



## Board of Directors Meeting June 22, 2021

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Call to Order	Stephen Westbrooks
Mission Moment	Tiffany Harvey-Horton
Minutes of May 25, 2021 Meeting	Pattye Taylor-Phillips
Strategic Topic: 2020 Audit Presentation	Representatives of CohnReznick
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	
<b>Executive Session <i>*as needed</i></b>	
Adjournment	

### MARK YOUR CALENDARS:

#### *Upcoming Events*

Thursday, July 8, 2021

Tuesday, August 24, 2021

Tuesday, September 28, 2021

**Social Event, 5 – 7 pm, Humboldt North @ Tower Grove Park**

**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)  
May 25, 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	Lance Cage	Jim Del Carmen
Todd Gibson	Matt Guymon	Anna Hart
Malaika Horne	Emily Martin	Linda Moen
La Dawn Ostmann	Steven Scott	Floyd Simms
Lauren Talley	Nat Walsh	Chris Roetheli
Kimberly McKinney		

Stephen Westbrook called the meeting to order at 11:33 am.

Mission Moment: Amy Berg shared her reflections of difficulties maintaining housing during high school and through college. When Amy moved from Wisconsin to St. Louis, she bought her first house, and still lives in it today. Then and now, Amy feels fortunate and grateful to have a place to call home.

Minutes: A motion to approve the minutes from the April 27, 2021, Board of Directors meeting was made by Nat Walsh and seconded by Amy Berg. The motion was approved.

**CEO Report:**

Resource Development

Individual Giving: Despite a recent issue with United States Postal Service (USPS never connected Habitat's postal code to the new headquarters address – which is now resolved), the summer challenge appeal letter remains on schedule for a June 1<sup>st</sup> drop with the Challenge occurring from June 1 – July 31. Gifts up to \$50 will be matched by a contribution from Spire. Several E-newsletters will promote the appeal throughout its run (Kick off, midpoint, almost there, etc.). Corresponding materials will also be posted on the Habitat- St. Louis Facebook, Instagram, and Twitter accounts.

Grants: Applications in process include asks to Boeing and Bank of America. Recent grant awards include \$5k from the St. Louis Philanthropic organization.

Third Party Benefit: Stock up for Summer! Randall's is sponsoring an event. For every bottle sold in May at all Randall's locations, \$1 will be donated to Habitat for Humanity – St. Louis.

The installation of solar canopies and the event with Ameren and Aschinger have been driving traffic to the ReStore South Grand – as staff have shared that new customers have come in inquiring about the canopies.

## **Program (Neighborhoods/ Home Construction/Homebuyers):**

Volunteers: As vaccinations continue to increase and cases continue to decrease, plans are moving forward for the return of volunteers as of June 1<sup>st</sup>. If you have pending sponsorship dollars (Keystone Partner or Builders Club) based on having a group build day, please reach out to Harper Zielonko or Kimberly as soon as possible for the best selection of dates. Some of the organizations in this group include White Company Realty and OCL Lighting who are both new groups, various faith-based groups, Ameren, and Spire – among others.

La Saison: Work continues at houses 4 and 5 with anticipated closing approaching (June/July). 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 but is pending staff changes at the St. Louis Housing Authority as well as additional resolution to a title issue.

Gate District (across from Tiffany) – 5 homes, \$285,800: House 3 is slated for closing in mid-July. Houses 1 and 2 are at interior finish – a closing date is projected for late summer/early fall. Construction continues on Houses 4 and 5 following the completion of footings /foundations via in kind work from CCDI, Clayco, and Geotechnology.

Lookaway Phase 2-7 homes, \$446,751: Bid work and budget revisions continue given the dramatic increase in construction materials.

Art Place Initiative (API): Construction work on House 1 continues. API has selected a buyer for House 1 based on the review by Family Services. An AHAP application using API owned land (as a joint partnership) has been submitted and is under review – as it included support letters from elected officials, the public hearing/wait period will be waived.

### **Future Builds:**

These 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 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.

## **Management/General/Covid19**

Habitat-HQ Building: The Ameren coordinated event for the solar canopy was covered by KMOV- TV.

