



Board of Directors Meeting  
February 23, 2021

Call to Order	Stephen Westbrook
Mission Moment	Linda Loewenstein
Minutes of November 17, 2021 Meeting	Pattye Taylor-Phillips
CEO Report	Kimberly McKinney
Treasurers Report	Rob Anderson

Committee Reports:

Discussion of any requiring Board action and/or questions regarding written reports.

Other/Open Business

Adjournment of Full Board

**Executive Session *\*as needed***

Adjournment

**MARK YOUR CALENDARS:**

*Upcoming Events*

Tuesday, March 23, 2021

**Board Meeting, 11:30 AM**

Tuesday, April 27, 2021

**Board Meeting, 11:30 AM**

Tuesday, May 25, 2021

**Board Meeting, 11:30 AM**

Tuesday, June 22, 2021

**Board Meeting, 11:30 AM**

“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)  
January 26, 2021 Board Meeting Minutes

The following members of the Board of Directors and other interested parties participated in this Board meeting via conference call to avoid personal contact during the Covid-19 virus outbreak. Participants are listed below:

Stephen Westbrook	Pattye Taylor-Phillips	Paul Woodruff
Subash Alias	Ed Alizadeh	Rob Anderson
Amy Berg	Marisa Botta	Jared Boyd
Jim Del Carmen	Anna Hart	Malaika Horne
Emily Martin	Linda Moen	Kimberly Batteast Moore
Chris Roetheli	Steven Scott	Floyd Simms
Lauren Talley	Josh Udelhofen	Nat Walsh
Bob West	Howard Smith	Linda Loewenstein
Marc Hirshman	Kimberly McKinney	

Stephen Westbrook called the meeting to order at 11:32 am.

Mission Moment: Kimberly Batteast Moore shared her thoughts about Habitat's mission. She recently referred someone to Habitat Saint Louis who wants to apply for the homeowner program. She sees how Habitat delivers hope, changes lives and seeks to put God's love into action. As we live through the Covid pandemic, Habitat's work continues. Kimberly closed with a quote from Maya Angelo.... "Love recognizes no barriers. It jumps hurdles, leaps fences, penetrates walls to arrive at its destination full of hope".

Minutes: A motion to approve the minutes from the November 17, 2020 Board of Directors meeting was made by Jim Del Carmen and seconded by Ed Alizadeh. The motion was approved.

**CEO Report:**

Kimberly reviewed the November & December 2020 dashboards. There were 76 new donors in December, with a total of 402 new donors in 2020 compared to 306 new donors in 2019.

The Brick by Brick program was rolled out as part of the holiday appeal and is now the monthly giving program with suggested giving levels between \$10 to \$100+. Currently we have just over 30 monthly donors (5 new members from the holiday appeal) who account for donations totaling almost \$1500/month. Increasing participation in Brick by Brick will be an ongoing process, and it will take time to build new members. Giving clubs are best proposed to new donors rather than existing donors who are already set in a pattern of giving.

ReStore discount cards (one of the benefits to monthly giving members) have been developed and mailed. The card holder can use this each time they come into the Restore. Customers who want to sign up for the monthly sustainers club in the ReStores can do so online or by calling Resource Development but will not receive or be eligible to use the discount card that day. They must start a pledge and then receive the card by mail. This will ensure any on the spot signups followed by cancellations.

The Spring/Easter Appeal will be sent to select donors (approximately 300) and will be prepped in house with a more personalized approach.

Current grants in development include: Spire (\$50k) – much thanks to Todd Gibson, US Bank (\$30k) – much thanks to Chris Roetheli, and Bank of America (TBD/partial HFHI) and Enterprise Fleet (\$5k) – with thanks to Ed Alizadeh.

KMOV “Home for the Holidays” – There were minimal volunteer workers on site this year, due to Covid-19. We wrapped up the modified version of KMOV Home for the Holidays on November 23, 2020 with two interviews. More on the progress of the home is noted in Gate District update in the Program section below.

