/Project Analyst, US Bank
Master in Public Health, University of Missouri
Member of University of Mo Alumni Board, Scholarship Chair
Member of MO Black Alumni Network, St. Louis
2. Barb Anderson-Kerlin, Senior Associate/Project Manager, HOK
Licensed Architect
American Institute of Architects, President Elect
USGBC MO Gateway Chapter, Past Board Member
3. Kim Bakker, Director of Community Affairs, SSM Health Care
Former chair, North County Inc., a Regional Development Association
Board of Directors, Generate Health and United Services for Children
4. Tiffany Harvey Horton, Large Format Territory Sales Manager, Pepsi-Cola
Midwest Region (Pepsi Cola) Diversity Advisory Board
St. Louis Market Culture and Inclusion Chairperson
Internal Habitat for Humanity St. Louis Champion
5. Carla Reid, Community Response Project Coordinator, United Way of Greater St. Louis
19 years social service experience (beginning as caseworker for State of Mo)
Current/Prior Business Owner (Elevated Men's Salon / Empowering Our Peers, LLC)
Habitat for Humanity Saint Louis Homebuyer

The individuals noted below are completing a three-year term and are being recommended for **renewal as provided for in HFHSL by laws**: Kay Gasen Thenhaus and Sarah Sise.

With the election of the new members noted and the renewal of those above, the HFHSL Board will be 31 members strong.

For consideration as officers:

2018 Officers / Executive Committee

President: Linda Loewenstein (as elected 2014)

President Elect: Chris Roetheli (as elected 2016)
Treasurer: **Stephen Westbrook (proposed)**
Secretary: **Pattye Taylor-Phillips (proposed)**
General Counsel: **Bob West (proposed)**
At Large: **Amy Berg (Proposed)**
Jami Boyles (proposed)
Marc Hirshman (proposed)

By terms of the bylaws, only those noted as proposed and in bold require Board action (others listed are for reference). Additionally, per terms of bylaws, the three at large Board members are to be elected annually to serve on the Executive Committee.

A motion was made by Peggy Holly to approve the slate of new members, second term renewals and Officers as presented, and seconded by Amy Berg. The motion was approved.

We say goodbye but also express **our heartfelt appreciation** to the following retiring Board Members: Precious Bourrage, Dave Foster, Bob Lazaroff and Amelia Lewis.

Adjournment

There being no further business, the meeting adjourned at time 12:13pm. The motion was made by Amy Berg and seconded by Bob West. The motion was approved.

Respectfully submitted: Pattye Taylor-Phillips, Board Secretary

Habitat for Humanity of Saint Louis

Dashboard

as of January 2018

Income and Expenses						
	YTD Actual	YTD Budget	%	Annual Budget	Prior Year YTD	
Mission Support	\$23,763	\$107,542	22%	\$1,107,265	\$52,416	YTD based on total budget amount spread equally over 12 months. Updated with actual projections on February report.
Restricted Contributions	\$0	\$8,333		\$100,000	\$5,010	
Total RD Revenue	\$23,763	\$115,875	21%	\$1,207,265	\$57,426	
Construction Grants	\$0	\$23,500		\$282,000	\$0	
Total Contributions	\$23,763	\$139,375	17%	\$1,489,265	\$0	
Other Income	\$25,317	\$208,865	12%	\$4,033,873	(\$14,916)	
House Transfers	\$145,000	\$162,500		\$1,950,000	\$0	
Construction In-kind	\$0	\$11,667		\$140,000	\$5,256	
ReStore Forest Park (FP) Revenue	\$29,198	\$45,938	64%	\$551,250	\$34,845	
ReStore Des Peres (DP) Revenue	\$52,658	\$56,805	93%	\$681,661	\$40,936	
Total Income	\$275,936	\$625,150	44%	\$8,846,049	\$123,547	
Operating Expenditures	\$199,425	\$252,537	79%	\$5,455,766	\$168,250	
Home Construction	\$190,972	\$209,623	91%	\$2,515,483	\$0	
Total Expenditures	\$390,397	\$462,160	84%	\$7,971,249	\$168,250	
Net Profit (Loss)	(\$114,461)	\$162,990		\$874,800	\$44,703	
ReStore Forest Park Profit (Loss)	\$10,589	\$24,152	44%	\$147,148	\$16,746	
ReStore Des Peres Profit (Loss)	\$28,391	\$31,951	89%	\$ 253,922	\$29,057	
	Principal Bal	High Limit				
3830 South Grand / Royal TEBF	\$128,622	\$1,981,872				
Royal Bank LOC	\$230,229	\$235,474				
Royal Bank LOC	\$800,000	\$800,000				
Peoples Bank LOC	\$885,986	\$886,000				
1st Mid Illinois (formerly Cloverleaf) LOC	\$76,500	\$76,500				
	YTD 2017	YTD 2016		Change		
Year/Year Change in Cash	\$46,477	\$28,474		\$18,003		
Year/Year AP	\$396,213	\$1,330,743		(\$934,530)		
Year/Year Change in Debt	\$2,048,924	\$1,769,596		\$279,328		
Mortgages	Actual	Benchmark				
Delinquent Mortgages (90+ days)	0		Currently we are not aware that anyone is delinquent, the communication remains open with CitiMortgage through one assigned contact.			
Open Communication w Representative	See Note		1 buyer with Midwest that remains delinquent 30+ days / 1 buyer with Enterprise that was delinquent. Enterprise has sold the file to another bank, more information pending.			
Total Mortgage Portfolio						
Delinquency Percentage						
Construction	Actual	Benchmark				
Housing Units Closed	1					
Housing Units Under Construction	12					
Construction In Progress	\$1,381,681					
Cost/Closed	\$115,140		Average Inkind per closed home = \$13,978			
Financial Donor Volunteer Days	1		1 of 1 possible build days, 1 ReStore groups			
Homeowner Applications Distributed	52		31 of 52 returned 60%, 3 @ address selection, 25 new Tier 2			
Lots Available	19		Ownership or Option			
Vacant Homes	0		All vacancies are pending title issue resolution/ Wellston (5) Vacant Lots			
ReStore	Actual	Benchmark				
Average Number of Transactions FP	1292		Per Month and Per Customer (not per item)/ -213 from prior report; -177 from prior year.			
Average Number of Transactions DP	1392		Per Month and Customer, -102 from prior report, +67 from prior year			
Average Sales Per Square Foot FP	\$14.01	\$22.71	HFHI median of stores similar sqft (25k), open 18 months + / -4.24 from prior report, +1.07 from prior year.			
Average Sales Per Square Foot DP	\$15.79	\$23.99	Benchmark (40k sqft as basis)/ - .32 from prior report; -.94 from prior year.			
Total pickups/drop-offs this month	535		126 Pick-Ups/62 drop offs FP/347 drop offs DP.			
						COMMENTS
Resource Development	Actual	Benchmark				
New Donors : Mission Support	75		Decrease of 28 from Jan 2017			
New Donors YTD -Contribution= / > \$1200	4		An increase of 3 from prior year (PY reported as \$500+)			
Median GC Gift Amount	\$ 50.00		No change from prior year.			
Renewed Mission Support Donor %	36%	40%	Benchmark reflects a NFP Standard / Increase of 7% from prior year			
Renewed Keystone members/Specialty	8		Decrease of 7 from prior year			
New Keystone members/Specialty Buil	3		No change from prior year			
						COMMENTS
Board Engagement	Actual	Benchmark				
Board Meeting Attendance	61%	80%	80% Best Practice Recommendation			
Board Percentage (personal giving ytd %)	8%	100%	Per HFHSL Statement of Commitment; Decrease of 29% from prior year.			
Board Giving (Total \$ YTD)	\$3,000		Decrease of \$5860 from prior year			

