

FAHROgram

FLORIDA ASSOCIATION OF HOUSING AND REDEVELOPMENT OFFICIALS

March / April 2012

President's Message

FAHRO Is a Force in Tallahassee, Washington, D.C.



Marcus D. Goodson

Greetings!

As I pen this message, House Bill 933 and Senate Bill 1182 are working their way through committee meetings and approaching final passage by the Florida Legislature. If approved, this legislation will allow public housing authorities more

flexibility to create revenue streams from commercial leases, which can be used toward capital improvement projects for our aging housing stock without jeopardizing our tax exempt status. Just to get the bill to the floor of the Legislature has taken great effort by Richard Pinsky, our state legislative affairs consultant, FAHRO staff and member agencies. Even if in some strange turn of events, the bill is voted down, we will have

served notice that FAHRO is a force in the affordable housing arena and will not fade into darkness at the first sign of defeat. If I have learned one thing about Florida state politics during the last several years, it is that business goes on in Tallahassee—whether you are present or not. My recent experience has also taught me that FAHRO can dictate housing policy on a grand scale by simply showing up in Tallahassee during the legislative session.

On parallel tracks to our state legislation, in Washington, D.C., a public housing bill entitled the Affordable Housing and Self-Sufficiency Improvement Act of 2012 (AHSSIA) was recently marked up by the House Financial Services Committee. FAHRO drafted a letter of support

See **PRESIDENT'S MESSAGE** on page 4

Federal Legislative Affairs

Housing Officials to Meet in D.C.

We are looking forward to seeing many of you at the NAHRO Legislative Conference in March. If you are planning to attend and haven't already done so, please contact your representatives in Congress to schedule appointments to talk with them during Advocacy Day, Tuesday, Mar. 27. You may contact the FAHRO office if you need help scheduling your appointments. FAHRO is working to schedule meetings for the FAHRO assembly to meet with Senators Marco Rubio and Bill Nelson as a group while they are in D.C. Details will follow.

The president has released a \$44 billion budget for HUD, which represents an overall 21.3 percent decrease in spending for 2013. The budget includes \$34.8 billion to preserve rental housing assistance and \$154 million to expand affordable housing to seniors and persons with disabilities. In addition there is an allowance of \$2.3 billion aimed toward the president's goal to end chronic

See **FEDERAL LEGISLATIVE AFFAIRS** on page 3

Calendar

March 13-14, 2012
FAHRO Inspecting Public Housing Training
Training Services Association
Housing Authority of the City of Fort Lauderdale

March 25-28, 2012
NAHRO Legislative Conference
Washington, D.C.

May 15-17, 2012
FAHRO Executive Directors Forum
The Shores Resort and Spa
Daytona Beach, Fla.

August 7-10, 2012
FAHRO Annual Convention and Trade Show
Location TBD

Online registration for FAHRO events available at www.FAHRO.org!

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Member Feedback

Do you need help with a project or issue and want to see if any of our readers have the answer? Has a colleague done something wonderful that deserves an attaboy or attagirl? Or are you just frustrated and want to vent? Here is your chance to (anonymously if you wish) say thanks, ask for assistance, vent your frustrations, express your opinion or let us know how you feel.

- Congratulations to Sharon West, manager of the Housing and Community Development Division, City of Tampa, on her recent retirement.
- Tampa Housing Authority CEO Jerome Ryans announced his 2012 resolutions in the *Florida Sentinel*: "I would like to complete at least three buildings at Encore. I also want to wish all public housing residents the best ... I'd like to see them get the best and be judged on their character."
- Congratulations to Alice J. Johnson, a court mediator for Indian River County Court, on her appointment to the Indian River County Housing Authority. She succeeds Nola M. Wilson and is appointed for a term beginning Dec. 22, 2011, and ending Dec. 20, 2012.
- Congratulations to Marcus D. Goodson, executive director of the Housing Authority of the City of Fort Myers, on



being named a finalist for *The News-Press* people of the year award.

- Levy-Gilchrist-Suwannee County Housing Authority proudly announces its new website is up and running at www.TriCountyHA.com.
- Congratulations to the Housing Authority of the City of Tampa for receiving LEED Gold certification from the United Green Building Council for Moses White Estates, the first public housing community in Tampa to secure this designation.
- We welcome two new members to the FAHRO Family: Becky-Sue Mercer, executive director of the Arcadia Housing Authority, and Anthony Wood, executive director of the Daytona Beach Housing Authority.