### **Program:**

Neighborhoods/Home Construction/Homebuyers:

La Saison: House 1 closed on December 4, 2020. House 2 has been rescheduled to close on 3/26/2021, as family services resolved various issues with the buyer. House 2 and House 3 will close on the same date. As we continue to work without large groups or volunteers, Houses 4 and 5 are projected to close in late May and early July 2021 respectively.

Gate District (across from Tiffany): 5 homes, \$285,800; House 3 which was the site of the KMOV build is slated to close in April. Houses 1 and 2 are under roof but were paused briefly as a subcontractor battled COVID impacting him and his workforce. Excavation will occur for Houses 4 and 5 by the end of January to allow for the in-kind work (labor and materials) being generously donated by CCDI, Clayco and Geotechnology the first week in February (Thanks again Ed!) Based on the current schedule, these two homes will close in November.

Lookaway Phase 2-7 homes, \$446,751: House 1, 711 Lookaway Court is permitted. Bid work has begun with a goal to break ground on this house no later than May and for it to be completed and sold by year end. 3 of 7 houses remain sold – additional homes will come online as volunteers can return. Small groups of weekday volunteers are beginning to return to the homesites.

Art Place Initiative (API): API is a project in Gravois Park just a few blocks east of HFHSL headquarters. In partnership with Kranzberg Arts Foundation, HFHSL by a Master Developers Agreement is acting as General Contractor, with current funding for seven homes – a mix of new construction and rehab. House #1, 3728 Oregon is being framed and is expected to be completed in May. The second house will close 3 months later. Art Place released the first information for homebuyer interest and has received 9 applications to date. As a fee-based service, Habitat will be assisting with the scoring of applicants.

Future Builds:

Tiffany Phase 3 – 3 homes, \$216,287. As approved in November, this property is under contract to be sold based on market rate interest, a home design that is expensive to build (based on Tiffany II) and less subsidy dollars than Tiffany II. The sale is contingent on unwinding Tiffany III property expenses (less than \$11K) from a 2017 New Market Tax Credit transaction. With much involvement and thanks to Donna and Howard Smith (Smith and Associates), the issue remains pending.

University City Phase 3 – 3 homes, \$400,150: No change.

Old North St. Louis Phase 3 – 3 homes, \$270,000. CDA has notified us of a possible sound issue related to the sites identified (and funded), awaiting their review. Site is immediately adjacent to homes built previously on Clinton.

API II – The Affordable Housing Trust Fund request of \$448k requested for a second phase of seven units of affordable homeownership, again in partnership with Kranzberg Arts Foundation was not funded citing a need for additional progress to be made on phase one. The application will be resubmitted as part of the fall 2021 NOFA.

Bevo III – The application for funding submitted for the planned 2021 KMOV Home 4 the Holidays Build was funded \$49,000 from the Affordable Housing Trust Fund. This is a single unit at 4314 Itaska St. and the house is sold.

Board Governance - Welcome new and returning members: Kimberley Batteast Moore, Lauren Talley, Pattye Taylor-Phillips, Paul Woodruff, and Steven M. Scott. Information about our new board members can be found on the Habitat- St. Louis website in the Board section. All board members are invited to review their biography online and provide updates to Kimberly. Work is underway to add the Alumni Board to the habitatstl.org website.

With sincere hope that a Board Retreat may be scheduled if/when pandemic protocols allow, 2021 meetings for now have been scheduled as follows:

February 23	May 25	Sept 28
March 23	June 22	Oct 26
April 27	Aug 24	Nov 30

Please let Kimberly know if you wish to receive meeting dates by Outlook invitation.

Stephen Westbrook, 2021 Board President asked Board Members to review, sign and return the 2021 Board Documents (Statement of Commitment, Volunteer Waiver, and Conflict of Interest). With respect to the statement of Commitment, we strive for 100% board participation. Please return documents to Kimberly by February 19, 2021 and send your donations soon.

Staff updates – There has been no change to those who remain on reduced hours/salary and the State of Missouri Shared Work Program (all RD, all Family Services, most ReStore staff and Kimberly).

With the assistance of Peoples Bank, a second PPP II loan was requested on January 19<sup>th</sup> (also the first day that the SBA began accepting applications from banks of People’s size). Information requested as part of the application supported an ask of \$434,923.