Habitat for Humanity of Saint Louis

Dashboard

as of February 2018

Income and Expenses						
	YTD Actual	YTD Budget	%	Annual Budget	Prior Year YTD	
Mission Support	\$37,699	\$72,586	52%	\$1,107,265	\$99,977	Mission support balanced with RD during March. YTD budget number adjusted to reflect projections of timing.
Restricted Contributions	\$5,000	\$1,000		\$100,000	\$5,040	
Total RD Revenue	\$42,699	\$73,586	58%	\$1,207,265	\$105,017	
Construction Grants	\$0	\$47,000		\$282,000	\$0	
Total Contributions	\$42,699	\$120,586	35%	\$1,489,265	\$0	
Other Income	\$45,595	\$228,113	20%	\$4,033,873	\$69,912	
House Transfers	\$145,000	\$325,000		\$1,950,000	\$0	
Construction In-kind	\$0	\$11,667		\$140,000	\$5,256	
ReStore Forest Park (FP) Revenue	\$55,669	\$91,876	61%	\$551,250	\$76,205	
ReStore Des Peres (DP) Revenue	\$114,343	\$113,610	101%	\$681,661	\$93,925	
Total Income	\$403,306	\$890,852	45%	\$8,846,049	\$350,315	
Operating Expenditures	\$461,682	\$585,880	79%	\$5,455,766	\$441,273	
Home Construction	\$147,181	\$419,246	35%	\$2,515,483	\$104	
Total Expenditures	\$608,863	\$1,005,126	61%	\$7,971,249	\$441,377	
Net Profit (Loss)	(\$205,557)	(\$114,274)		\$874,800	\$91,062	
ReStore Forest Park Profit (Loss)	\$8,797	\$37,861	23%	\$147,148	\$28,344	
ReStore Des Peres Profit (Loss)	\$53,222	\$54,589	97%	\$ 253,922	\$43,527	
	Principal Bal	High Limit				
3830 South Grand / Royal TEBF	\$2,040,000	\$2,040,000	The full amount had to be booked as it was loaned in order to purchase tax exempt bonds. To date, \$1,196,668 has been drawn.			
Royal Bank LOC	\$230,229	\$380,229				
Royal Bank LOC	\$800,000	\$800,000				
Peoples Bank LOC	\$885,986	\$886,000				
1st Mid Illinois (formerly Cloverleaf) LOC	\$76,500	\$76,500				
	YTD 2017	YTD 2016	Change			
Year/Year Change in Cash	\$24,431	\$82,878	(\$58,447)			
Year/Year AP	\$955,175	\$833,065	\$122,110			
Year/Year Change in Debt	\$1,819,191	\$1,969,886	(\$150,695)			
Mortgages	Actual	Benchmark				
Delinquent Mortgages (90+ days)	0		In 2018 CitiMortgage has written off 24 HFHSL loans for buyers that did not qualify for the modification. The representative expects this to continue but has agreed to notify us prior for possible prevention.			
Open Communication w Representative	See Note					
Total Mortgage Portfolio						
Delinquency Percentage						
Construction	Actual	Benchmark				
Housing Units Closed	1					
Housing Units Under Construction	11					
Construction In Progress	\$1,246,561					
Cost/Closed	\$113,323		Average Inkind per closed home = \$13,978			
Financial Donor Volunteer Days	1		1 of 1 possible build days, 1 (of 5 possible days) ReStore groups			
Homeowner Applications Distributed	79		52 of 79 returned 66%, 5 @ address selection, 17 new Tier 2			
Lots Available	19		Ownership or Option			
Vacant Homes	0		All vacancies are pending title issue resolution/ Wellston (5) Vacant Lots			
ReStore	Actual	Benchmark				
Average Number of Transactions FP	1349		Per Month and Per Customer (not per item)/ +57 from prior report; -110 from prior year.			
Average Number of Transactions DP	1398		Per Month and Customer, +6 from prior report, +15 from prior year			
Average Sales Per Square Foot FP	\$13.35	\$22.71	HFHI median of stores similar sqft (25k), open 18 months + / - .66 from prior report, -4.96 from prior year.			
Average Sales Per Square Foot DP	\$17.15	\$23.99	Benchmark (40k sqft as basis)/+1.36 from prior report; +3.04 from prior year.			
Total pickups/drop-offs this month	475		115 Pick-Ups/56 drop offs FP/304 drop offs DP.			
						COMMENTS
Resource Development	Actual	Benchmark				
New Donors : Mission Support	91		Increase of 16 from prior report / decrease of 35 from prior year			
New Donors YTD -Contribution= / > \$1200	3		Same as prior report (report correction from Jan) / same as prior year			
Median GC Gift Amount	\$ 50.00		No change from prior year.			
Renewed Mission Support Donor %	35%	40%	Benchmark reflects a NFP Standard / Increase of 6% from prior year			
Renewed Keystone members/Specialty	20		Increase of 12 from prior report / decrease of 19 from prior year			
New Keystone members/Specialty Buil	4		Increase of 1 from prior report / decrease of 4 from prior year			
						COMMENTS
Board Engagement	Actual	Benchmark				
Board Meeting Attendance	61%	80%	80% Best Practice Recommendation			
Board Percentage (personal giving ytd %	17%	100%	Per HFHSL Statement of Commitment; Increase of 11% prior report , Decrease of 25%from prior year.			
Board Giving (Total \$ YTD)	\$4,550		Increase of \$1550 from prior report / decrease of \$10,910 from prior year			

Habitat for Humanity Saint Louis Board of Directors Meeting
Tuesday, March 27, 2018
CEO Report

Successes and Shout Outs!

