

**MINUTES**  
**FUNDING ADMINISTRATION SUBCOMMITTEE OF THE**  
**REDEVELOPMENT AUTHORITY OF THE CITY OF GREEN BAY**  
**Thursday, February 4, 2016**  
**City Hall, Room 604**  
**3:30 p.m.**

**MEMBERS PRESENT:** Ald. Joe Moore, Jim Blumreich, and Harry Maier – RDA Chair

**MEMBERS EXCUSED:** Gary Delveaux

**OTHERS PRESENT:** Cheryl Renier-Wigg, Krista Cisneroz, Robyn Hallet, Sue Lagerman, Kathy Cornell, Kelly Severson, Johanna Wicklund, Rachel Miller, Areli Estrada, Hispanic Chamber

**ORDER OF BUSINESS:**

1. Review Public Service Applications for the 2015 Public Service funding and approve a funding recommendation for the RDA.

K. Cisneroz stated that this year they received \$56,000 in the Public Service category. In order to get the money out and into the community, staff put together a request for proposals to seek some public service activities to support Low to Moderate Income (LMI) individuals within the City of Green Bay. The Redevelopment Authority (RDA) sent out the Public Service Grant RFP (Request for Proposals) Guidelines, Fact Sheet and Funding Policy, and Project Application packet to non-profit groups. The information was also published in the Green Bay Press Gazette and posted on the Community Connections and City of Green Bay websites. Nine applications were received from various non-profit groups within the community. All applications were very good and involved activities that could be supported with block grant funds. This is a competitive application process. An evaluation sheet and ranking system was created and included with the meeting packet along with a copy of the applications. K. Cisneroz then explained how the applications were processed, which included the scoring of each application by RDA staff. Applications were then discussed and staff agreed on three recommendations for the allocation.

The Subcommittee then discussed each of the applicants and their proposal using the Application Evaluation Summary, which was provided in the packet.

**Literacy Green Bay, Inc.:** Their proposal is to provide Literacy programming for parents and children of families that have one parent lacking a high school diploma. They requested \$13,424 in funding and had the highest score during the initial review process. Staff is recommending funding them \$12,000. The reason for not funding them for the amount they requested is because they had some ineligible expenses within their application.

**Boys and Girls Club of Green Bay:** Their proposal is a program for teens called Teens 2 Work (T2W) program. This program prepares LMI and Minority teens to become self-sufficient through development of essential workforce skills and consists of three parts; job training, financial literacy education, and paid work experience. They requested \$43,964 and ranked second during the review process. Staff is recommending funding them \$35,000.

**Brown County Housing and Homeless Coalition:** Their proposal is for a Housing Navigator staff position (20 hours a week). They requested \$19,617 and scored third in the review process. Staff is recommending funding them \$9,000.

**My Brother's Keeper:** Their proposal is to provide group mentoring to homeless men at ATTIC Correctional Services and the transformation housing and individual mentoring at My Brother's Keeper's office. They requested \$15,840 in funding. They were fourth in scoring and staff is not recommending funding for this project.

**Brown County UW Extension:** Their proposal is to develop a community garden on Green Bay's west side, with the primary goal of servicing the area's Somali population. They requested \$12,475 in funding. They ranked fifth in the review process, and staff is not recommending funding for this project.

**NeighborWorks Green Bay:** Their proposal would provide financial capabilities and housing counseling to 72 area families. They requested \$15,000 in funding. They ranked sixth in the review process and staff is not recommending funding for this project.

**Lutheran Social Services:** Their proposal would provide Certified Peer Specialist Services to individuals in mental health recovery. They requested \$10,000 in funding. They ranked seventh in the review process and staff is not recommending funding for this project.

**Hispanic Chamber of Commerce of WI:** The Hispanic Chamber of Commerce (HCCW) Training Initiative program is an innovative holistic approach to addressing the need for a quality labor shortage for employers, while providing training and opportunities for economic mobility for LMI community members. They requested \$30,000 in funding. They ranked eighth in the review process and staff is not recommending funding for this project.

