

**City of McCall**  
**Housing Advisory Committee**  
**Agenda**  
**March 14, 2022, 4-5:30 pm**  
**TEAMS/McCall Library**  
**218 E Park St**  
**McCall, ID 83638**

Use a phone to call 208-634-8900, when prompted enter Conference ID [,829373847#](#) If there are any questions, contact Meredith Todd, Assistant Planner ([mtodd@mccall.id.us](mailto:mtodd@mccall.id.us)). The Meeting Room Occupancy Capacity is subject to the 6-foot social distancing and a capacity of 6 people. Masks are recommended in all City Buildings.

**CALL TO ORDER AND ROLL CALL**

Nick Zello, Pat Hill, Robert Lyons, Diane Kushlan, Toni Curtis

**CONSENT AGENDA**

- Approve February 9, 2022 HAC Minutes

**OLD BUSINESS**

- Housing Action Plan Update – Nick
  - Meeting #2 Summary
- Housing Solutions Idea Brainstorm – *(chronologically at end of the meeting)*
  - Review supported ideas, refresh earlier ideas not yet discussed, solicit new ideas.
    - LOT Creative Ideas (added 1-10-2022)
- 111 W. Lake St. ADU Donation Update – Michelle

**NEW BUSINESS**

- LOT Fund Application (Action Item) – Discuss support for housing related LOT application(s) – Incentive Program, Toaster Project, Housing Action Plan Recommendations, etc.
- Landing Locals Presentation & Q&A
- Upcoming Training Opportunities (Diane)
- Legislative Updates – Housing Related Bills (Michelle)

**NEXT MEETING**

Next Regular Meeting – March 14, 2022

**ADJOURN**

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**City of McCall**  
**Housing Advisory Committee**  
**Minutes**  
**February 9, 2022, 4-5:30 pm**  
**TEAMS/McCall Library**  
**218 E Park St**  
**McCall, ID 83638**

**CALL TO ORDER AND ROLL CALL – The meeting began at 5:05pm**

*Members Nick Zello, Pat Hill, Robert Lyons, Diane Kushlan, and Toni Curtis were present. Meredith Todd (Assistant Planner), Michelle Groenevelt (CED Director), and Brian Parker (City Planner) were also present.*

**CONSENT AGENDA**

- Approve January 10, 2022 HAC Minutes –  
*Member Kushlan made a motion to approve the minutes, Member Hill seconded. All Members voted aye and the motion carried.*

**OLD BUSINESS**

- Housing Action Plan Update – Michelle
  - Meeting #1 Summary

Ms. Groenevelt and Ms. Todd summarized the first Housing Action Plan meeting and the progress made in establishing a firm understanding of the challenges faced and tools generally utilized in strategies to address workforce housing/housing availability struggles. Many members of the stakeholder committee are committed to finding housing solutions to prevent any struggles for business operations as the area becomes busier for tourism, and more difficult for residency. The next meeting will take place on February 11, and cover tools that could be pursued in deeper detail to see how stakeholders envision being involved.

- Housing Solutions Idea Brainstorm – *(chronologically at end of the meeting)*
  - Review supported ideas, refresh earlier ideas not yet discussed, solicit new ideas.
    - LOT Creative Ideas (added 1-10-2022)

Chair Zello mentioned the Landing Locals project he would present would need Local Option Tax funding. He also mentioned requesting engineering funds from LOT to engage in the wetlands-mitigation process on the Davis Ave property could be worth pursuing, as well as asked whether the future garage for the Toaster house could be an ADU. Mr. Parker indicated the answer was yes on the ADU possibility, but a sewage hookup would likely be the challenge. Member Lyons suggested adding a Davis St. ADU request to the LOT list of items to consider.

- Linkage with Chamber of Commerce

Member Kushlan mentioned wanting to brainstorm Chamber of Commerce partnerships in March. Ms. Todd mentioned the Chamber will be distributing a survey on Housing needs to

local businesses to help update our needs assessment numbers, and that the Chamber is looking forward to working more with the HAC and City on housing.

- Landing Locals (Chair Zello)

Chair Zello presented a concept used in Truckee, CA (near Tahoe) where the non-profit would approach HOAs and homeowners to ask them to convert their short-term rental/2<sup>nd</sup> home to a local housing unit, with the exchange of the renter being a caretaker of the property and a grant to offset the lost revenues from a short-term rental. He mentioned the program had a 90% retention rate on units that enter the program because the care being taken of the property by the renter was appreciated (*For specific details, see attached presentation*).

Member Curtis and Ms. Groenevelt mentioned that this idea was intriguing and happens informally through the county classifieds. Chair Zello mentioned that the Landing Locals director would be open to coming to speak to the HAC about the concept. Members agreed inviting this individual would be desired.

- 111 W. Lake St. ADU Donation Update – Brian/Michelle

The high-end cost estimate for the movement of the building was provided by Pacific Movers to be approximately \$24,000, lower than the projected cost. Council will be discussing whether to choose between owning the structure and outsourcing all of the labor and improvements for the project, then long-term lease the building to the Housing Company for property management. The other option is to transfer ownership to the Housing Company and have them do the improvements. Chair Zello asked whether a Housing Authority would be a third option for ownership and project management if it existed. Ms. Groenevelt mentioned that hypothetically yes, but putting together a Housing Authority to manage this project with the number of unknowns that are still being managed would be difficult to do when starting up a Housing Authority, whereas the Housing Company has experience in the area doing non-profit housing already and is a good partner for getting the project done efficiently, with either option City Council decides.