2018 Board Retreat Outcomes (Small Group Outcomes attached)

The Strategic Topic will focus on outcomes attached, priorities as identified by staff, an update on opportunities and will also allow for time for small group discussion for those needed. One on ones were held (by request) with those unable to attend the Retreat.

HFHSL Headquarters: Board Retreat Outcome 2014

Relocation fast approaching!

Construction at 3830 S. Grand is ongoing as is prep for move out of 3763 Forest Park. As a reminder, per terms of lease with Midas Hospitality, we must vacate Forest Park by end of day April 27th. A **tentative** calendar is noted below with further updates to be provided at the March meeting –

Last business day at Forest Park (ReStore)	Saturday, March 31 st
Soft Opening at Grand (ReStore)	Tuesday, April 17 th
Media Hard Hat Tour	Wednesday, April 4 th
Movers at Forest Park (Admin)	Thursday, April 19 th and/or Friday, April 20 th
Ribbon Cutting and Grand Opening	April 26 th , May 1 st or May 3 rd
Landscaping Day w Faith Based partners	May 5 th
Appreciation Event for Partners/Weekly Volunteers	TBD

In response to the “March Building Update” email below, 26 members voted in favor (80% or 24 required for an electronic vote, per bylaws) with 4 no responses.

The information below was previously sent to all members of the 2018 Executive Committee and members of the Facility Needs Taskforce and is now being distributed to the full Board with their recommendation. If you previously provided a response, as a member of either of these groups, you do not need to reply again.

The renovations of the 3830 South Grand are well underway and we are on target (albeit with no days to spare!) for an April relocation.

In the process of renovation, we have encountered a few unknown conditions that for the most part we have been able to balance expenditure wise by reducing other cost line items. A couple of examples of decisions that have or are being made includes –

- A reduction in the original plan for floor finishes was implemented with savings used to replace all glass and glazing on the front atrium (originally budget called to replace some but after winter weather, we observed ongoing breakage that would have led to building leaks).*
- Additionally, we are currently awaiting more information on costs for the lights in the parking lot. To replace all poles, lights (change to LED), and replace underground conduit (which is currently inoperable so lights are strung overhead) will be \$71k. To control cost, we have passed on this amount and asked for cost to get current lights with existing poles (and overhead wiring) working AND to stub in conduit while the parking lot is being revamped so that we avoid ripping up the lot eventually.*

The current estimate from Lauren Talley, Project Manager (on loan from Cushman Wakefield) is that through self performance and/or the “trade off’s” such as the one described in the first bullet point above, we have been able to absorb approximately \$120k in overages

However, most troublesome was the existence of underground, connected trenches that due to size and location (mostly within the ReStore) required structural “fill” (steel and concrete) in order to ensure that we would not have issues with forklift traffic or pallet weight. An estimate of \$70k in donations of steel and

concrete was procured to minimize costs but it was still an expense (both in money and time) related to an unknown condition.

From the original \$2 million in approval, we currently estimate an overage of just under \$50k. However, over the next 30 days, there may be additional exposure related to expense(s) for the lights referenced above, the roof and the parking lot. As such, I would like to request of the full Board, with a recommendation from the groups included on this email, approval for up to an additional \$100k. All monies will continue to flow through SM Wilson, and the title company and will NOT be drawn unless absolutely necessary (meaning we will continue to offset as possible).

For consideration –

- The As Built Appraisal prepared for Royal Bank is \$3,565,000 (including out lot).
- The out lot is currently on the market for \$18.00 psf. At this amount, we would recognize between \$780k and \$800k in revenue. Marketing materials were distributed on January 19th and, to date, seven entities have expressed interest with two of them being recently vetted with the Alderman and follow up occurring.
- Since the analysis provided in September 2017 (see excerpt below), bond financing was approved and the lower interest rate will result in an additional \$21,660 in savings on an annual basis.

Going Forward Cost:

Below is a cost comparison that depicts both the increase/decrease based on “Roof Over Our Head” (3830 South Grand vs Current Location) or Debt Service related to debt that has been paid in full since the sale of 3763 Forest Park Avenue.

3830 South Grand vs Roof Over Our Head @ \$2 million = Increased out of pocket expense of \$30,012 at worst rate - to - \$23,460 at best rate.

3830 South Grand vs Debt Service Prior to Sale @ \$2 million = Decreased out of pocket expense of \$49,188 at worst rate – to - \$55,920 at best rate.

The outparcel is being actively marketed – 5 to 7 entities have responded indicating interest and the various uses have been vetted with the Alderman.

Mortgage Loan Fund: Board Retreat Outcome 2015

Work on the establishment of a Mortgage Loan Fund (MLF) is in final stage. Bob West (much thanks!) and Habitat staff have been working very closely with the attorneys for Midland States Bank to finalize the Loan Purchase and Servicing Agreement, and the associated Construction Loan Agreement. Once the documents are signed, Midland will deposit \$2 million into the MLF to be used for the purchase of Habitat originated mortgages (Tier 2 applicants). We anticipate finalization and signing of the documents around the end of March or first week of April. A closing meeting with relevant staff has been held and the first families to be processed from the MLF will be those interested in purchasing homes under construction and/or planned within Hazelwood and Lookaway 2.

Neighborhoods/ Home Construction/Homebuyers

St. Louis City:

Scattered South City Sites: Construction in progress was stalled while staff and volunteers focused on the work being self-performed at 3830 South Grand. Volunteers and staff have returned to the sites as of March 10th with a late May, early June closing anticipated. All homes have been sold to bank qualified applicants.

The 2018 KMOV house will be houses! Two KMOV “Home for the Holidays” homes will be built on sites immediately adjacent to one another and already owned within South City. Construction is slated to begin November 1st with dedication to occur November 19th.

Tiffany Phase 2: Permitting is anticipated during March with construction to begin in June.

La Saison: (previously noted as New City Build): A partnership with the St. Louis Housing Authority for 10 sites in near south city that remain as part of a Hope VI development. The SLHA subsidy (through HUD funds) is \$81,850 per home (\$818,500 total). The development also includes \$150,000 in AHTF (applicable to 4

homes -as approved by Affordable Housing Trust Fund staff). A term sheet has been completed and a contract is pending. The community engagement period is slated to occur during April, with a June 1st conveyance of property, July permitting, and the blitz of our 400th home beginning August 20th.