**Brown County Family Access Solutions/HELP of Door County Inc.:** The Family Access Solutions (FAS) provides opportunities for parents and grandparents to maintain relationships with their children/grandchildren in a safe and non-judgmental setting. They requested \$22,254 in funding. They ranked ninth in the review process and staff is not recommending funding for this project.

J. Blumreich verified with K. Cisneroz that this is the first time since 2012 that they have received money and asked how much was received. K. Cisneroz stated yes and that they received \$56,000. K. Cisneroz also stated that with the Public Service Grants, the cap is 15% of their allocations each year. There are some carryover funds from 2013 and 2014 and that is why the dollar amount is higher. Typically each year they will not have this much funding to put towards public service activities.

Ald. J. Moore asked what happens to the funds if they are not used within the 12 month period as required. K. Cisneroz explained that it states in their agreement what will happen if they have funding left, unless an extension is requested.

C. Renier-Wigg stated that they used to allocate smaller amounts of money to more programs, but learned that they were not able to use all the money as it wasn't enough to cover what they needed.

Ald. J. Moore suspended the rules for public comments.

Margaret Franchino, Brown County UW Extension, 1150 Bellevue Street: M. Franchino wanted to make their argument for the Community Garden for the Somali population. She stated community gardens are unique in that they are meeting a basic need for healthy foods. At the same time they offer a place to build community, inclusion, and for all different backgrounds to come together. This is especially important for the immigrant population who sometimes feel excluded from the community. The Community Gardens Program has been offering community gardens for 20 years and they would be honored to have the chance to use funding and open another garden on the west side where there is need. The current garden on the west has had a waiting list since 2007 with 27 people on the list.

Ald. J. Moore asked if they already have land secured for an additional garden. M. Franchino stated yes, they have an agreement that is not finalized yet with Habitat for Humanity. The location of the parcel is 1278 Western Avenue, where there is a large Somali population. Ald. J. Moore asked M. Franchino how past funds of \$19,150 and \$25,000 were used. M. Franchino stated the \$19,150 was used to establish the Olde North garden on the east side and the \$25,000 was for staff funding for the garden coordinator. He then asked if the garden coordinator is still staffed, in which M. Franchino stated she is funded through 2016.

Areli Estrada, Hispanic Chamber of Commerce of WI, 2701 Larsen Road: A. Estrada stated they are headquartered out of Milwaukee and started expanding throughout the state and have been in the Green Bay location for two years. They have been concentrating on training, particularly in welding, and everything is on hold due to lack of funding. They get support for technical assistance; however, it is more of a challenge to get additional funding to provide the direct case management services. Case management is a critical component of them completing the training. They then assist people with job placement once their training is complete. They do work with people who are LMI and homeless, as they have barriers with transportation and other challenges. It is imperative funding, especially locally, in order for them to continue services and programs.

Ald. J. Moore asked if the HCCW is set up like the Green Bay Chamber of Commerce where a business pays a membership fee to be part of the organization. A. Estrada stated that is a portion of the HCCW and is something they are working on. It is an area of focus, but aside from the training. Ald. J. Moore asked if they have talked to different employers that may fund programming. A. Estrada stated that they have partnered up with employers. It is more of a challenge to do the essential life skills training.

Johanna Wicklund, Boys and Girls Club, 311 S. Oneida Street: Their recommended program is Teens 2 Work (T2W). She briefly described what the funding would be used for. They would be expanding the existing model by adding a fifth cycle to serve an additional 20 teens bringing a total served in the year to 100. The program not only benefits teens who develop essential employability skills and who secure first time employment, they also work with local employers and listen to what work force development needs are locally. When possible, they customize teen programs to include job shadowing or tours or guest speaker presentations so teens can learn about careers that are in demand and get some initial experience and develop interest to become competitive workers in those areas. They are also expanding the program to include hands on learning. They are meeting community needs and welcome opportunities for city related projects and volunteer opportunities as well.

J. Blumreich asked if the shadowing is for teens to learn what types of jobs there are. J. Wicklund stated yes, and it gives them that career awareness of employment. This is important because teens that are in the program may not have working adults in the household or know what types of careers exist in the community. Ald. J. Moore asked how the teens become

qualified for the program. J. Wicklund stated it is primarily age. They get participants through word of mouth and it is a big draw, especially among youth that are located within walking distance of the club houses, with locations on both the east and west side of Green Bay. They also recruit from the high schools and teens from LMI families as well. They get referrals from schools and counselors.

