

Housing Trust Subcommittee: Emergency Rental Assistance Program

Minutes

June 22, 2020

4:15 PM

Remote Meeting

**RECEIVED
TOWN CLERK
BELMONT, MA**

DATE: July 16, 2020

TIME: 9:17 AM

Attendance: Judie Feins, Gloria Leipzig, Rachel Heller, Betsy Lipson

AGENDA

The detailed agenda below was developed during the meeting. This agenda covers topics related to roll-out of this program. Not all topics were discussed today. More discussion will ensue in future meetings.

1. Procurement
 - a. Scope to solicit agencies to bid
2. Marketing
 - a. Landlord outreach, funds for a mailing, develop text, consider calling the larger landlords
 - b. Outreach flyer for renters
 - c. Marketing/outreach to other town groups: Belmont Religious Council. CoA, public schools, PTOs, Parent groups, BAR, Belmont Helps, Sen Brownsberger, Rep Rogers, BOS, town website banner
 - d. Marketing – post information on town website, library website, Belmont Electric, Media Center (can they scroll a banner about this and fundraising)
 - e. Draft article for Citizen Herald, The Belmontian, Media Center
3. Discuss how to use/explain term lottery.
4. Create a fundraising plan
5. Develop a timeline: when will we start. 2-3 weeks of marketing.

DISCUSSION

1. **Procurement:**
 - Under \$50K requires 3 bids. Must prepare a scope.
 - Suggested list to send to includes: Metro Boston, Arlington Housing, MWCD.
 - Scope: operational specs of administrator's required duties. Develop it based on ur program description.
 - Administering agency needs to be ready to accept applications by July 13 (when marketing begins)
 - Gloria volunteers to draft scope, Judie will review
 - Meet again Friday 6/26

2. Marketing

- Landlord outreach: we need funds for a mailing, need someone to draft text, volunteers to produce copies and do the mailing, volunteer to call the larger landlords.
- Write a brief letter to landlords. Explain program, request they pass flyer to tenants. Insert 2 flyers into landlord letter that is directed to renters.
- 1600 landlords
- Flyer translations: We need to ask Belmont Helps, and/or town. Suggestion that we start with a Google translate version and then ask for corrections.
- Landlord letter: Judie volunteers to draft
- Flyer: Betsy volunteers to draft (
- Blurb for town home page, FB, list serves in town – Betsy volunteers to draft

3. Outreach to Renters

- Facebook
- BPS superintendent newsletter
- Landlords of big properties
- Promote RAFT, suggest qualified households go their first if you have not already received RAFT funds (Can only receive RAFT funds 1x/24 months)

4. Lottery

- Gloria will forward note that provides insight/context for this

5. Fundraising:

- We need to be explicit in the fundraising materials that funds could roll into housing production if it turns out it is not needed for rent assistance

6. Other

- Note to ourselves that if economic crisis continues and there is need for more rent assistance, we need to keep an eye on CPA timeline for requesting additional funds

7. Timeline (DRAFT)

- June 26: Mail/email RFP to prospective agencies
- July 2: Responses due
- July 6: Provider selected
- July 6 – 10: Contract readied by town
- July 13-17: Marketing materials finalized and sent; electronic outreach begins
- July 13 through August 2: marketing
- August 3: Lottery
- TBD applications review for eligibility & verification: announcements begin

Submitted by Betsy Lipson