Lookaway 2: The second phase of Lookaway received an allocation from AHTF of \$350,000 as part of the late 2017 awards. Spring 2019 build planned.

St. Louis County:

Staffing has changed for real estate and community development in the St. Louis County Executive's office. While Jim Holtzman remains as the head of the Office of Community Development, Shannon Koenig, who previously served as the Manager of the CDBG portion, is now the liaison to the County Executive's office. We met last week about \$450,000 for 5 homes request (joint venture with the Housing Partnership, formerly Lemay Housing). She is very supportive and knew our project was on the list of recommended projects for funds from the coming from the Kingston payback (an apartment complex that had previously received funding and is now being sold).

Board Governance

With regrets, Rashda Buttar has resigned from the Board of Directors. The demographics of the Board as of current membership are below. Suggestions for "Class of 2019" always welcomed –

- Currently 30 members strong (with one opening). Nationally, 80% of boards have fewer than 20 members.
- Male 40% / Female 60% (National average: Male 54% / Female 46%)
- White 70% / Non-White 30% (National average: White 90% / Non-White 10%)
- Affiliation: Business or Corporate – 24%, Construction 26%, Finance 14%, HR/Legal – 16%, Community 17%
- Board Length of Service – Year 3 or less 50%, 4 to 6 years 33%, 6+ years 17%
- Age of Board members; 40 and under 23%, 41-59 64%, 60+ 13%

HFHI (Action Needed)

Prior to April 2, 2018 (see italicized portion below), we must complete our FY2018 Affiliated Organization Covenant and Quality Assurance checklist (QAC) documents. Documents reflect an approval by the Board as well as an indication of members in attendance. The agreement follows;

Preface: Habitat for Humanity International and Habitat for Humanity U.S. affiliated organizations work to create decent, affordable housing in partnership with those in need and to make shelter a matter of conscience with people everywhere. This Covenant outlines the relationship between Habitat for Humanity International and its affiliated organizations in the United States.

Mission vision: A world where everyone has a decent place to live.

Mission statement: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Agreement to covenant: In recognition of the Principles stated in this Covenant, **Habitat for Humanity International** and **Saint Louis, HFH** covenant as follows.

Habitat for Humanity International covenants:

- To support the work of Habitat for Humanity affiliated organizations through program development, communication, learning opportunities, advocacy, and protecting and promoting the good name of Habitat for Humanity;
- To coordinate global fundraising efforts;
- To create a global movement around the need for decent and affordable housing;
- To administer tithe funds contributed by affiliates in support of the efforts of Habitat for Humanity national organizations and affiliates.

Saint Louis, HFH covenants:

- To support the work of Habitat for Humanity affiliated organizations through program development, communication, learning opportunities, advocacy, and protecting and promoting the good name of Habitat for Humanity;
- To comply with the minimum operational standards contained in an annual certification process;
- To conduct its operations within its defined service area;
- To tithe for Habitat for Humanity's housing work outside the United States;

- To reject any support that is conditioned on deviating from the Mission Principles or other approved policies and practices;
- To conduct its operations in a manner that protects and promotes the good name of Habitat for Humanity and contributes to the growth of the Habitat for Humanity movement and is in the best interests of other affiliates and of Habitat for Humanity International, including, but not limited to, actions that are specified in this covenant and in Habitat for Humanity policies.

Historically, the QAC has been reviewed by the Board at the September meeting for October submittal. However, the document was recently revised by the Policy Committee and approved by US Council with the following changes. Distribution was held until late November pending the completion of the new document. The QAC is 29 questions divided into two sections with a required response of either Yes, No - Policy/procedure in this area is in progress or pending board resolution or No -We understand we are not adhering to the standard and there are no plans to change. The QAC contains standards and practices that are expected of each affiliate. As required by the US Affiliation Agreement, affiliates must exercise their best efforts to comply with each of the standards. Failure to meet these standards can potentially affect good standing and result in other disciplinary action. The QAC is divided into two sections.

Section 1: Core Requirements demonstrate sound professional business practices and are also essential to one or more of the following; (a) protection and stewardship of the Habitat for Humanity brand and national reputation; (b) preservation of Habitat for Humanity's reputation and credibility with national, state and local government funders; 9c) demonstration of practices that are considered critical by insurers; and (d) demonstration of compliance with core Habitat for Humanity policies or other legal requirements binding on affiliates. While all of the QAC requirements are critical, non-compliance with a Core Requirement poses a potentially greater risk on the Habitat for Humanity network as a whole.

Section 2: Other Essential Practices demonstrate sound, professional business practices and also demonstrate compliance with core Habitat for Humanity policies or other legal requirement binding on affiliates.

A full copy of all QAC questions/answers will be circulated during the meeting and/or is available upon request. Of the 29 questions, our response was yes to all but one (question 7) related to loan originator activities as that activity is in progress (Process for State of MO affiliates was just resolved and appropriate staff are in process of taking on line classes).

HFHI Policy Committee: Per a recent conference call meeting of the Policy Committee, the Policy Committee will be recommending to US Council an extension of SOSI (Stewardship and Sustainability Initiative – Affiliate Service Fee) for two additional years. If the extension is not approved, SOSI will expire as of July 2019. The recommendation will be reviewed by US Council at the May meeting and, if approved, posted for comments by affiliates for a 45-day period.

