



Board of Directors Meeting
April 27, 2021

Join meeting

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Call to Order	Stephen Westbrooks
Mission Moment	Lauren Talley
Minutes of March 23, 2021 Meeting	Pattye Taylor-Phillips
Strategic Topic	The Why of Where We Build Michael Powers, Real Estate Development Manager
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 <i>*as needed</i>	
Adjournment	

MARK YOUR CALENDARS:

Upcoming Events

Tuesday, May 25, 2021

Tuesday, June 22, 2021

Board Meeting, 11:30 AM

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)
March 23, 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
Ed Alizadeh	Rob Anderson	Amy Berg
Marisa Botta	Jared Boyd	Lance Cage
Jim Del Carmen	Todd Gibson	Matt Guymon
Tiffany Harvey-Horton	Malaika Horne	Linda Moen
Kimberly Batteast Moore	LaDawn Ostmann	Steven Scott
Floyd Simms	Lauren Talley	Marc Hirshman
Howard Smith	Bob West	Kimberly McKinney
Harper Zielonko		

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

Mission Moment: Linda Moen shared her thoughts about Habitat's work in the community. Habitat has done a good job building homes and building communities. During the Covid pandemic, many in our community are missing routines, traditions, and celebrations. She challenged board members to reach out to people they have not seen to make sure they feel safe, loved, and at home in their space.

Minutes: Kimberly noted that the February minutes had been corrected to include Matt Guymon's attendance. A motion to approve the minutes from the February 23, 2021 Board of Directors meeting was made by Amy Berg and seconded by Marissa Botta. The motion was approved.

CEO Report:

For Success and Shout Outs, Kimberly expressed thanks to those Board Members who had assisted with information about continuation of remote work and other human resource considerations.

Program:

La Saison: Work continues at houses 3, 4, and 5 with closing(s) still slated for late March for House 2 and early April for House 3. Documentation to close on the acquisition of Phase 2 lots is ongoing.

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. The Footing/Foundation work for Houses 4 and 5 as an in-kind contribution are 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 continues by year end. 3 of 7 houses remain sold – additional homes will come online as volunteers can return.

Art Place Initiative (API): Construction work on House 1 continues with a spring completion anticipated. House 2 is now also under construction. API has provided seven applicants for Habitat Family Service staff to review and score.

Future Builds:

Tiffany Phase 3 – As approved in November, this property was SOLD! Much appreciation to Smith and Associates (Donna Smith and Jill Gilbert) for their assistance.

API II – In partnership with API, an application was submitted to CDA in response to the Spring NOFA.

These 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 build previously on Clinton.

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.

From Family Services: The Family Services Department has spent the last couple of months prepping buyers. This is a broad statement, so to narrow we have been attempting to reconnect with the 200+ applicants that did not follow through with their credit repair plan. This will allow us to potentially fill the gap of need and affordability with families that have not grasped the hope around homeownership. Since the construction build has slowed down due to the environmental restrictions, Family Services Committee agreed that we would not accept new applications presently. With the number of applicants, we already have in our pool vs. the projected number of completed homes over the next two years we can devote more energy into education and long-term planning with unbankable (not MLP ready) families. The virtual education will include 5-6 weeks of financial education, computer literacy targeting seniors, hands-on construction from a distance (Zoom DIY), racial awareness dialogue circles and lawncare and gardening with a master gardener. We are also working to get the Informational workshop videotaped and translated into several different languages. Once complete, the hope is these can be uploaded to the website.

Our team of course continues to stay connected with many of the 400 homeowners already in their homes. The pandemic has rekindled relationships with a handful of buyers that grew apart from our program. The reconnections were not necessarily because they needed us but simply to circle back for peace of mind that everyone was doing well. Since our program targets the working class, many of our homeowners hold “essential worker” positions and thus had and continue to be on the frontline with Covid19. This has had a mixed impact on families. Some owner’s income has increased with little to no effect on their families while others had to juggle decreased hours and increased potential exposure to the virus. As the pandemic has shown a bright light on the systematic issues of poverty, racism, and classism, many of our partner families and their children have tested positive for Coronavirus and/or had to bury loved ones.

There have not been any additional buyers approved for the program since the last report; LaSaison and Gate District remain sold out and we have 3 buyers for Look Away. Our team is working with the Art Place Project and next week will be processing their 7+ applications for credit checks, DTI, and affordability.

Management/General/Covid19

Staff updates – Documentation to extend the Shared Work Program which would have expired on March 27, 2021 has been submitted to the State of Missouri and approved.

Phil Ebeling, an Associate at ReStore Des Peres, has been named the manager for ReStore South Side. Plans are underway to return ReStore to 6 days/week operations (open every day but Monday) as of April 6th but to do so while maintaining employee hours at a level that allows most to continue in the Shared Work Plan. We are training a 3rd Assistant Manager to float between the 2 stores when a manager is out of office.

Board Outcomes

Thank you for the responses and information shared as part of the January (Getting to know you) and February (Board Diversity) small group topics. The feedback from these discussions is being used in a variety of ways – as an example, as a Strategic Topic for future meetings (Individual Giving – March), information being provided to you (the map of Habitat homes) or summarized for next steps and additional conversations.