If you would like to contribute to Sounding Off, please email your comments to Susan Trainor, FAHROgram editor, editor.trainor@gmail.com.

FEDERAL LEGISLATIVE AFFAIRS continued from page 1

homelessness. Community Development Block Grant programs are being proposed to be funded at 2012 levels.

FAHRO has taken the stance that the minimum rent policy needs to be fixed to free up valuable resources. The president's staff has responded by proposing to increase minimum rent from \$50 to \$75. Savings from this adjustment and others are to be applied to Section 8 HAP renewals, so there appears to be a slight increase over 2012 funding levels.

NEW From FAHRO!

In an ongoing effort to improve the FAHRO website, we have added a "news clip" function that automatically updates with recent news stories relating to housing authorities as they are published in Florida's newspapers. Rather than flooding your email with constant news updates, you can now find them conveniently, and at your own leisure, on the FAHRO website. To access these news clips, please visit www.FAHRO.org/HANews or click the News & Press link on www.FAHRO.org.



for this bill and hand delivered it to members of the committee. In the letter, FAHRO expressed our support for the expansion of Moving to Work (MTW), along with the need for rent reform.

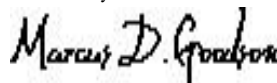
FAHRO is committed to making sure our voices are heard on a national level when it comes to housing policies adopted by the Department of Housing and Urban Development (HUD). To make sure we remain connected with our housing advocates in Washington, FAHRO has scheduled a round table discussion with Saul Ramirez, chief executive officer of NAHRO, to take place during the upcoming Legislative Conference in Washington, D.C., Mar. 25-28, 2012. This intimate discussion will provide FAHRO members with a unique opportunity to talk housing policy up close with Mr. Ramirez.

During the upcoming ED Forum, which will be held in Daytona Beach, May 15-17, 2012, I would like to discuss peer assistance and the need for well managed agencies to work with sister agencies that may be experiencing some difficulties. It is not enough for some FAHRO members to be successful; we should expect all FAHRO members to be successful, especially if success can be achieved through peer technical assistance. And I would argue that non-FAHRO members in the state of Florida should also be considered for peer assistance from FAHRO members when needed. The aforementioned peer assistance along with a variety of other subjects will be discussed and debated during the ED Forum. If you have never attended this

work session, or have not attended recently, please consider joining us this May in Daytona Beach.

I look forward to seeing each of you during the NAHRO Legislative Conference in March. Additionally, we are working on scheduling meetings with our Florida congressional delegation as well as NAHRO officials so we can hear from the people shaping the discussions in Washington as they pertain to housing programs and the FYE 2013 budget to fund these and other related programs. 🌿

Sincerely,



Marcus D. Goodson
President

Send Your News to FAHRO!

Tell us about your accomplishments, milestones and other interesting member news. Your fellow members want to know!

Submit your news to FAHRO via:

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Photographs are welcome!

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ED/CEO Compensation Comparison

The following is an excerpt of a comparison study of executive director/CEO compensation (salary and benefits) for governmental entities located in Florida. It is a gift from The Nelrod Company to FAHRO members, but it comes with a caution: The Nelrod Company strongly recommends housing authorities use a more localized study based upon ZIP code area. The Nelrod Company is well poised to assist those wanting more local-

ized reports and reports of other employees' salaries. The hope behind publishing this compensation comparison study is that it will help at least some FAHRO members comply with new HUD executive salary requirements without the expenditure of agency resources. FAHRO active members can view the full report, which includes categories for executives who oversee 10, 75 and 200 employees, at www.FAHRO.org. 

Individual Comparable Positions Profile(s) Adjustments to Accommodate HUD PIH-Notice 2011-48 Requirements

Comparable Classification	Min. Range	Mid. Range	Max. Range	Description
Executive Director/CEO 10 Employees	\$76,800.00	\$98,743.00	\$181,502.00	Base Annual Salary
Adjustment 6.2%	\$4,761.60	\$6,122.07	\$6,621.60	Social Security Fund
Adjustment 1.45%	\$1,113.60	\$1,431.77	\$2,631.78	Medicare Taxes
Adjustment *	\$5,836.80	\$8,195.67	\$15,246.17	Health & Other Insurance Benefits
Adjustment *	\$1,536.00	\$1,974.86	\$3,811.54	Retirement Plans
Subtotal of Adjustments	\$13,248.00	\$17,724.37	\$28,311.09	
Incentives	\$ -	\$6,796.00	\$12,158.00	Incentive Survey Data
Total Incentives	\$13,248.00	\$24,520.37	\$40,469.09	
Total Compensation for Comparables	\$90,048.00	\$123,263.37	\$221,971.09	