Account Name	Keystone Giving Circle Levels	Committed Donation Amount	2018 Donor Notes	Natural Partner
Anheuser Busch Foundation	Developers Circle	\$ 100,000.00	Onsite, plus extra engagement events	Kimverly McKinney, Harper Zielonko, Marisa Botta
Wells Fargo Advisors	Architects Circle	\$ 80,000.00	75,000 From Advisers- possible extra funding	Harper Zielonko
KMOV TV Home 4 the Holidays	Builders Circle	\$ 60,000.00	Partners unknown at this time. Will be two homes in South City	Kimberly McKinney, Harper Zielonko
Spire	Builders Circle	\$ 50,000.00	400th home sponsor, match challenge	Kimberly McKinney, Harper Zielonko
Manchester UMC	Carpenters Circle	\$ 16,000.00	partnership absolved. Church is giving alone	Harper Zielonko
Ladue Chapel	Carpenters Circle	\$ 12,500.00		Harper Zielonko
Ashinger Electric Company	Carpenters Circle	\$ 10,000.00	AHAP	Kimberly McKinney, Deirdre Schaneman
ArcBest	Carpenters Circle	\$ 10,000.00	ABF Freight - new donor	Harper Zielonko
Nidec	Framers Circle	\$ 5,000.00		Kimberly McKinney
Bob & Kathy West	Framers Circle	\$ 5,000.00	2018 Board Commitment	Kimberly McKinney
Bodine Aluminum	Framers Circle	\$ 5,000.00	grant application	Deirdre Schaneman
Opus Foundation	Framers Circle	\$ 5,000.00	Working a half day for their KC and STL office	Harper Zielonko
Diann Cage Design Co	Framers Circle	\$ 5,000.00	2018 Board Commitment	Kimberly McKinney
Ladue High School	Framers Circle	\$ 5,000.00	Chapus Chapter fundraising	Harper Zielonko
Amy Berg	Crew Member	\$ 2,500.00	2018 Board Commitment	Kimberly McKinney
Linda Loewenstein	Crew Member	\$ 3,300.00	2018 Board Commitment	Kimberly McKinney
Rick & Mary Anne Roberts	Crew Member	\$ 2,500.00	AHAP	Deirdre Schaneman
Brad & Heather Strahorn	Builders Club Team	\$ 3,000.00	2 Builders Club teams- new donor	Harper Zielonko
Crawford Butz	Builders Club Team	\$ 2,500.00	New donor	Harper Zielonko
Interfaith Community Partnership	Builders Club Team	\$ 2,000.00	TwoStory Builders Club Team	Harper Zielonko



Development Council Meeting

Date & Time: March 6, 2018

Location: St. Louis Title, LLC. 7701 Forsyth Blvd Suite 200, Clayton MO 63105

Parking: St. Louis Title can validate both outdoor parking available off Hanley, garage parking available of Forsyth

In attendance: Phil Minden, Kathy Sorkin, Kimberly McKinney, Harper Zielonko, Nat Walsh, Tom Murphy, Alex Kuehling, & Glenda Jehle.

- **Welcome and Introduction**
Nat Walsh- Development Council Chair
- **Habitat for Humanity Saint Louis 2018 Construction Update and Year Ahead**
Kimberly McKinney –CEO Habitat for Humanity Saint Louis
- **Relocation update-** Construction on 3830 S Grand is well underway after all kinds of fun surprises. The plan currently is to close the Restore in Midtown at the end of March and begin shifting shelving and merchandise to the new location. Hoping for a soft opening around April 17th. The new ReStore hours will be consistent across both stores Tuesday-Sunday 10am-6pm. We must be out of our current building by April 27th. Moving the admin offices is expected in the week to two weeks before.
- **Relocation events:** We will have multiple events scheduled around the relocation to allow people to tour the new building. Each event will be targeted to a new audience.
 - **April 4th** – Media hard hat tour 7:30-9:30am
 - **Late April** – Corporate Donors and prospect open house
 - **May 5th** – Ecumenical landscaping day and blessing
 - **May 31st evening (3830 Grand) & June 7th (ReStore Des Peres)** open house for individual donors and prospects. Come meet Habitat!
 - **Events to come:** Thank you event for construction volunteers and Vendors
- **Look ahead to 2018 build** – Finishing 5 homes in South City which all already have homebuyers, Also finishing 3 homes in Hazelwood. At least three new homes in historic Tiffany. These homes are slated to start in June. 10 new homes in the La Saison neighborhood where we will be building two story with garage attachments. Two homes this year with KMOV that will be built in South City. Lots have already been identified. The second phase of Lookaway Summit will most likely not start until the 2019 build year.

- **2018 Development Council Projects**

Harper Zielonko- Resource Development Relationship Manager

- Executive Build- Shifting to end of quarter- 3 builds in 2018 \$500 donation per person. June 15th, Sept 21st, & December 7th.
- Tiny House Project – Moved to 2018. Debut June 2nd. We will be selling raffle tickets for \$100. 150,000 tickets available. We do have an organization willing to take the house if the winner does not want the actual house. Tickets will be available online in early May when our new website goes live.
- 400th Home- August 20th-25th- Spire as the house and summer match sponsor. Committed at \$50,000. This home will be in the new La Saison neighborhood where Habitat will be building 10 homes this fall.
- New members – Please encourage new contact to come to a DC meeting and try it out. We would love to see new faces and industries around the table.

- Next meetings? May 1st

Habitat Events:

- DIY Tournament with Rescued Furnishings April 14th, Auction April 28th
- Rose Relay- Women's Charity fundraiser in the CWE May 19th
- Sample Soulard Sunday June 3rd
- 400 hours of giving August 3rd-5th
- UnGala event September 20th

“A world where everyone has a decent place to live.”



Finance Committee Minutes January 23, 2018

Mission Statement: The objective of the Finance committee is to support long-term growth and stability through effective stewardship of all financial affairs. This stewardship will include recommendations and counsel to the board and staff related to: current financial situation; financing and mortgage policies, procedures and practices; accounting and control policies, procedures and practices; annual and long-term financial plans.

Facilitator(s): Dan Cierpiot, Julia Hart
Scribe: Sabrina Stahl
Attendees: Bob Frank, Stephen Westbrooks, Roger Brown, Judy Cromer, Rick Sullivan

Approval of Minutes

- Roger Brown moved to approve the minutes of November 21, 2017. Bob Frank seconded.
- All in attendance approved and there were no objections or abstentions.

Updates

- Dan let everyone know that the budget presented at the last meeting passed the board.
- New Building updates:
 - Building purchase was finalized Nov 30, 2017
 - Construction started immediately, and the building will need around \$2M worth of improvements before being occupied
 - Habitat for Humanity owns the new building, which has an out-parcel, that is on the market, with hopes to be sold for at least \$500,000
 - The building will have a 750-square foot tenant space, that is potentially leased to Royal Banks
 - Building improvements are being financed using tax exempt bond financing with Royal Banks at an interest rate of 3.3%
- Tax-exempt bond financing closed on December 20 and will be interest only for up to two years.
- Due diligence for the New Market Tax Credit was also completed and transaction was closed on December 20, with a net in cash of just over \$250,000, which will be used to pay down construction accounts payable.
- Work is still being finalized on the Mortgage Loan Fund, which is expected to close mid to late February. This fund will allow financing for more Tier 2 buyers, permitting us to have buyers ready at the beginning of a project. It will also be able to be used to borrow for construction expenses.

