

## **Island Housing Trust ("IHT") Board Meeting – Regular Meeting**

June 18, 2022, 8:30 AM EDT (Via Zoom Videoconference)

Board members present: Doug Ruskin, Jeffrey DuBard, Pamela Craven, Bob Egerton, Peter Freeman, Victoria Haeselbarth, Delos Lander, Richard Leonard, Michelle Vivian-Jemison, Norman Werthwein, Wendy Wolf constituting a quorum

Board members absent: Sophia Welch

Staff: Philippe Jordi, Executive Director, Breeze Tonnesen, Keith McGuire, Liz Volchok

*The Board Members received a package of materials in advance of the Meeting via email dated June 14, 2022 and an email dated June 17, 2022 containing an updated agenda.*

Mr. Ruskin acted as chair of the Meeting and called the Meeting to order at 8:30 AM EDT.

### **CONSENT AGENDA**

Thereafter, Mr. Ruskin turned to the Consent Agenda consisting of the following item:

1. Minutes 5-21-2022 Regular Board Meeting

**Action:** On motion duly made and seconded, the Board members present:

Unanimously approved the minutes of the meeting of May 21, 2022, as presented in the Board Materials (Consent Agenda Item #1), with those Board members who were not present at such meeting abstaining.

### **COMMUNICATIONS UPDATE**

Ms. Tonnesen then presented a first and second quarter update on IHT's communications activities covering the following:

- the 2022 Creative Work Plan was written and shared with the IHT team
- a robust media plan was created and all space/airtime secured
- the Vision 2025 pocket brochure was printed including a QR code linked to our Vision 2025 website statement
- an online and printed version of the 2021 Annual Report were produced. Over 1500 pieces were mailed the week of 5/23/2022.
- sponsorship ads were created and are running on CAI/NAN and WMVY
- Eight very short, animated films were produced as part of the Did You Know? Series. They are featured on social media and on the MV Times.

- IHT films are being rotated on the MV Times, The Minute newsletter (2x per week) and on the MV Times homepage
- IHT ads are rotating on the Gazette and CAI/NAN websites
- IHT posted weekly on social media
- IHT ran a robust social media and newsletter campaign in support of the Housing Bank
- seven Mailchimp newsletter bulletins were sent and the 2021 Annual Report issue had a 51% open rate with a 4.8% click through rate
- for the first time IHT produced, and is testing, posters on three steamship boats including a QR code to our website. They feature our Who's Cooking Your Food campaign

Ms. Tonnesen also presented examples of materials from various media placements, newsletters and other electronic and print materials. She received numerous questions and suggestions from the Board during her presentation.

### **ADVANCEMENT UPDATE**

As the next order of business, Dr. Wolf reviewed the various ways in which Board members could assist IHT in fundraising, including the upcoming "virtual brunch," inviting their contacts to tours, hosting a house party and attending IHT fundraising events. Board members were very complimentary of the recent event hosted by Slough Farm. A number of suggestions were proposed during Dr. Wolf's presentation, including (1) prior to events, provide Board members with information on those donors who will be attending, and (2) publishing a calendar of fundraising events similar to the Board meeting calendar so that Board members can block out those events on their personal calendars in advance.

### **GOVERNANCE COMMITTEE**

Ms. Craven reported that the Governance Committee was reviewing the various delegations schedules that had been prepared by the Staff: Governance & Finance; Fundraising; Communications; Personnel & Administration; and Real Estate. She indicated that the first four were nearing their final state of readiness for presentation to the Board, but that the Real Estate schedule required, in the opinion of the Committee, input from the Project Development Committee (PDC). In addition, the Governance Committee recommended that the PDC review its Charter to identify items that are no longer current or that should be within the purview of the Staff as well as those items that are appropriately within the purview of the PDC. She also reported that Mr. DuBard, who is currently a member of the PDC, has agreed to act as the Board member-chair of the PDC. Mr. DuBard committed to review the delegations schedule and Charter at the next PDC meeting, on July 7, 2022, and report back to the Governance Committee.

Ms. Craven also stated that in light of the resignation from the Board of Trey Rasmussen, the Audit Committee was now in need of a third member. Dr. Wolf volunteered to serve on the Audit Committee.

**Action:** On motion duly made and seconded the Board appointed Jeffrey DuBard as co-Chair of the PDC and appointed Wendy Wolf as a member of the Audit Committee.

### **OPEN DISCUSSION**

Mr. Ruskin then opened the portion of the meeting reserved for open discussion. Mr. Jordi reported that the owners of the property at Plantingfield Way no longer desired to proceed with the sale to IHT.

He also provided an update on the status of the Meschacket (Edgartown) affordable housing project. A discussion ensued regarding the recently submitted application to the Martha's Vineyard Commission for the review of the project as a Development of Regional Impact.

Mr. Jordi also enumerated other areas in which IHT was endeavoring to increase the supply of affordable housing through partnering with local businesses; creating more accessory dwelling units; and working with a human resources expert who specializes in advising community development corporations to increase IHT's staff capacity. A discussion ensued on these topics and the additional subject of whether IHT should be more involved in legislation and promoting zoning changes to support more housing.

At Mr. Ruskin's request, Mr. Jordi then informed the Board of recent developments concerning IHT's RFP response to the town of West Tisbury regarding the joint project with South Mountain Company at 401 State Road and the recent meeting of the town's Affordable Housing Committee.

### **EXECUTIVE SESSION**

Mr. Ruskin reminded the Board that it had agreed to hold a regular executive session following each Board meeting. The Board held further discussion of the 401 State Road project and, more broadly, the resources available within IHT to handle transactions of greater magnitude and complexity. At the conclusion of the session, Mr. Ruskin asked Messrs. DuBard and Freeman to have the PDC conduct a review of what transpired and report back to the Board, along with the PDC's recommendations for the delegations schedule and PDC Charter.

There being no further business, the meeting was adjourned at 10:33 AM EDT.

Respectfully submitted,

**Pamela Craven**

Pamela Craven,  
Assistant Clerk