Rob Anderson provided the Treasurer's Report, which included a review of the February 28, 2021 dashboard. The Finance Committee met last week. They continue to refine and improve the process. ReStore revenues exceeded the budget for both locations through February 2021. There are 11 projected homes in 2021, including the KMOV build in the Fall. Because of PPP loans, and audit adjustments, we are ahead of budget. Overall, performance against budget is better than expected.

The percent of Board Giving is currently 24%. Board members are encouraged to send their contributions to Kimberly earlier in the year if possible.

Resource Development:

Harper Zielonko joined the meeting for a Resource Development discussion about Individual Giving. Individual donors represent the largest area of growth and untapped wealth for our affiliate. However, these donors often require a personal connection and creativity to engage and start giving. How do we do this and where can we use your ideas and engagement?

More on Individual Donors now:

- 35 monthly "*Brick by Brick*" donors (\$8700 annually).
- An average of 1,000 non-corporate donors annually who may be contacted up to 3 times a year through targeted appeals; summer match, winter appeal, and either a spring or fall appeal depending on giving history. We pay very close attention to preferences on being contacted and factor this into # of contacts yearly.
- If the donor has opted into emails, they receive a monthly "*Habitat Happenings*" e-newsletter providing updates on the organization, build updates, and upcoming events. The E-newsletter goes out to 11,000 households with an open rate of about 16% (average by industry standards).

- Donors who are lapsed (have not given in a certain time frame) receive a passive postcard without a financial ask as a reminder Habitat is here and working in their community.

For Discussion:

Based on data from the Giving USA Foundations, *Giving USA 2020* report, 69% of donor giving is from individual donors and 17% from Family Foundations.

- How do we increase monthly “*Brick by Brick*” donors? What are some ideas to recognize and incentivize monthly donors? What would be/is important to you as an individual donor?
- Family Foundations are generally governed by a small group or individual. Are you connected to any charitable family foundations? Do you have a personal connection at a family foundation? Specifically, on the prospect list for Habitat Resource Development Staff are - James S McDonnell Foundation, Potter Foundation, or Alberici Foundation If you do not know anyone with these foundations, are there others that you would like for us to research?

Increase/Recognize/Incentivize:

- Stories and/or video clips - sent to donors or potential donors through email and included in social media - that remind people of their why. Impact of change. Assistance: Todd Gibson, Spire has a visualization team who may be able to assist with resources. Example of this being done well (provided by Jared Boyd): <https://www.stocktondemonstration.org/participant-stories>
- Emphasis on the relevance of the mission (especially in current environment of “home”)
- View donors as customers – one size does not fit all.
- Use statistics and data (as part of one size does not fit all – numbers will be attractive to some donors while others want to hear/see the story).
- To identify individual (or corporate donors) Lauren Talley plans to invite clients on a build day with a financial ask at the end of the day. Linda Loewenstein is planning a birthday party on the build site with donations to Habitat in lieu of gifts.

Family Foundations:

- Lance Cage will assist with introduction to Alberici Foundation; using data re: homeownership impact on health and education.
- Jim Del Carmen suggested speaking with influencers in wealth management to ensure that they know about the Habitat Saint Louis mission and can relay our successes.

Resources/Examples: of materials that will be shared with the Board:

- Industry Challenge
- Brick by Brick materials

As a part of the discussion, there was a question as to when volunteers can resume working on a build site. A date has not yet been determined. HFHI and our insurance provider continue to recommend only regular volunteers (defined as those who volunteer 8 hours a month or more). As an assumption in the 2021 budget, we estimated volunteers would return during the 2nd Quarter 2021.

There being no further business for the entire board, the meeting adjourned at 12:31pm. The motion was made by Todd Gibson and seconded by Linda Moen. The motion was approved.

The Next Meeting is Tuesday, April 27, 2021.

Respectfully submitted: Pattye Taylor-Phillips, Board Secretary

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

RESOURCE DEVELOPMENT		March	YTD	Notes:		
New Donors		7	34			
New Keystone Benefit Members (\$1500+ Annually/Mission Support)		0	1			
Build Benefits Pledged		\$15,000	\$15,000			
Build Benefits Recd To Date		\$145	\$14,765			
Renewed Donors		66%				
BOD Funds Pledged		\$0	\$39,650			
BOD: Funds Received		\$11,950	\$17,750			
BOD % Giving		27%	41%			
BOD Meeting Attendance		72%				
PROGRAM						
Homes Under Construction		9				
Homes Closed		0				
Average Cost / Closed Home		0				
Future Build Sites Available		17	5 LaSaisonII, 7 Lookaway, 1 Bevo, 2 Gate Dist., 2 UCity			
Applicants Pipeline		53	200+			
Mortgage Loan Fund Balance	\$ 2,445,000		Midland/1st Bank/Royal (first 5 comp.), Citizens National/Sterling 5 each			
RESTORE		YTD Actual	YTD Budget	%	Annual Budget	Notes
Revenue RSS	\$ 99,538	\$ 78,496	127%	\$461,986		
Revenue RDP	\$ 138,292	\$ 123,098	112%	\$ 621,381.00		
ReStore P/L	\$ 56,987	\$ (21,475)		\$ 259,180.00		
# of Donations	366	150 Pick Ups/Drop Offs: 23 RSS and 193 RDP				
FINANCIALS						
Total Income	\$ 1,589,573	\$ 911,651		\$8,562,786		
Home Construction	\$ 240,612	\$ 259,134	93%	\$2,999,225	CIP = \$1,253,414	
Operating	\$ 451,563	\$ 569,498	79%	\$2,902,433		
ReStore	\$ 506,991	\$ 515,038	98%	\$2,431,074		
Total Expense	\$ 1,199,166	\$ 1,343,670	89%	\$8,332,732		
Net Profit/Loss	\$ 390,407	\$ (432,019)		\$230,054		
	YTD 2021	YTD 2020		Change		
Year/Year Change in Cash	\$ 180,496	\$ 32,000	\$	148,496		
Year/Year AP	\$ 902,637	\$ 1,252,524	\$	(349,887)		
Year/Year Debt	\$ 1,078,438	\$ 557,612	\$	520,826	Inc PPP2/\$435,316	