Looking into 2018

- The Project Development Committee will be resurrected.
- Construction will finish the South City scattered site builds, and the completed Hazelwood homes will be sold



- New builds will include Tiffany Phase 2 (6 houses), La Saison (10 houses) and possibly beginning Lookaway Phase 2, although this may move to 2019. As well, the KMOV build is potentially going to include two houses this year on Virginia.
- Habitat for Humanity is looking at the potential to close on 26-27 homes in 2018.

December 2017 Results

- Julia reported a preliminary year end surplus of \$1,137,772. Fundraising Revenue ended the year at 78% of budget, ReStore Forest Park at 81% and ReStore Des Peres at 111% of budget.
- AHAP check exchange revenue ended the year at \$1,259,172 vs \$524,053 budgeted. AHAP capacity building revenue ended the year at \$10,000 vs. \$880,000 budgeted. Check exchanges were transacted with Chapman Ventures, Midas Forest Park, and Schnuck Markets in 2017.
- Cash is up \$70k YOY and payables are down \$863k YOY.
- The year ended with 11 homes sold vs 15 budgeted.
- The Trending report showed a preliminary surplus of \$1,137,772 at year end vs. \$550,449 budgeted.

Announcement and Adjournment

Next Meeting: February 27, 2018 – Habitat for Humanity Saint Louis
Topics to be covered: January, 2018



Finance Committee Minutes February 27, 2018

Mission Statement: The objective of the Finance committee is to support long-term growth and stability through effective stewardship of all financial affairs. This stewardship will include recommendations and counsel to the board and staff related to: current financial situation; financing and mortgage policies, procedures and practices; accounting and control policies, procedures and practices; annual and long-term financial plans.

Facilitator(s): Dan Cierpiot, Julia Hart
Scribe: Sabrina Stahl
Attendees: Chris Roetheli, Bob Frank, Lisa Blamy

Approval of Minutes

- Bob Frank moved to approve the minutes of January 23, 2018. Chris Roetheli seconded.
- All in attendance approved and there were no objections or abstentions.

Updates

- The meeting began by being updated and viewing pictures of the new administration building at 3830 S. Grand.
- Julia reminded everyone that we are still working to balance and close 2017, and prepare for the Audit.
- Dan announced that we received a grant from Jefferson Solid Waste to buy a brand new ReStore truck.
- Also, Ameren will be donating a boom truck to be used in construction.
- At the end of 2017, Habitat for Humanity St. Louis had 14 carry forward homes. The tentative plan for 2018 is to finish the South City scattered sites and then move onto the new builds at La Saison and then to the second phase of the Tiffany neighborhood.

December 2017 Results – in Financial Reports

- 2017 is now at a surplus of \$1,111,230. Fundraising Revenue ended the year at 79% of budget, ReStore Forest Park at 81% and ReStore Des Peres at 111% of budget.
- AHAP check exchange revenue ended the year at \$1,259,172 vs \$524,053 budgeted. AHAP capacity building revenue ended the year at \$10,000 vs. \$880,000 budgeted. Check exchanges were transacted with Chapman Ventures, Midas Forest Park, and Schnuck Markets in 2017.
- Cash is up \$72k YOY and payables are down \$720k YOY.
- The year ended with 11 homes closed vs 15 budgeted.

January 2018 Results – in Financial Reports

- With only one month in, most activity is in both the GAAP Trended for the year and the 2018 Cash Flow Projection. Both reflect sales of 6 homes carried over from 2017, 8 homes newly built, and the sale of an in-house mortgage (10068 Lookaway). Julia said



that next month's projections would include sale of in-house mortgages for 259 Gladys and 9109 Meadowbrook.

Announcement and Adjournment

Next Meeting: March 20, 2018 – Habitat for Humanity Saint Louis

Topics to be covered: February, 2017 Financial Reports, Preliminary 2017 Financial Reports,



Leading Edge Committee Meeting Minutes

To: Leading Edge Committee Members and HFHSL Board of Directors
From: Joe Fetter, HFHSL Volunteer Services Manager
Date: January 24, 2018 @ HFHSL Boardroom
Attendees: Paul Tohl (chair), Bill Schwartz, Kathy Ryan, John Beaury, Erica Flanagan, Bob Miller, Bob Frank, Bob Fayman, Kevin Rapp (HFHSL PM), Joe Fetter (HFHSL VSM)
Absent: Steve Moore

I. Welcome – 5:00pm

Paul Tohl, Leading Edge Chair

II. Approved December 2017 Minutes

- a. December 2017 minutes reviewed
- b. Bob Frank moves to adopt the minutes as written. Bob Miller seconds.
- c. December 2017 minutes are approved.

III. Sub-Committee 2017 Updates

a. Leadership Recruitment & Retention (R&R) Subcommittee

- i. The subcommittee will continue to refrain from actively recruiting at volunteer orientations.
- ii. VSM will begin to include in meeting agendas a rough estimate of how many new and active CLTs we have on the rolls.
- iii. Bob Frank: Finance Committee reported that we plan on building 16+ homes this year, in addition to finishing current ones. Bob brought up that we may not have enough Construction Leadership for this, and someone on the Fin. Comm. Suggested reaching out to unions a recruiting recent retirees to help with leadership.
 1. Bob Miller asks if they would have to go through CLT training, or would we plug them in as CLs right away.
 2. Kevin suggests asking Kyle first. These people could be very set in their ways and have trouble adapting to the Habitat way in such a short time.
 3. Erica suggests reaching out to other nearby Habitat affiliates (i.e. St. Charles) to see if we can borrow their volunteers for a temporary fix.
 4. The shortfall may not actually be that bad. Worst case scenario would be having 10 houses going at once, which would require 20 CLs. But the odds of having that many houses going on the same day are slim.
 5. Bob Frank suggests sending an email to 2016-2018 CLTs to let them know we'll have a lot of opportunities this year, to drum up support.
 6. Bob Miller suggests looking into assigning 2-3 CLs each to specific stages of construction in the La Saison houses. This could potentially be a more efficient use of CLs.

b. Leadership Training Sub-Committee

- i. Trainings still on hold for now, until we have a more concrete build schedule.
 1. There's a possibility of ICF Block training at the La Saison houses.
 2. At 5019 Ulena and Anistasia, there's also a possibility for Flooring Training, if we don't need build days for sponsor groups, and if we're willing to buy flooring for a house that hasn't been sold yet (Anistasia).
 3. Bob Miller suggests the possibility of having a lecture-type training for CLTs, to give them a very broad overview of the CLT position and what to expect on a build day.
 - a. Kevin suggests having a weeknight, 1.5 hr lecture on a specific task (i.e. ICF blocks) about 1 or 2 weeks before we will be doing it on-site.
- ii. Mentorship Program
 1. Bob Frank and Bob Miller will work on a draft of guidelines and protocols of the mentorship program for the next meeting.