### **Staff**

To advance the management skills of ReStore Managers (for some recently promoted managers as well as recognized gaps), Damon Guthrie and Kimberly have been working to provide either virtual or online training sessions. To date, topics have included store appearance, expectations, and ethics/inclusion. Training sessions in development include onboarding (new hires) and injury prevention/reporting using modules from our workers compensation insurer.

As shared in a prior report and throughout the pandemic, many Habitat staff have remained on a Shared Work plan through the State of MO receiving a reduced portion of their Habitat salary

(60-75%), a small State stipend and the \$300 in federal unemployment. The benefit of this plan has been that Habitat as an organization reduced payroll costs while (most) staff maintained their take home pay. Governor Parsons recently announced that he is ending the receipt of federal funds as of June 12<sup>th</sup> – as such, plans are underway to return staff to full time hours and pay. Administrative roles who have and can continue to work from home (either fully or partially) are also under consideration. Many thanks to Chris Roetheli for his assistance on this.

Amy Berg asked how Habitat is dealing with the increased costs of building materials. Kimberly reported that the team is working on new build estimates now and considering materials or design substitutions where possible.

Rob Anderson provided the Treasurer's Report, which included a review of the April 30, 2021, dashboard. Many thanks to Rob for suggesting some additions to track performance reported in the dashboard. The financials are looking good from a cash perspective. Board Giving was 14% for the month of April 2021, with YTD Board Giving at 55%. Board members are encouraged to send their contributions to Kimberly earlier, rather than later in the year, if possible. ReStore Revenues are strong with ReStore South Side YTD performing at \$151,113 (119% of budget), ReStore Des Peres YTD performing at \$179,527 (99% of budget). The ReStore P/L YTD Actual is \$93,751 and ahead of YTD budget of \$10,178. For April, the Restores have received 631 donations. Program YTD Income/Actuals is \$423,226 (127% of the YTD budget of \$333,164). Three homes are closing in the June/July/August timeframe and the team is currently working through the closing documents.

### **Strategic Topic: Diversity, Equity, and Inclusion**

As a continuation of our small groups in February, the Board discussed as a larger group the responses, questions, and next steps. Various groups including BoardSource and Habitat for Humanity International (HFHI) have or are developing training to address racial equity. Various expertise exists on the board including Malaika Horne and Anna Hart. For your review, group comments and the Board Source Information shared previously is 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.

The current demographics for Habitat- St. Louis were shared:

#### **Current Board Diversity:**

62% Male / 38% Female,  
66% White / 34% Persons of Color

Current Staff Diversity:

All Staff: 56% Male / 41% Female/ 3% Non-Binary  
58% White / 42% Persons of Color

Staff Management Team:

40% Male / 60% Female  
66% White / 34% Persons of Color

Discussion included the questions and comments noted below:

- Habitat's selection of vendors, subcontractors,
- Whether the diversity, equity and inclusion conversation would be just the Board, or to also include staff,
- A strong recommendation that the commitment should be very visible – online and in person.
- To consider the investment in diversity, equity, and inclusion as asset-based thinking. If a cost is involved, there may be organizations that help non-profits to do this type of work.
- Unrelated but to consider construction process presentation (like the presentation that was provided about real estate process)

Kimberly will develop questions to send to the Board to learn more about the various diversity, inclusion and equity training that members may have participated in either personally or professionally and to determine interest in a possible taskforce.

KMOV 2021 "Home for the Holidays" is "a go" for October – December, returning to the same schedule used during 2019. Planning begins soon.

The Finance Committee will review the details of the Audit ("a deeper dive") on Tuesday, June 15, 2021, one week prior to the June Board Meeting (on June 22, 2021). Board members interested in attending the Finance Committee review can contact Kimberly or Rob for meeting details.

There being no further business for the entire board, the meeting adjourned at 12:10pm. The motion was made by Amy Berg and seconded by Ed Alizadeh. The motion was approved.

The Next Board Meeting is Tuesday, June 22, 2021, at 11:30 am.