Habitat for Humanity Saint Louis Board of Directors Meeting
Tuesday, April 27, 2021
CEO Report

Success and Shout Outs!

Resource Development

Individual Giving

With much thanks to Spire (and Todd Gibson – Much Thanks!), the Summer challenge is back at the \$50k level for a possible \$100k gift total. From June 1 – July 31, gifts up to \$50k will be matched by a contribution from Spire. Electronic and website pieces will mirror the creative and will be provided to the Board prior to June 1st mail drop.

Grants

Recent submittals or in process include application to Home Builders Charitable Foundation.

Third Party Benefit

The most recent participation in Target Circle giving resulted in a \$5071.76 donation. Additionally, the SLU Billikens basketball promotion in partnership with the St. Louis/Kansas City Carpenters Union resulted in a donation of \$2k (the Billikens made 559 baskets for a total of \$1118 and the Carpenters Union generously rounded the amount up to \$2k).

As part of the Rose' Day event, Randall's location in St. Louis will donate \$1 of every bottle of Rose' wine sold to Habitat Saint Louis – additionally, each store will include a Habitat Saint Louis display.

Program

Neighborhoods/ Home Construction/Homebuyers

Volunteers: While HFHI continues to recommend that only regular volunteers be allowed on site, we are in the process of developing what benchmarks would be observed to allow groups to return – as an example, two weeks of the 7-day average being 40 or less – and are also surveying construction staff and leadership. Our target date is June 1st.

La Saison: Work continues houses 4 and 5 with anticipated closings in late May/early June (house 4) and late June/early July (house 5). Closing prep is underway for house 3 and will occur as soon as possible. Documentation to close on the acquisition of Phase 2 lots also continues.

Gate District (across from Tiffany) - 5 homes, \$285,800: House 3 which was the site of the KMOV build initially slated to close in April was delayed due to weather (completion of flatwork and exterior steps). Houses 1 and 2 are being drywalled. Footing/Foundation work for Houses 4 and 5 as an in-kind contribution being generously donated by CCDI, Clayco and Geotechnology which had been delayed multiple dates due to weather issues began on Monday, April 19th (just in time for the late April snow). Fortunately, the skilled group made a great deal of progress!

Lookaway Phase 2 – 7 homes, \$446,751: House 1, 711 Lookaway Court, is permitted. Bid work continues. 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 a spring completion anticipated. House 2 is now also under construction and house 3 (a townhouse project) is in design. Habitat Family Service staff is wrapping up the review of the initial applicants. In an effort to take advantage of AHAP credits currently available, a joint application is in development (using API owned land).

Future Builds:

Those listed below represent no change from the prior report(s):

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.

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

Habitat HQ building

The solar canopies on the north and south parking areas are well underway (see photos). Ameren is coordinating a press event for Tuesday, May 4th between 8 am – 9 am. As a part of the project, Aschinger and the Electrical Union interviewed multiple Habitat youth for an electrical union apprenticeship – with the interviewers landing on the same top “4”, consideration is underway to enroll each into the program. Much thanks Emily Martin!

Advocacy

Message from HFHI Government Relations:

We have a significant opportunity right now, as Congress begins to work on an economic recovery and infrastructure package, to ensure MO’s federal policymakers support housing investments that will increase and preserve the stock of affordable homes and help low-income families rebuild and prosper. The pandemic has drawn attention to the value of a safe, stable place to call home, yet for far too many families in St. Louis MO that remains out of reach. **We need your help to ensure that our members of Congress are making the cost of home affordable.**

Please join us at Habitat for Humanity Saint Louis in calling on our policymakers to invest in housing as infrastructure in an upcoming package.

[Raise your voice now to ensure Congress prioritizes housing investments.](#)

Your efforts don’t have to stop there! Share the message below on social media.

I called on #Congress to prioritize housing in an infrastructure and economic recovery package so more families can afford the #CostOfHome. Join me: <http://ow.ly/zNV450Es38s>.

Thank you for your support!