Member Kushlan asked whether either scenario would benefit the donors in different ways regarding their tax benefit or other benefit to-be-gained by the donation. Ms. Groenevelt mentioned that either body receiving the structure donation could provide the same incentive/tax benefit and both scenarios would place a Deed Restriction on the structure. Member Hill mentioned that the Housing Company would be a strong and qualified partner given their experience in development and management. Ms. Todd mentioned this was a great opportunity to watch an experienced group execute a process, and learn about the intricacies from owning, to management, to financing, to then be a good steward of similar processes going forward with a Housing Authority, with the Housing Company, or with other community stakeholders.

Chair Zello mentioned the experience may be instructive on the continued question of *'Is creating a Housing Authority the best choice at this time to move local-housing forward?'* Members discussed the question as being valuable to revisit later, given the new knowledge of what the Housing Company could offer in partnership that was not known in earlier discussions. Members agree paying close attention to lessons learned is the best way to continue pondering

the Housing Authority. Member Zello also asked: Of the goals the HAC has set in creating a Housing Authority, what of those goals could not be accomplished by forming partnerships with existing housing non-profits? In general, that will be related to direct financing and project management, fundraising, and navigating tax incentives in ways the city cannot but an independent Housing Authority could, as well as still partnering with other housing non-profits to pool resources. There was some discussion on timeline for when the opportunity for the Gem Grant, or the decision to move the building would be determined. The Gem Grant is awarded in May if the city receives the award; the donors of the structure wish to have it moved in time to start construction upon the melt of the snow.

- Surplus LOT Funds Response

Chair Zello summarized the denial of the request for Surplus Local Option Tax dollars due to a clause that stated surplus LOT must be used for property tax reimbursement. Chair Zello asked whether the strategy should just be to ask for more money in the application process moving forward. Ms. Groenevelt mentioned that she did request twice the amount that was awarded, but the LOT dollars available in the next application period (March 1 to April 30) there will be more dollars and likely more applicants. LOT will be discussed again in March.

- Housing Solutions Roundtable – Reflection (Diane, Michelle, Meredith)

Member Kushlan summarized the meeting being a pleasant surprise that was well tailored to western, rural communities with limited tools as opposed to general housing gatherings that appear focused on big-city scale concepts. She also identified the Red Lodge Montana project as a great example of income qualified projects for locals and sweat-equity projects involving 9 project partners. She also appreciated a Hospital that was reclaimed in Missoula to become housing.

## **NEW BUSINESS**

## **NEXT MEETING**

Next Regular Meeting – March 14, 2022

## **ADJOURN**

*Member Hill made a motion to adjourn. Member Curtis seconded. All members vote aye and the meeting was adjourned at 5:28pm.*

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Date:

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Nick Zello, HAC Chair

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Michelle Groenevelt, CED Director

# Landing Locals - Introduction

- Kai Frolich – Co-founded Landing Locals with husband Colin in Truckee, CA
- Went to largest HOA for rentals and discovered lots of vacancy but no rentals for the working locals
  - Only 13% of housing was STR, but many others just sat empty
- Created a managed, 2-way marketplace for people with local employment
  - Renters help by taking care of the house since winter is hard on houses
- Town of Truckee provided grants to STR people if they rented to locals with a salary max
  - They provide the funds and LL manages the program
  - LL is the contact for HO and tenants and ensure suitability, then file papers w city to pay the landlord
- At end of year one, 90% are continuing, even w/o knowing about funding

# Landing Locals - Introduction (cont.)

- Now are in Breckenridge and South Lake Tahoe
- LL has experimented with several lease/rebate models
  - Flexible lease model allows owners to schedule gaps when they can access their property
    - This didn't work well. So owners instead rent year round and use that money to rent a STR
    - This is esp true if they have a condo and just rent a similar unit.
  - Truckee grant program required a 12-month lease.
    - Later, discovered a need for a seasonal program
    - Now have as little as 3-month or up to 12-month, with grant going up for longer periods.
  - In Truckee, started w \$3k grant for all properties on 12 mo lease.
    - Discovered inequity with larger homes rented to single tenant
    - So, to incentivize more housing, you now get more money for more people named on the lease (and employed within geo boundary).
    - So now, 3-mo for 1 ppl = \$1k, 12-mo for 3 ppl + is \$10k.  
<https://landinglocals.com/workforcegrant/>
    - No long-term commitment as in deed restrictions
- They had about 25 rentals participate in first year (with the \$3k grant), so now up to about 60 with modified program.

# Landing Locals - Introduction (cont.)

- How does it work?
  - They get paid through a contract with the region.
    - Amount ranges between \$5-10k/mo depending on complexity.
    - So cost to an area like ours would be:
      - Grant amounts (assume initially 10 homes @ \$3k/ea) \$30k
      - Administration cost ~\$75k
      - Marketing costs ~\$ 6k
  - Most effective methods of reaching owners?
    - Postcards to taxpayer address
    - Property managers (separate incentive) (they often have poor performing properties)
    - Email
  - Save the Season effort got 30 people into homes within months
  - Contacts are all handled centrally through them, so just need a local contact in the housing group from the city or whoever is giving out the money.

# Landing Locals - Introduction (cont.)

- **Next Steps**
  - **Talk with Wendy/Housing Strategy**
  - **See if Chamber of Commerce has funds to support grants since much of the issue is workers for them**
  - **B-Corp structure. Fast to implement bc doesn't require policy change**
  - **Discuss: How could we structure a regional entity that has sufficient jurisdiction to collect from all regional partners and distribute funds**