IV. Construction Leadership Dinner

- a. Saturday, March 10th, 5:30pm-7:30pm at RSDP
- b. Presentation Topics
 - i. Paul Tohl will give general update on Leading Edge activities
 - ii. Bob Frank will present on leadership numbers: how many CLs/CLTs we engaged last year; how many we expect to engage this year, etc.
 - iii. The committee will reach out to Mike Miller and ask him to do a safety presentation
- c. John Beaury suggests having two screens so people on the tables at the edge of the room can see better (or change the set-up so there are no blind spots).
 - i. Bob Miller might be able to provide equipment that can project on two screens at once.
- d. CLT promotion to CL
 - i. Committee suggested Erica Flanagan, Emily Pierre, Bob Schepers, Nick Mazza, and Stacy Fearnley

V. Upcoming LE Committee Meetings

- a. **Leading Edge Committee:** Wednesday, February 28th, 2018; 6pm at HFHSL Boardroom

VI. Meeting Adjourned – 7:15pm



Leading Edge Committee Meeting Minutes

To: Leading Edge Committee Members and HFHSL Board of Directors
From: Joe Fetter, HFHSL Volunteer Services Manager
Date: February 28, 2018 @ HFHSL Boardroom
Attendees: Paul Tohl (chair), Bill Schwartz, Kathy Ryan, John Beaury, Erica Flanagan, Bob Miller, Bob Frank, Bob Fayman, Joe Fetter (HFHSL VSM)
Absent: Steve Moore, Kevin Rapp

I. Welcome – 5:00pm

Paul Tohl, Leading Edge Chair

II. Approved January 2018 Minutes

- a. January 2018 minutes reviewed
- b. Line IV.d.ii should be deleted, as construction staff had not yet approved the CLT promotions.
- c. Bob Frank moves to accept the minutes as edited. Bob Miller seconds.
- d. January 2018 minutes are approved.

III. Sub-Committee 2017 Updates

a. Leadership Recruitment & Retention (R&R) Subcommittee

- i. Subcommittee is reaching out to three CLTs that expressed interest in February orientation.
- ii. So far in 2018, 14 new CLTs have expressed interest.
- iii. VSM has gotten a good response from CLTs for upcoming Saturdays in March-May.

b. Leadership Training Sub-Committee

- i. Trainings still on hold for now, until we have a more concrete build schedule.
 1. The Tiny House is moving to ReStore Des Peres, and there may be an opportunity for a siding training (though this is unlikely).
 2. Possible flooring training at Indiana and Ulena, but would have to check with construction.
 3. Now would be a good time for a CLT 101 training, since we've gotten a lot of new CLTs lately. We could look into doing this either in conjunction with the Tiny House, or in May in the new Construction Warehouse.

c. Mentorship Program

- i. Bob Frank presents/discusses his first draft of the mentorship program guidelines.
- ii. Bob Miller says that when he was originally approached to start the mentorship program, the purposes and goals were very ambiguous. But Bob Frank's guidelines are a very good starting point for the program.

- IV. CLT Promotions**
 - a. Erica Flanagan and Bob Schepers have accepted promotions to Construction Leader.
 - b. The other 3 that were considered – Emily Pierre, Stacy Fearnley, and Nick Mazza – are close, but need a little more guidance. Project managers will give them extra attention when they're on site.
- V. Upcoming LE Committee Meetings**
 - a. **Leading Edge Committee:** Wednesday, March 28th, 2018; 6pm at HFHSL Boardroom
- VI. Meeting Adjourned – 7:15pm**

2018 Board Retreat Small Group Responses	Small Group 1 Amy Bob Charm Doris Emily John Marc Sarah	Small Group 2 Barb Dave Jeff Linda M Nat Nick Peggy	Small Group 3 Carla Kay Kim Lance Linda L. Patty Roger Stephen	Small Group 4 Anna Chris Ed Howard Jami Malaika Marisa Tiffany
Q1 What can/will your group do in resource development in 2018? Refer to Menu of Opportunities/Goal (a group give/get goal)	Raise awareness/money via outside event(s). Metric = # of events. Raise enough money to pay gap in building a house, \$25k-\$45k	"Lofty goal for small group" - to generate \$60k	N/A	\$50k
Q2 We just received a list of 28,000 +/- donor names from HFHI. How can we leverage our groups to reach these potential donors? How can we do the most with the list?	<p>4 events at ReStores</p> <p>Des Peres Event – Invite the HFHI donor list. HFHSL vs HFHL</p> <p>Food Truck Event @ 3830 / invite breweries as well</p> <p>Networking Event(s) @ 3830 – Contractors, Realtors, Developers (CREW)</p> <p>Networking Events @ 3830 for others in the neighborhood – churches, neighborhood associations, book clubs</p> <p>**All Small Group One members to identify any addresses on HHFHI list to contact (like December) / Draft sample letter</p> <p>* Friendraisers – Marc to host / Invite homeowner to share story.</p>	<p>Arranging for corporate meetings and events using the new conference space in the new headquarters (when it is available) and letting Kimberly/staff give tours and tell the Habitat story</p> <p>Have a “Build Day” for corporate sponsors in the new space to complete the ReStore and headquarters build-out (there may not be time to make this work since they are moving in at the end of April)</p>	<p>OPEN HOUSE PARTY 3830 S. Grand: invite a local celebrity as a community draw (Kurt and Brenda Warner; Anais Williams; Cardinals or Blue player; or of course Jimmy Carter - ideally someone with a Habitat connection) Send scripted invites to all current donors and the entire list of International donors - inviting them to the open house and carefully communicating the “give local” message. Goal: with 3,000 qualified names, we hope to get 100 new people to attend. Goal: Board reaches out personally to anyone they know on the International invite and 3-5 key people as a personal invite to the party.</p> <p>NEW LOCATION: Ask all board members to reach out to</p>	<p>Leverage funding around the new building (commemorative brick, conference room naming rights, etc.)</p> <p>Letter/card writing campaign to personal contacts & having letter writing party at Habitat office. (Marisa will bring beer)</p>

