



**Board of Directors Meeting & Social Hour
May 20, 2025
Ameren – 1901 Chouteau Ave. 63103**

Call to Order:	Judy Cromer
Mission Moment:	Lance McNeel
Minutes of April 22, 2025, Meeting:	Kimberley Batteast-Moore
Treasurers Report:	Judy Cromer
CEO Report:	Kimberly McKinney

Other/Open Business:

Adjournment of Full Board

Executive Session *If Needed

MARK YOUR CALENDARS:

Upcoming Events

Tuesday, June 24, 2025

July-2025

Tuesday, August 26, 2025

Board Meeting, 11:30 AM

No Board Meeting

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)
April 22, 2025

The following members of the Board of Directors and other interested parties participated in this Board meeting via conference call and in person. Participants are listed below:

Andrew Nelch	Angie Eslinger	Ashley Storman
Briana Bobo	Chauncey Nelson	Jami Boyles
Jason Posley	Judy Cromer	Keith Brooks
Kelly Baumer	Kimberley Batteast-Moore	Kirsty McDonald
Lance Cage	Lance McNeel	Lauren Talley
Lennox Mark	Matt Guymon	Matthew Kim
Mike Eggleston	Paul Woodruff	Raj Tailor
Samnatha Nix	Howard Smith	Nat Walsh
Marc Hirshman	Kimberly McKinney	John Gaskin

Judy Cromer called the meeting to order at 11:34 am.

Dr. Ashley Storman brought the Mission Moment. Ashley presented her with “Why Habitat,” speaking about homeownership and generational wealth. Ashley shared that she was the inspiration for relatives in her family to purchase a home. Her dedication and giving back and wanting to be a part of an organization to help and see someone else build generational wealth is her why.

On a motion by Samatha Nix and seconded by Briana Bobo, the minutes of March 25, 2025, meeting were approved unanimously.

The Strategic Topic was brought by John Gaskin, Flotron and McIntosh, LLC. John provided the Board with a 2025 Legislative Update that included more on how he works for and with us in Jefferson City, an update on this year’s budget and priorities as well as ways that the Board could assist with advocacy efforts. John emphasized that relationships matter and encouraged Habitat Board members to make sure that their own representatives are aware of their board service. Kimberly provided members with a copy of John’s presentation as well as a link to look up State of MO elected officials after the meeting.

The Treasurer’s Report was then presented by Judy Cromer who reviewed the March dashboard including that 21 homes are presently under construction and that construction in progress exceeds \$6.8 million. Mission Support continues to remain

strong. ReStore performance while improving continues to lag expectations. Kimberly shared an update on the marketing efforts that were also included in her board report. Organizationally, March ended with a loss of \$73,036 versus the projected loss of \$167,836.

As part of her CEO report, Kimberly shared several successes and shout outs including introductions made by Marc Hirshman, Judy Cromer, and Paul Woodruff.

A targeted Spring Appeal will be sent to approximately 300 select donors who have given \$150 or more over the past 18 months. The appeal goal is \$15k. The verbiage of the letter was also provided.

As shared previously, various ReStore marketing is underway including a new Facebook page where members were encouraged to follow the page and share the posts. Additional upcoming plans include - Targeted social media ads encouraging the pick-up service through the end of April. / NPR on air and podcast advertising to donate and shop from March 30-April 11th. / Postcard with coupon dropping to 33,000 households in the first week in May to zip codes surrounding each ReStore. / 250 Postcards in goodie bags at St. Louis Design and Architecture awards on April 1st.

A new Community Engagement Manager, Norah Okilee, will start at the end of April. She has a background in social media management, design, and marketing as well as hard skills like video and photo editing.

HFHI remains, to date, unaffected by the cancellation of HUD contracts that impacted both Enterprise Community Partners and Local Initiative Support Corporation (LISC). As an update to last month's discussion, HFHI has suspended its subaward with Power Forward Communities, the coalition awarded funding under the Environmental Protection Agency's Greenhouse Gas Reduction Fund (GGRF).

