

**DISTRICT OF COLUMBIA HOUSING AUTHORITY
BOARD OF COMMISSIONERS**

**FINAL MEETING MINUTES
Brown Bag Meeting
Executive Directors' Conference Room
1133 N. Capitol St. NE
June 13, 2018**

Commissioner Neil Albert, Chairman
Commissioner Bill Slover, Vice Chair (via phone)
Commissioner Aquarius Vann-Ghasri
Commissioner Kenneth Council
Commissioner Frank Lancaster
Commissioner Franselene St. Jean
Commissioner Jose Ortiz Gaud
Commissioner Nakeisha Neal Jones

BOARD MEMBERS PRESENT

Commissioner Ken Grossinger

BOARD MEMBERS ABSENT

Commissioner Ken Council called the meeting to order on Wednesday, June 14, 2018 at approximately 11:08 am.

CALL TO ORDER

The meeting minutes of May 9, 2018 were addressed and accepted.

**MEETING MINUTES:
BROWN BAG AND ANNUAL
MEETING MAY 9, 2018**

Commissioner Council recommended that the Board close this meeting to discuss the following topics, which includes discussion of the position to be taken in negotiating the price and other material terms of a contract, pursuant to D.C. Code § 2-575(b)(2): Resolution 18-06 - To Authorize Submission to HUD of a Development Proposal for the Allocation of Public Housing Operating Subsidy for 30 ACC Units in the City View Apartments Project, and Related Matters. A motion was made and the meeting was closed.

**RESOLUTION:
18-06 TO AUTHORIZE SUBMISSION
TO HUD OF A DEVELOPMENT
PROPOSAL FOR THE ALLOCATION
OF PUBLIC HOUSING OPERATING
SUBSIDY FOR 30 ACC UNITS IN THE
CITY VIEW APARTMENTS PROJECT,
AND RELATED MATTERS**

The meeting was reopened and a briefing began with Rick White, Director of Public Affairs and Communications introducing The Metropolitan Group proving and overview to the Board of its 5 year communication assessment. Ms. Maria Elena

BRIEFINGS:

**5 YEAR COMMUNICATION
ASSESSMENT**

Campisteguy provided an assessment and a look at what other Housing Authorities are doing regarding Communication. She stated that when she began working with DCHA 5 years ago the goal was for DCHA to be recognized as a national leader and to empower residents as well as employees. She provided a summary of the observations of communications and branding at DCHA versus where they are now. She also gave examples of branding at some other Public Housing Agencies as well as the connection they have with the individuals whose lives they change and not just statistics about buildings and units. Some of the key successful elements she pointed out that DCHA is doing today is the School for Progress, brand consistency across departments for providing information and partnerships as well as success stories showcasing the positive things happening in the lives of residents. Some recommendations were to develop and use messages, simplify storytelling, website redesign and a refresher to the logo. Commissioner Lancaster stated that the current DCHA logo is his design incorporating in the foreground houses with the Capitol building in the distance. Commissioner Vann-Ghasri added that she did not want to see the legacy of the work of those who have contributed to the branding DCHA be erased. Director Garrett stated that he wants to build a level of confidence with a new campaign centered on the three "C's" - Courteous, Clean and Complete. Commissioner Neal Jones asked what the top things are that are recommended to change. The top recommended changes were to change the website and the storytelling focusing on 'lives changed'.

Larry Williams, Director of the Office Resident Services presented an overview of the Economic Inclusion Policy to the Board providing an outline of the inclusion policy and how the Section 3

ECONOMIC INCLUSION POLICY

Business and Section 3 Resident concern is incorporated as well as how funding sources play a role as to when the policy applies. There was a discussion regarding the Districts CBE policy and if contractors are penalized if they don't comply. There was also discussion regarding policy goals and how it affects contractors that currently do business with DCHA. Commissioner St. Jean requested tracking of HCVP participants. Commissioner Lancaster expressed concern regarding residents acquiring licenses using their DCHA addresses as their business address or operating a business from their unit.

The meeting was adjourned at 12:58pm.

ADJOURNMENT