H. Maier asked if there is a retention factor and if they stay and go through the program. J. Wicklund stated the program has some rigorous expectations and teens are expected to attend every session. If they do not take the program seriously, they don't let them advance. Even though they may be graduating 100 teens, there may have been 125 that had started the program. They work with the teens that are not successful the first time to give them more opportunities to develop their life skills. A conversation continued regarding the specifics of the program, especially for teens that may need more time to advance in the program.

Kathy Cornell, Literacy Green Bay, Inc., 424 S. Monroe Ave: K. Cornell stated their program is Children First Literacy Program. This is just one of the programs they offer. This program works with both parents and children to try and break the cycle of illiteracy. The parents they are working with are lacking a GED and are working with NWTC to obtain a GED. The young children are enrolled in the preschool program at the YWCA, which is one of their partners. They enroll approximately 50 parents each year.

H. Maier asked K. Cornell how they recruit people for this program. The referrals they get are from other agencies such as Catholic Charities and NWTC.

Robyn Hallet, Brown County Housing and Homeless Coalition, 100 N. Jefferson Street: The Brown County Housing and Homeless Coalition (BCHHC) started the Housing Resource Day about a year ago. It allows for those who are housing deficient to talk with various housing service providers within the community. They have recently heard that HUD may be requiring this or something similar of continuum of care organizations. R. Hallet went into detail on how resource day works and that it is a monthly event. The coalition is made up of 40+ area service providers. People are referred to the coalition by a wide variety of means such as the service providers who are part of the coalition, advertising on City buses, and posters placed in a variety of locations.

J. Blumreich asked what the awarded \$9,000 of the \$19,617 they requested would do for the coalition. R. Hallet stated they will have to scale back on the services that the Housing Navigator would provide. They were hoping that the Housing Navigator would pick up some of the duties that voluntary coalition members are currently doing to coordinate the Housing Resource Day. The main focus would be to have the Housing Navigator follow up with the participants that came to the Housing Resource day. They are dealing with families that have obstacles in finding housing and mental health disorders.

Ald. J. Moore asked if they had a candidate in mind for the position. R. Hallet stated they do not. Ald. J. Moore stated he discussed with C. Renier-Wigg other funding options, as they do not want to staff the position and then at the end of the year have it eliminated because funding isn't always there. He asked if there was a plan in moving forward to keep the position funded so there is some consistency with the public who will come to rely on this. R. Hallet stated that the executive committee of the coalition will need to look into that further as they do not have an exact plan at this point. However, the coalition is looking to do some restructuring and strengthen it in the community. They are hoping they might get some sponsorship or other grant opportunities.

Ald. J. Moore returned the meeting to regular order of business.

Ald. J. Moore stated this was a good turnout for applications and is disappointed that this money isn't available every year. They all commended staff on the hard work of reviewing all the applications and making the recommendations. Ald. J. Moore stated that as a community benefit, the things he looked for the most were involvement of youth, job training, education, and diverse access. He believes the awards are appropriate and they do need to continue to work and fundraise and find other sources, permanent sources, to keep the programs going.

J. Blumreich asked what other organizations they have funded in the past that they are no longer funding. K. Cisneroz stated they have funded My Brother's Keeper, Lutheran Social Services, The Club, Community Gardens, and NeighborWorks. H. Maier asked how the number of applications this year compared to applications in the past. K. Cisneroz stated this is the first time they have done this since 2012, in which 12 applications were received. This year they received 9 applications. J. Blumreich stated that the good news is that most of the organizations that have been funded in the past and are still being maintained.

A motion was made by Ald. J. Moore and seconded by J. Blumreich to accept the staff recommendation to award \$12,000 to Literacy Green Bay, Inc., \$35,000 to Boys & Girls Club of Greater Green Bay, and \$9,000 to Brown Co. Housing & Homeless Coalition and to refer to the RDA for approval as proposed. Motion carried.

A motion was made by J. Blumreich and seconded by Ald. J. Moore to adjourn the meeting. Motion carried.

Meeting adjourned at 4:11 pm