Advisory Committee Meeting Minutes
July 19, 2016
10:00a.m. - 11:30a.m.

ATTENDANCE:

Betsy Fadali - NV Housing	Nancy Brown- Schwab Bank
Sheila Roberts - Emphasys Software	Palisa Sturgis - Money Follows the Person
Steven Aichroth - NV Housing	Zanny Marsh - Red Cross
Denise Cox - NH Housing	Phyllis Hargrove - HUD
Josie Hatem - NV Housing	Mathew Fleming - Northern Nevada
George Graham - City of Sparks	Community Housing Resource Board
Earlie King - City of Las Vegas	Jean Barrette - Diversify Nevada
Gilbert Medina- City of Henderson	Jessica Sanders – Diversify Nevada
Kristin Cooper - Clark County	Laurie Vance - Ovation
Lawrence Casey – Money Follows the Person	Dwayne Alexander - SNRHA
	Laure Raposa - SNRHA
Michelle Khau - Aging & Disability Services	Erick Willrich - Washoe County S.S.

WELCOME & INTRODUCTIONS

- Betsy expressed appreciation to everyone for their help.
- Introduction of new members: Steve Aichroth, Chief of Administration with the NHD; Jeni Chavez and Crystal Kleidosty from the Nevada Rural Housing Authority, *were not present*; Shelly Cochran, Deputy Director or the Nevada Apartment Association, *also not present*: Dwayne Alexander and assistant Laure Raposa from SNRHA; and Eric Willrich of Washoe County Social Services.

NEW NVHOUSINGSEARCH.ORG FEATURES

- There had not been a meeting recently, team was busy updating the system
- New features
    - New color, added NHD Logo, news, blog, veteran resources, and search engine optimization
    - Nevada is first in Housing Locator service (37 regions) with a blog, and some advisory members have already made contributions
    - Search engine optimization, has enhanced the number of people who can reach and use the site
    - New features that have been incorporated, are also new to Emphasis
    - We have 3 advisory board members involved with the blog, Silver State Fair Housing, Community Development Block Grant, and Ensemble Phase II

- Sheila walked through the site and gave a tour of the new features.
    - NHD control the content of news and blog feature
    - 9 different tiles can be showcased at once, all real time
    - All features get archived, never get lost

- o Nevada Vet Resource link is meant to be information that is community specific, consumer specific information and can be used by call center staff for referrals.
- o Search engine optimization is very important, constantly refreshed content will push search result pages
- o There was a suggestion that we might use an online survey tool of onsite visitors; this has been done in other states

PROGRAM STATUS UPDATE
Demonstrated a chart "Stats and Update Projections"
- Almost at 39,000 housing units listed
- Over 75 thousand individual searches in a 2 year period
- Past 2 months have had record searches, almost 5,000 searches a month
  - o Summer is always best for searches vs. the holidays, people are not looking as much.
 "Google Analytics" Chart
- 5,323 sessions over approximately the last month
  - o Single session can be many searches
- Page views are at 28 thousand, about 5 pages per sessions
- Sessions are over 4½ min
- Almost 70% of the search sessions are new
- Lincoln County now has properties listed
- Mineral, Esmeralda and Story is where we don't have any listings
- Reviewed table displaying estimated % of total Multi-family units listed per region
  - o Clark - 12%
  - o Washoe - 24%
  - o Carson - 22%
  - o All others - 35%
  - o NV approximate total is 14%
- Team satisfied with numbers, does not want upset any contenders
- Would like to have more opportunity to find available listings
- Not many single family homes are listed in the north, most are in the south. Would like more single family listings in Washoe County, NSP housing listed and works
- Landlord can list rooms, single-family rentals, duplexes, triplex, manufactured, etc.
- Might work with Manufactured Housing to reach out to mobile home parks

REPORTING ENHANCEMENTS
- Built out a detailed, granular search report
- Allows NHD to see what people are searching for
  - o From features, to accessible features and if they are pulling results
    - ▪ Example; wide door, ramp entry, etc.
- Have activated back end identification numbers to help track and report on subsidized and affordable property tracking
  - o Tax Credit Property
    - ▪ Will have AOD number assigned to them

- ▪ Will help see all updates
  - o HUD, USDA RD, PHA Properties
  - o Details on properties added and updated in the system
  - o It an easy way to track landlord participations
  - o It's helps see where there is an opportunity for growth
- Housing locator has been used to encouraged growth in affordable housing in specific areas

HOW NVHOUSINGSEARCH.ORG CAN HELP PLACE HOUSEHOLDS IN THE PERMANENT SUPPORTIVE HOUSING PROGRAM - KRISTIN COOPER

Kristin shared
- As a part of CCSS they have discovered gaps for serving the homeless
- Finding challenges in placing homeless in permanent supportive housing
- There doesn't seem to be a single place where nonprofits or Social Service could go to find inventory of permanent homes for the homeless (includes; disability, substance abuse, addictions)
  - o People with no credit background, may not pass background checks, that come with case management and have rental assistance
  - o Need one place to look for properties able to work with permanent supportive housing system and available units
- Need to find a place that is affordable and help landlords with the Social Service system
- Like to be able to find and track available units specifically for permanent supportive housing tenants
  - o Most need studio or one bedroom units
- Might need a system specific to permanent supportive housing

Sheila shared
- The system is already set to help meet consumer and case worker needs
- The system allows case worker to find landlords that have indicated that they want to work with these agencies through the restricted access portal
- Had to build up inventory before using portal. Money Follows the Person is currently using the system.
- In the registration process, landlords are asked if they want to work with these agencies and also can opt out on requesting consumers background and credit check
- An approved case worker, who has registered through NHD receives access and can search for units for their consumers
- System also notifies case worker when a unit is available
- Due to confidentiality, the general public can't search but veterans are an exceptions
- NVHousingSearch could help in raising awareness to the landlords, flyers can be sent to let them know there is a need for supportive services, to see if they could make rental properties available
- Want to make sure that there is inventory to help the case workers, want to understand the consumers and the service area needs
- Can look into sending an e-blast to landlords to try to recruit more interest amongst landlords

- Reach out to Betsy to help get anyone started with restricted access portal
- Fair Housing principals apply to disabled, people eligible for PSH – education needed

PROMOTIONAL OPPORTUNITIES
- Looking on how to raise awareness, always looking for feasible way to promote the program
- Have participated in various trade shows, KOLO TV, NVSAA, Nevada Real-estate radio, Family health fair (ongoing), VA Lunch, Alliance for Nevada, Nevada Public Housing Authority webinars, e-blast to property owners, and online publications
- Facebook post work well in getting additional searches over the weekends
- New buttons are out, please link to NVHS on your website. Some already have links in place – please update links with new buttons if possible.
- Thanks to all those who have participated in the blog, if you have an idea for a blog we would like to hear them

FEEDBACK, COMMENTS & SUGGESTIONS
- Always free webinars and always ongoing, there is lots of material is available that can be used
- Committee was asked to please give feedback on anything that can be improved or anything that needs to be addressed
- Will send out an email with all the buttons to everyone
- Request to possibly get feedback from the call center staff about calls they field

CLOSING COMMENTS & ADJOURN
We will meet again end of year, date to be determined
Meeting adjourned 11:30am