* Source: Bureau of Labor Statistics Employer Cost for Employee Compensation as of September 2011



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Why Not?

by Corey G. Mathews, CAE

As an association manager, I do a fair bit of reading to stay ahead of the curve on the different issues affecting your industry. When that quest leads me into the land of opinion, I generally don't let it get to me. However, when I read a recent blog post by an attorney on the *Florida Times Union* website, I knew it was time to wade in—even if we keep it just between us.

The post chronicled a “disturbing new trend affecting associations,” where associations are responding to questionable or unfavorable court decisions by approaching the Legislature about changing the law. How dare we.


Seriously?

The first amendment of the U.S. Constitution, most commonly thought of as a protection of the press, provides several protections particularly to associations such as ours. Specifically, we exercise the clauses that provide for the freedom of speech, the freedom to assemble peaceably and the freedom to petition the government for a redress of grievances. Apparently, according to this blogger, we are supposed to forgo these rights voluntarily because we gather as experts for the betterment of our industry and those we serve.

Essentially, the attorney argues that the effectiveness of associations in making their arguments to our elected officials to change

laws they disagree with or they believe have been misinterpreted by the judiciary is a bad thing. Maybe it's just me, but I have always believed this was the intent of the separation of powers instituted by the founders of our nation.

The Legislature creates law, and the judiciary interprets it. The whole purpose of the Legislature having the authority to modify statutes is to evolve the law to meet the needs of society and to clarify the legislative intent, such as when that intent is misinterpreted by the judiciary. Why shouldn't associations or anyone who disagrees with a law or its interpretation seek redress of their grievances through our legislators who are elected to serve the public interest?

Our role as an association in the public policy process is to be experts on our industry and to understand and explain the needs of our business model and our clients to legislators so we can thrive. We certainly don't always get what we want, and sometimes don't even get what we think we had, based on the occasional court decision. Nonetheless, we provide an essential voice that is necessary to ensure our thriving democracy. After all, if we are to accept unquestioningly the rulings of an oft-appointed judiciary, we will certainly be forfeiting the rights that so many have given so much to protect. 



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Florida & Metro Forecast: 2010-2013

The Institute for Economic Competitiveness at the College of Business Administration, University of Central Florida, released its Florida & Metro Forecast, 2010-2013, in December 2011. This report forecasts economic growth for 12 metropolitan areas in Florida.

1. **Deltona, Daytona, Ormond Beach** – Expected to show modest growth, with lowest average wage and lowest population growth
2. **Gainesville** – Expected to show modest growth, with second lowest gross metro product, but also the lowest unemployment rate, at 7.5 percent
3. **Jacksonville** – Expected to show strong growth in most economic indicators, with per capita income one of the highest among the 12 metropolitan areas
4. **Lakeland** – Expected to show low levels of growth in most economic indicators, but population growth expected to be one of the highest
5. **Miami, Fort Lauderdale, Miami Beach** – Expected to show moderate growth, with the second highest per capita income and the highest gross metro product
6. **Naples, Marco Island** – Expected to show strong growth, with the highest per capita income and strong population growth
7. **Ocala** – Expected to show varying strengths and weaknesses, with personal income growth forecasted to be second highest, but per capita income the lowest
8. **Orlando, Kissimmee** – Expected to show moderate growth, with personal income growth the highest, and population growth the second highest
9. **Palm Bay, Melbourne, Titusville** - Expected to show moderate growth, with annual wage growth the highest of the 12 metropolitan areas
10. **Pensacola, Ferry Pass, Brent** – Expected to show low levels of growth, but with one of the lowest unemployment rates, at 10.1 percent
11. **Tallahassee** – Expected to show minimal growth, but with the second lowest unemployment rate, at 8 percent
12. **Tampa, St. Petersburg, Clearwater** – Expected to show moderate growth, with the second highest employment growth and gross metro product 🌴

The full report may be viewed here:

http://iec.ucf.edu/file.axd?file=2010%2f12%2ffforecast_dec10_sec.pdf

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Positive Rental History Can Boost Credit Score

Last year the Experian credit bureau enhanced its credit reporting service by adding a section showing on-time rent payments. Experian is now adding further enhancements to this feature by recording negative marks provided from landlords, including mentions of bounced checks and broken leases.