Respectfully submitted: Pattye Taylor-Phillips, Board Secretary

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

RESOURCE DEVELOPMENT	April	YTD	Notes:		
New Donors	10	77			
New Keystone Benefit Members (\$1500+ Annually/Mission Support)	6	29			
Build Benefits Pledged	\$0	\$101,500			
Build Benefits Recd To Date	\$2,450	\$116,151	Not all groups go through pledge process		
Renewed Donors	69%				
BOD Funds Pledged	\$0	\$39,650			
BOD: Funds Received	\$13,000	\$35,000			
BOD % Giving	21%	62%			
BOD Meeting Attendance	69%				
PROGRAM					
Homes Under Construction	9				
Homes Closed	1				
Average Cost / Closed Home	\$232,409				
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	\$ 195,809	\$ 177,494	110%	\$461,986	Sales Only
Revenue RDP	\$ 224,262	\$ 243,163	92%	\$ 621,381.00	
ReStore P/L	\$ 133,364	\$ 48,628		\$ 259,180.00	
# of Donations	741	154 Pick Ups/Drop Offs: 157 RSS and 430 RDP			
FINANCIALS					
<b>Income:</b> Mission Support	\$ 393,980	\$ 219,048	180%	\$990,000	
Program	\$ 432,538	\$ 623,494	69%	\$4,750,532	
ReStore	\$ 987,479	\$ 991,899	100%	\$2,690,254	
Management General	\$ 8,127	\$ -		\$132,000	
Other					PPP Loan Forgiveness
<b>TOTAL INCOME</b>	\$ 1,822,124	\$ 1,834,431		\$8,562,786	
<b>Expenses:</b> Home Construction	\$ 268,964	\$ 513,556	52%	\$2,999,225	CIP = \$1,289,221
Operating	\$ 744,357	\$ 1,009,698	74%	\$2,902,433	
ReStore	\$ 854,115	\$ 943,261	91%	\$2,431,074	
<b>TOTAL EXPENSES</b>	\$ 1,867,436	\$ 2,466,515	76%	\$8,332,732	
<b>Net Profit/Loss</b>	\$ (45,312)	\$ (632,084)		\$230,054	
	YTD 2021	YTD 2020		Change	
Year/Year Change in Cash	\$ 162,800	\$ 228,765	\$	(65,965)	
Year/Year AP	\$ 705,994	\$ 1,172,580	\$	(466,586)	
Year/Year Debt LT	\$ 3,276,802	\$ 2,427,093	\$	849,709	
Year/Year Debt ST	\$ 1,081,971	\$ 1,885,018	\$	431,090	2021 Inc PPP2/\$435,316 - 2020 Inc PPP1/\$432,000

**Habitat for Humanity Saint Louis Board of Directors Meeting**  
**Tuesday, June 22, 2021**  
**CEO Report**

**Success and Shout Outs!**

**Board Social Event**

Please plan on joining your fellow Board Members on Thursday, July 8<sup>th</sup> from 5 pm – 7 pm at Humboldt North Pavilion in Tower Grove Park. Flier with map attached.

**Strategic Topic (Ongoing)**

**Diversity, Equity, and Inclusion**

As follow-up to the small group discussions in February and the larger discussion in May, an email sent June 8<sup>th</sup> requested a response to the questions below. The information gleaned will help determine next steps. If you have not yet responded, a response by June 22<sup>nd</sup> is appreciated.

- (1) Have you either professionally or personally participated in any Diversity, Equity, and Inclusion and/or Anti-Racism training?
- (2) If so, please include as much detail about the training as possible (conducted by what entity, attended when, length of course, etc.) and if you would recommend this training for others?
- (3) If applicable, what are your hiring practices when it comes to diversity?
- (4) If a focus group or taskforce is formed related to advancing this topic within Habitat Saint Louis, would you be interested in participating?
- (5) Any additional thoughts you wish to share.

**Resource Development**

**Individual Giving**

2021 Spring Limited Appeal –

- As a reminder, 300 personalized letters sent to individual donors who had given \$100+ in the past 18 months.
- The entire appeal was handled in-house and cost about \$200 total to produce + man hours, which were minimal, given the small size of the appeal.
- Received \$7,705 from 35 gifts total for a net of roughly \$7500 with an average gift of \$220.14. The response rate was a phenomenal 12%.

For some perspective, 2019 (the last time large-scale spring appeal) gross amount was \$7,431 from 73 gifts, with an average gift of \$101.79. The response rate was a respectable 2.92%. Here is where the big difference is - production cost: the net in 2019 was a mere \$4,695.