There being no further business for the entire board, the meeting adjourned at 12:00pm. The motion was made by Amy Berg and seconded by Chris Roetheli. The motion was approved. Board Members reconvened into 1 of 4 discussion groups (hosted by Amy Berg, Chris Roetheli, Stephen Westbrook, and Marc Hirshman) meeting via conference and/or video call from 12:30 – 1:00pm.

Respectfully submitted: Pattye Taylor-Phillips, Board Secretary

Habitat for Humanity Saint Louis Dashboard  
as of January 31, 2021

RESOURCE DEVELOPMENT					
	January	YTD	Notes:		
New Donors	16	16			
New Keystone Benefit Members (\$1500+ Annually/Mission Support)	1	1			
Build Benefits Pledged	\$0				
Build Benefits Recd To Date	\$9,600	\$9,600			
Renewed Donors	48%				
BOD Funds Pledged	\$0	\$0			
BOD: Funds Received	\$350	\$350			
BOD % Giving	10%				
BOD Meeting Attendance	68%				
PROGRAM					
Homes Under Construction	9				
Homes Closed	0				
Average Cost / Closed Home	0				
Future Build Sites Available	20	5 LaSaisonII, 7 Lookaway, 3 TiffanyIII, 1 Bevo, 2 Gate Dist., 2 UCity			
Applicants Pipeline	53	115			
Mortgage Loan Fund Balance	\$ 2,590,000	Midland/1st Bank (first 5 comp.), Royal 1, Citizens National/Sterling 5 each			
RESTORE					
	YTD Actual	YTD Budget	%	Annual Budget	Notes
Revenue RSS	\$ 33,444			\$461,986	
Revenue RDP	\$ 47,816			\$ 621,381.00	
ReStore P/L	\$ 39,848			\$ 259,180.00	
# of Donations	556	158 Pick Ups/Drop Offs: 94 RSS and 304 RDP			
FINANCIALS					
<b>Total Income</b>	\$ 598,375			\$8,562,786	
Home Construction	\$ 4,766			\$2,999,225	CIP = \$1,204,088
Operating	\$ 99,697			\$2,902,433	
ReStore	\$ 80,096			\$2,431,074	
<b>Total Expense</b>	\$ 184,559			\$8,332,732	
<b>Net Profit/Loss</b>	\$ 413,816			\$230,055	
	YTD 2021	YTD 2020	Change		
Year/Year Change in Cash	\$ 300,491	\$ 40,523	\$	259,968	
Year/Year AP	\$ 859,292	\$ 1,319,787	\$	(460,495)	
Year/Year Debt	\$ 1,197,659	\$ 1,145,914	\$	51,745	Inc PPP2/\$434,982

**Habitat for Humanity Saint Louis Board of Directors Meeting**  
**Tuesday, February 23, 2021**  
**CEO Report**

**Success and Shout Outs!**

**Resource Development**

**Spring/Easter Appeal**

Slated to drop to approximately 300 on March 12<sup>th</sup>.

**Grants**

In addition to the grants listed last month, applications have been submitted to St. Louis Philanthropic Org (\$10K), and Ladue Chapel (\$10k). Awaiting the opening of multiple grant hubs as we enter "grants season."

**Third Party Benefit**

For the 3rd time in two years we have been selected as a regional Target Circle Partner. Shoppers using the Target app can vote for Habitat Saint Louis as a quarterly partner to receive donation dollars from Target Corporate. 2020 voting rounds resulted in donations of \$3,985 and \$5,399. Outside social media posts, this is completely passive 3rd party fundraising income.

**Keystone Partners/Build Benefits**

In a hopeful sign of times to come, Harper has shared that she has had an increase in call with corporate donors interested in discussion of 2021 build opportunities as contributors through the Keystone program.

**Program**

**Neighborhoods/ Home Construction/Homebuyers**

*La Saison:* Work continues on houses 3, 4 and 5 with closing(s) still slated for March for houses 2 and 3.