St. Louis Housing Authority (SLHA): For the second phase of LaSaison, the Developers Agreement was updated to reflect the new "non" DEI requirements. Similarly, HFHI is advising that federal award recipients (which we are via St. Louis City CDA and St. Louis County OCD) should expect to receive a Fair Claims Act within the next few months to certify compliance with the administration's interpretation of anti-discrimination laws and do not operate DEI programs that violate anti-discrimination laws.

SLDC Housing Development Guarantee Fund: In partnership with SLDC and Mission Driven Finance, a pilot project is being discussed that would mirror parts of the 2023 NMTC transaction with additional components related to mortgage financing. Much thanks to Howard Smith for his participation and expertise in the planning sessions.

Applications for the matching grant program for the James S McDonnell Foundation grant have been vetted. The process to notify applicants, along with plans to host the next step session, is underway. Some applicants asked about the opportunity to

combine funds for community-based projects – while that will not be a consideration in this round, the idea will be vetted with the Foundation for potential future funding. As a reminder, this round of grant funds represents a 10:1 match. St. Louis Community Credit Union will assist with homebuyer accounts as well as other resources (credit check-ups / financial wellness reviews / etc.).

Kimberly shared that 3708 California had closed with \$50k in SLDC HomeStart funds. The next homes to close will be 3330 Vista and 1302 Monroe.

The ReStore Relocation and Expansion taskforce met in mid-April and are reviewing various information related to comparable rent(s) and financial performance. While additional membership will be encouraged, Abby Kepple and Lauren Talley as co-chairs have indicated that for now and as a plan is being developed.

Kimberly reminded members that the May 20th meeting will be a brief Business meeting beginning at 4 pm followed by Social Hour and she thanked Lance McNeel and Ameren for hosting.

On a motion by Kelly Baumer and seconded by Mike Eggleston, Judy Cromer adjourned the meeting at 12:36 pm.

Respectfully submitted Kimberley Batteast-Moore, Secretary

**Habitat for Humanity Saint Louis Board of Directors Meeting
Tuesday, May 20, 2025
CEO Report**

Success and Shout Outs!

Resource Development (RD)

Spring Appeal

The targeted Spring Appeal sent to approximately 300 select donors hit most mailboxes around May 1st and has, to date, raised over \$16k.

Keystone Groups

Photos of Washington University Campus Chapter in University City and Integra in Old North St. Louis. April groups also included: United Churches of Christ (UCC), NVidia, Ameren, and Individuals (opportunity offered as part of Volunteer Orientation).



James S McDonnell Foundation

Applications have been vetted and are being notified of their status. As part of a meeting with St. Louis Community Credit Union, timelines and educational tracks are being developed for the participants by category (Mortgage Security, Home Renovation/Repair, Educational and/or Small Business).

Additionally, an MOU with the Credit Union is under review. As a reminder, this round of grant funds represents a 10:1 match. St. Louis Community Credit Union will assist with homebuyer accounts as well as other resources (credit check-ups / financial wellness reviews / etc.).

ReStore Marketing

Habitat and specifically the ReStore will be represented at the Green Living Festival at MO Botanical Garden on June 7th. As shared last month, a postcard with coupon dropped to 33,000

households in the first week in May to zip codes surrounding each ReStore. Copy below.



Government Updates and Announcements

National: More than 1000 organizations recently received AmeriCorps grant termination messages, ending their grant awards effective immediately. HFHI's AmeriCorps grants were NOT impacted by these terminations. While we do not currently have an AmeriCorps, it is a program we have utilized in the past. HFHI Government Relations is working with Voices for National Service for ongoing advocacy of the AmeriCorps program. Additionally, HFHI has circulated a sign on letter to the protection of programs such as HOME, CDFI Fund and CDBG, among others. To date, just under 400 Habitat affiliates have signed the letter.

State:

An allocation of \$250k remains in the completed State budget which has been sent to the Governor. While a reduction from FY 2025, it is still viewed as a success as many previously funded (core budget) social service entities were zeroed out as part of the budget process.

The bill sponsored by Senator Tracy McCreery that would remove the line of demarcation between Affordable Housing Assistance Program (AHAP) Operating and Production credits has not had a hearing - and with less than 3 days to go in this legislative session has little/no chance to pass.