	<p>* Build Days – Bob to use build day to invite friends (at a cost) / Sarah - Armstrong Build Day (raise \$)</p> <p>* Create Graphic – a removable donation tickets so that donors can contribute amounts related to specific portion of house/ Add welcome kit items on graphic for items such as contributing for lawn care equipment.</p>		<p>organizations they participate in and offer to host a meeting at the new location in 2018 i.e. invite CREW to host one of their monthly meetings at our location to raise awareness, etc. The idea is that it is very little effort for Habitat, but raises awareness and broadens our reach. (LL will try to set up a CREW meeting in 2018).</p> <p>Continue handwritten notes from the Board to people who have given in the past and have not given in a while and people who have recently donated. Handwritten notes from the board on anyone on the International list that we know personally and/or invite them to a build site.</p> <p>MAILER: we talked about the direct mail approach to reach key zip codes possibly announcing the move to the new location</p> <p>BOARD BUILD DAY: I believe Roger suggested this from our last group and I would still love to see it happen: the concept of creating an e-commerce piece that the Board could email to all their contacts asking, “Please sponsor me” at a Board Build Day with a variety of giving levels to choose from and an auto-reply immediately</p>	
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			thanking donors as they easily send money. We all receive many of these type requests and the key is making it super easy to donate. (LL will volunteer to work with Habitat staff to gather info on building this piece and hope to send out this summer/fall.)	
Q3. What do you need to know or be provided?	Availability of both ReStore for events in '18 / Research concentrated addresses on HFHI list for common theme (local church?)	N/A	N/A	Staff assistance with understanding if local businesses would support efforts/Letter or cards to distribute to potential donors – host a night at the office where board members sign letters.

- May 29th drop date for June 1 – July 31 challenge period – Challenge grant goes out the HFHSL supporters, \$50k Spire grant to be matched with additional \$50k. Mailed appeal.
- August 3rd at 4 pm through August 20th at 8 am. 400 Hours of Giving including a weekend dedicated to Rick Norber (long time Habitat volunteer who passed away in 2017). Online Giving
- 400th Home Blitz. August 20th through 25th in La Saison.
- Monday June 25th at 7pm – Un-Gala kicks off with social media & online live content, runs through 10pm.
- UnGala social media event, September 20th





SAVE THE DATES

EXECUTIVE BUILD

June 15th | September 21st
December 7th

Step outside the office and onto the build site! Grow your network and help us build affordable housing in our community!

*A \$500 minimum donation is required.

Contact Resource Development Manager, Harper Zielonko, at harper@habitatstl.org to learn more and to register, today!



RESERVE YOUR SPOT TODAY!

Pre / Grand Opening Events

Audience	Date / Timing	Audience	Event	Notes
Media Walk Through	April 4 th 7:30 am – 9:30 am	Media and Board Members Only	Breakfast and Hard Hat Tour	Invite sent late March, ongoing follow-up. Confirmed: KTVI live @ 8:40 am
Ribbon Cutting and Open House	May 2 nd 9:30 am – 11:30 am	Elected Officials and Other City Reps., Neighborhood Groups, Keystone Community Partners, Board and Committees, HFHSL Volunteers.	Open House Breakfast with tours of building and program stations (i.e. ReStore station / Family Services / Volunteer/ Construction)	Confirmed with Alderman Cohn, Amy Berg and Lauren. Electronic invite to be sent by March 30 th .
Partners Appreciation Luncheon	May 2 nd 11:30 am – 1 pm Post Open house	Subcontractor and Material Suppliers Weekday Volunteers		Partners list requested from SM Wilson, Cushman, Linda. Joe F to include in weekly E blast to Habitat volunteers
Faith Based Partners	May 5 th 7:30 AM - Afternoon	Pre-Opening, Dedication / and/or Landscaping Day??		
Individuals inc select HFHI names	May 31 st @ Grand June 7 th @ Des Peres 5:30 pm – 7:30 pm	Post Opening	Thursday Open House Happy Hour, Food Trucks, Meet Homeowners, Stations from event above	Request sent to Des Peres 3/19 / Council meeting on April 9th

Important upcoming events and placeholders

Event	Timing	Details	Notes
Construction Leadership Dinner	Sat March 10 th	5:30-7:30 at ReStore Des Peres	
UCC St. Patrick's Day fundraiser	Sat March 17 th lunch and dinner	Hosted at Samuel UCC in Clayton – Take out and dine in meals for Habitat	
DIY Tournament	Sat April 14 th 8:30am-6:30pm (3 rounds)	36 teams start and build items in each round	
DIY Auction	Fri April 27 th - evening	Auction, appetizers, and urban chestnut	\$10-\$20 a person to attend, will need a few volunteers
Rose All-Day	Sat May 19th	Rose event in the Central West End focused on Women's charities. Habitat Women Build will have a station.	Ideally will be selling tiny house raffle tickets

Habitat "Road Show" @ AB	PENDING as – Week of 5/29 Week of 6/12 OR Week of 6/18	Wall(s) framing at AB	
Tiny House	June 1-Sept 1 st	Tiny house will be located at the Chesterfield Parks grounds.	1500 limited tickets to win a tiny house. \$100 each ticket. Drawing date TBD.
Executive Build	June 15, September 21 st , & December 7th		\$500 per person
Spire Summer Challenge Grant Drops	Drops May 29 th , starts June 1, ends July 31st	Spire challenge is \$50,000- challenge will look to raise another \$50,000	
Sample Soulard Sunday	June 3rd	Habitat is taking over coordination of event	3 rd annual event.
400 Hours of Giving/ Rick Norber Weekend of Giving	August 3 at 4pm – August 5 th at Midnight (Rick Norber Weekend of Giving) August 20 th 8am- 400 hours of giving ends	\$\$ amount still to be set	
400 th Home Blitz	August 20-25 th	Blitz will occur in La Saison neighborhood with Spire employees	
Un Gala social media event	September 20 th 7pm-10am	Fundraiser almost entirely web based	
Executive Build	September 21		
Volunteer Appreciation Event	TBD (October)		
KMOV Homes for the Holiday (Build)	Nov 1 – Nov 16		
KMOV Homes for the Holiday Dedication	Nov 19		
Executive Build	Dec 7		

Construction update

Neighborhood	Timeline	Notes
South City	Spring 2018 – Volunteers on site starting March 10th	Finishing Vermont, Indiana, & 5019 Ulena on Saturdays with ecumenical partners starting 3-10. Adding 2 newer Ulena houses in May on Saturdays
Tiffany	Start in June 2018	Three houses, new construction, no dates set. This will be the first available for weekday corporate groups
Hazelwood	Finish in Spring 2018	Landscaping project to be completed ASAP. Looking at early April
La Saison	Start in August 2018 (not public yet)	400 th home blitz set August 20 th , additional to follow
KMOV (South City)	Nov 1-16 th , dedication on Nov 19th	Two homes!