*Gate District* (across from Tiffany) - 5 homes, \$285,800: House 3 which was the site of the KMOV build is slated to close in April. Houses 1 and 2 are under roof with rough in of plumbing and HVAC underway. Footing/Foundation work for Houses 4 and 5 as an in-kind contribution being generously donated by CCDI, Clayco and Geotechnology has been delayed due to weather issues.

*Lookaway Phase 2* – 7 homes, \$446,751: House 1, 711 Lookaway Court, is permitted. Bid work has begun with a goal to break ground on this house no later than May and for it to be completed and sold by year end. 3 of 7 houses remain sold – additional homes will come online as volunteers are allowed to return.

*Art Place Initiative (API):* Construction work on House 1 continues with House 2 in development/design. As a fee-based service, Habitat Family Service staff will be assisting with the scoring of applicants the week of February 22<sup>nd</sup>.

**Future Builds:**

*Tiffany Phase 3* – 3 homes, \$216,287 As approved in November, this property was placed under contract to be sold based on market rate interest, a home design that is expensive to build (based on Tiffany II) and less subsidy dollars than Tiffany II. The sale is contingent on unwinding Tiffany III property expenses (less than \$11k) from a 2017 New Market Tax Credit transaction. A verbal update will be provided.

*Those listed below represent no change from the January report:*  
*University City Phase 3* – 3 homes, \$400,150: No change.

*Old North St. Louis Phase 3* – 3 homes, \$270,000. CDA has notified us of a possible sound issue related to the sites identified (and funded), awaiting their review. Site is immediately adjacent to homes built previously on Clinton.  
*API II* – The Affordable Housing Trust Fund request of \$448k requested for a second phase of seven units of affordable homeownership, again in partnership with Kranzberg Arts Foundation was not funded citing a need for additional progress to be made on phase one. The application will be resubmitted as part of the fall 2021 NOFA.  
*Bevo III* – The application for funding submitted for this planned 2021 KMOV Home 4 the Holidays Build was funded (\$49,000) This is a single unit at 4314 Itaska St.

## **Management/General/Covid 19**

### **Staff Updates**

There has been no change to those who remain on reduced hours/salary and the State of MO Shared Work Program (all RD, all Family Services, most ReStore staff and me). Although the 2021 budget was based on a return of all staff to full time/salary as of second quarter, documentation with the State of MO to extend the Shared Work program which currently ends March 27, 2021 as a safeguard.

With the assistance of Peoples Bank, a second PPP loan was requested and received on January 26<sup>th</sup> for \$434,923.

### **3830 South Grand**

As part of the solar canopy installation, work is underway to identify a Habitat homeowner or homeowner youth for the union apprenticeship being offered as part of the program. Thank you to Emily Martin for providing this opportunity.

### **Board Governance**

A reminder that if you have not submitted 2021 Board documents (Statement of Commitment, Conflict of Interest, Volunteer Waiver) to please submit as soon as possible.

#### February Small Groups:

To both continue the process of getting to know one another and to begin a conversation around Board Diversity, the February questions will be as follow below.

From BoardSource: At the most fundamental level, who serves on a board impacts how it functions and the decisions it makes. While board composition is not one-size-fits all, a board that is homogeneous in any way risks having blind spots that negatively impact its ability to make the best decisions and plans for the organization. The blind spots created by a lack of racial and ethnic diversity are particularly concerning, as they may result in strategies and plans that ineffectively address societal challenges and inequities, or even reinforce them.

The levels of board diversity have largely remained unchanged since 1994.

- In 2017, 90% of chief executives and 84% of board members report as Caucasian.
- In 2017, 27% of boards identify as all white. This compares to 25% in 2015.
- Since BoardSource began tracking diversity data through this study in 1994, people of color and ethnic minorities have never represented more than 18% of board membership.

Is our organization's reputation being positively or negatively impacted by our board's current composition vis-à-vis' diversity?

If someone were to make assumptions about our organizational values based on our board composition, what would they be likely to think?

If we were to make a deeper commitment to diversity, inclusion, and equity, what would that mean for our mission, our work, and the people we serve?