Spring 2020 was its own special Covid appeal and did exceptionally well, with 36 gifts for \$11,914 - again, since it was produced in-house, it cost far less than \$200 to do. The response rate was about the same as the 2021 limited appeal, but the gift amounts were far higher, with an average gift of \$330.94. This appeal dropped at the beginning of the pandemic when those who could afford to do so were very generous with the causes they care about.

Based on this data, additional mailings are planned to include:

- A “Give Local” postcard to basically everyone in our database in September 2021

- Another limited appeal in mid-October 2021 ahead of the regular appeal in November
- 2022 will again include a more personal appeal in the spring to see if results are similar.

Through June 14<sup>th</sup>, the Summer Match appeal has raised \$15,705.

For additional questions about individual giving, please contact Deirdre at [deirdre@habitatstl.org](mailto:deirdre@habitatstl.org)

## **Grants**

Announcement was received for an \$80k grant from Wells Fargo. Support documentation required by HFHI is now in process. Follow up information has also been provided for a grant from Graybar (amount pending).

## **Home for the Holiday KMOV**

Returning in 2021 – in its pre-Covid structure and with a similar schedule as 2019. Work will begin on the home October 25<sup>th</sup> with sponsor groups throughout the week, go “dark” for the weeks of November 1<sup>st</sup> and November 8<sup>th</sup>, and return with volunteers the week of November 15<sup>th</sup>. As of the date of the meeting with KMOV, 8 of 10 sponsor opportunities had been sold to returning groups.

## **Program**

### **Neighborhoods/ Home Construction/Homebuyers**

Volunteers: Keystone weekday groups (predominately Thursdays) are now being scheduled with plans to resume additional days, including Saturdays, soon.

*La Saison:* Work continues houses 4 and 5 with anticipated closings approaching (June/July).

*Gate District* (across from Tiffany) - 5 homes, \$285,800: Construction continues on all five houses with closings projected for House 1,2 and 3. Interior finishes will welcome the return of volunteers. Houses 4 and 5 have been backfilled and the plumber is completing water and sewer work.

Preparation continues for closings on House 3 and 4 LaSaison, and house 3 Gate to occur as soon as possible. New processes have been agreed upon and are in place with Midland States for the mortgage loan fund.

*Lookaway Phase 2* – 7 homes, \$446,751: Rick Lingard, the St. Louis County resident who lives in one of the four non-Habitat homes in Lookaway, has refiled his lawsuit against us. The petition has been forward to Vince Keady (Stinson, who represented us during the first lawsuit), and Matt Guymon as Habitat General Counsel. I have also reached out again to Lockton/Chubb (insurance company) who refused to cover during the first claim as there was no “triggering event”.

*Art Place Initiative (API):* Construction work on House 1 and 2 continues. API has selected a buyer for House 1 based on the review by Family Services. An AHAP application using API owned land (as a joint partnership) has been submitted and is slated to be on the agenda for MHDC’s June meeting.

### **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**

### **Staff**

With the end of the federal portion of the shared work plan, most staff have resumed full time hours and pay. Those staff who choose to do so – and with the approval of their manager – will continue at a minimum of 30 hours for now.

### **HFHI**

In October 2020, HFHI, in collaboration with the U.S. Council, solicited feedback on a proposed three-year extension to US-SOSI, (Stewardship and Organizational Sustainability Initiative). The three-year extension will extend the US-SOSI policy until June 30, 2024. This is the second extension of the US-SOSI policy.

After careful consideration of all the comments received during the comment period, the amended US-SOSI policy was recommended for approval by the U.S. Council and approved by HFHI's board of directors in March 2021. The US-SOSI fee will now be due in two installments for the duration of the extension, instead of one lump sum payment. Affiliates will receive invoices on Sept. 1, the first payment will be due on Nov. 1 and the second payment on Feb. 1. As a reminder, SOSI is calculated based on the population of the geographic service area – our annual amount is \$25,000.

### **Habitat Headquarters**

In partnership with the Community Improvement District (CID), we are working on a lease agreement to lease (loan) an underutilized "gator" (oversized golf cart) to the CID for trash pickup in the Dutchtown neighborhood.

Consideration is being given to Habitat becoming a designated polling place for upcoming elections. A meeting was held with Election Commission representatives who explained the process and who will be providing information regarding insurance and a sample contract. A minimal payment is provided to polling place locations – and in addition to the community goodwill, it could generate new customers for the ReStore.