Two other companies, CoreLogic and FICO, are also starting a new credit report and score process this year. The new reports would incorporate payment histories from landlords as well as payday and other nontraditional loans, child support and possibly utility and mobile phone bills.

So far, incorporating rental payments into credit scores has mostly affected people who don't have established credit histories through conventional credit sources. According to Experian, almost half of its higher-risk consumers experienced an increase of 100 points or more after their positive rental history was added. Consumers with average or higher scores did not experience as much improvement.

Major property managers and apartment companies are the ones reporting rent histories. Smaller companies haven't participated because they don't have compatible software, though Experian is considering adding a system that could allow more independents to report on-time and problem renters. 🌿



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Pinellas County HA Helps Youth Aging Out of Foster Care

Just over a year ago, the Pinellas County Housing Authority (PCHA) looked at the growing need for housing assistance among youth aging out of foster care. To address the need, PCHA's Board of Commissioners established an admission preference for this special group of youth in the agency's Housing Choice Voucher (HCV) program. The HCV program assists in making housing affordable. Adding to the housing benefit, participating youth can take advantage of PCHA's Family Self-Sufficiency (FSS) program.

"Case management and the coordination of existing services and resources for FSS participants helps provide participating youth the guidance they need as they go out on their own," says Regina Booker, PCHA's director of resident services and programs.

FSS participants are provided assistance in establishing goals for education, training and employment, as well as in determining the steps necessary to achieve those goals and in setting a

timeline for their accomplishments. A built-in escrow account provision allows participants to save money as their incomes increase due to employment. On-going case management provides support and stability.

"Our partnership with Eckerd Community Alternatives has enabled us to make housing affordable to a number of youth so far, and the FSS program is the perfect complement to their housing assistance," says PCHA Executive Director Debra Johnson.

Eckerd Community Alternatives is the lead agency for child welfare in Pinellas County and has developed an integrated and collaborative system of care that assures the safety, well-being and permanency of children, while also strengthening families through front-end prevention programs and aftercare supports.

For more information about the program, call the PCHA's HCV department at 727/443-7684, ext. 3124. 🌿

Broadway Apartments Gets Green Makeover

Southwest Florida Affordable Housing Choice Foundation with partners GLE Associates, NorthBay Energy and Chris-Tel Construction have completed their rehabilitation of the 40-unit Broadway Apartments, an affordable housing rental development located near the City of Palms Park.

The most exciting element of the project is the installation of solar water heaters provided by Florida Power and Light to all units on the property. The solar water heater system is composed of a roof mounted collector system



It's smiles all around during the Jan. 20 ribbon cutting to celebrate the completion of Broadway Apartments' green rehab.

and a standard water heater tank inside each unit. The system is designed to operate automatically, taking advantage of solar energy. When solar energy is unavailable, or when heated water is not required, the system turns off. For the 40 families who will live in the Broadway Apartments, this 80 percent reduction in water heating will be an important financial savings, which will directly contribute to their quality of life.

The solar water heaters are one of the standout upgrades included as part of the green rehab of Broadway Apartments. In addition to the water heaters, this rehab includes high efficiency HVAC systems, low volume plumbing fixtures, high performance windows, Energy Star fixtures and insulations that exceed building code requirements. The Broadway project will serve as a benchmark for green affordable housing. As a result of the green rehab efforts, the Broadway project is pursuing LEED Platinum certification. 🌿

Defuniak HA Makes Weatherization Improvements

The Defuniak Springs Housing Authority just completed work using a weatherization grant. Upgrades include new HVAC systems, CO detectors, wrapped water lines and water heaters, faucet aerators, low flow shower heads, new air filters, solar screens on windows, smart thermostats and CFL bulbs in 50 units. The total amount of improvements to the housing authority is valued at \$200,607.79. 🌿



Eric Laird, maintenance supervisor, and resident Marjorie Paul are happy with Ms. Paul's kitchen faucet with its new low flow aerator.

Eric Laird and sisters Linda Akin and Reba Crozier pose with their new air conditioner.



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Mission Statement

FAHRO is committed to the professional development of the people who provide public and assisted housing in Florida by offering a network for increased communication and education. We will continue to support legislation for the improvement and development of affordable housing and economic opportunities.

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