Because of the proportionate impact that the increase would have specifically on new ReStore Associates, the legislative discussion re the \$15 minimum wage has also been closely monitored (thankful for John Gaskin!).

Local:

SLDC Housing Development Guarantee Fund: Due to the leadership transition at SLDC (Otis Williams returning to replace Neal Richardson), the future of this project is in flux. An internal meeting is slated for May 20th to, hopefully, move this project forward with the same partners.

Program

Neighborhoods/ Home Construction/Homebuyers

CDA = Community Development Administration within City of St. Louis.

AHTF = Affordable Housing Trust Fund within City of St. Louis

OCD = Office of Community Development within St. Louis County

NMTC = New Market Tax Credits

Construction In Progress – Reports Attached

Closings:

3330 Vista and 1302 Monroe – Pending for later this month.

Home/Community Tour: On Friday, June 6th, multiple homes within Hyde Park will be open from an 8 am – 10 am for a drop-by tour (no formal program). Elected officials (local and state), donors and partners will be invited. Once finalized, the invite will be provided.



Plymouth in University City

Federal Home Loan Bank (FHLB) Application: With Together Credit Union as the financial sponsor (thanks Judy!), an application for home repair has been submitted to the FHLB Des Moines. The request was for \$361,200 and a December announcement is expected (funds available as of first quarter 2026).

St. Louis County: A draft sales contract is underway for a partial donation of a vacant lot in Maplewood. Funds to purchase the lot will be a part of the St. Louis County HOME fund award.

If the property passes the environmental review required, the lot will be purchased for below market rate with the current owners receiving the difference between the purchase price and the appraised value as a donation. The lot will provide land for two of the four planned Maplewood homes.

Programming: As part of the MO Gateway Green Building Council Annual event, Josh Smith (Director of Construction) was one of five panelists to speak on the success and realities of properties that were past Showcase awardees. Other panelists represented 4240 Duncan at Cortex, January Hall at Washington University, National Great Rivers Research and College

Management/General

ReStore Relocation and Expansion

The taskforce has met a second time. Various considerations (rent vs purchase, market rate, location, necessary repairs of current location, etc.) are being considered as part of an overall business plan. As a reminder, these updates should be considered **confidential**.

If you have any questions not covered in the above, please feel free to email me in advance of Tuesday's meeting and I will prepare for / add to our discussion. Thanks.

A reminder that the June meeting (6/24/2025) will be the 2024 Audit Presentation. While all questions are welcome at the Board meeting, any member who would like a deeper dive is also invited to attend the June Finance Committee meeting – In Person on 11:30 am on June 17th.

CURRENT ACTIVE JOBSITES

	BOTTLE NECK	ADDRESS	% COMPLETE	PRE	PERMIT	FOUNDATION	FRAMING	MEP	PAINT	FINISHES
2	TREADS/PAINT	3735 California Avenue	90%							
3	CONCRETE	3712 Nebraska Avenue	95%							
4	FINISHES	1312 Warren	90%							
5	INSPECTIONS	1302 Monroe	100%							
6	INSPECTIONS	1304 Monroe	100%							
7	HOME BUYER	7700 Michigan	95%							
8	DRYWALL	1518 Mallinckrodt Street	50%							
9	AMEREN METER	1530 Mallinckrodt	45%							
10	INSULATION	2019 Destrehan Street	45%							
11	REFRAMING**	3740 Iowa Avenue	40%							
12	DRYWALL	3706 California	50%							
13	INSULATION	1211-13 Clinton	45%							
14	INSULATION/SIDE	1215 Clinton	45%							
15	CONCRETE	1514 Mallinckrodt	45%							
16	INSULATION	1910 Destrehan Street	45%							
17	FRAMING	3740 Iowa R	15%							
18	INSULATION	6535 Plymouth	45%							
19	EXCAVATION	3409 Vista	10%							
20	CITY	3421 Park	10%							
21	CITY	3728 Nebraska	10%							
22	CITY	6545 Plymouth	10%							
23	CITY	1201 Park	10%							
24	EASEMENT	1205 Park	10%							
25	CITY	1300 Rutger	10%							
26	CITY	1316 Rutger	10%							
27	CITY	1308 S 13th	10%							