

First Suburbs Coalition Meeting Summary December 14, 2007

The First Suburbs Coalition met on Friday, December 14, 2007 at the MARC Conference Center.

Mike Scanlon, city administrator for Mission, showed the Climate Protection Video that was previously shown at the Climate Protection Conference where 20 local mayors signed a Climate Protection Agreement pledging that their communities will work to reduce global warming. The First Suburbs Coalition and MARC were sponsors of the conference. MARC will be convening the communities that signed the agreement after the first of the year to plan out next steps. Mike has also been named to the ICMA Sustainability Advisory Committee.

Dean Katerndahl reported that the remodeling loan program had completed 76 loans totaling just over \$1.5 million. Dean also reported on the results of a survey of loan recipients conducted by Community America Credit Union (report attached). Recipients were very pleased with the program and especially with the service received from Community America. It appears about half of the projects undertaken were repairs, such as replacing roofs, and half were remodeling where a new room was added or redone. Most of the respondents used contractors to do the work.

MARC has executed a new agreement with Community America Credit Union for 2008. Of utmost importance is developing a proactive marketing strategy. It is clear from past results and respondents to the loan survey that demand for loans is directly related to marketing initiatives. MARC will convene the PIOs or other representatives from participating cities after the first of the year to develop a marketing strategy.

Dean Katerndahl reported that a group of representatives from local governments, Piper-Wind Architects, HBA, the Metropolitan Energy Center, and MARC are working on the development of a green remodeling book to emphasize ways that families can remodel in an environmentally sensitive way.

Jeff Pinkerton presented a summary of demographic and retail sales data for the first suburbs. The information showed that first suburbs were becoming more diverse at a rate that is higher than the metro area as a whole. First suburbs are also aging, but no faster than the rest of the metro area. Additional information was provided on retail sales by zip code and disposable income by zip code. One additional chart showing per capita sales by city and their respective "pull factors" was omitted and is attached here. (Pull factors are a measure of whether a community is "pulling" its proportionate share of metro per capita retail sales. A pull factor over 1.0 indicates that a community is pulling more than its proportionate share and a pull factor below 1.0 indicates a community is pulling less than its proportionate share.)

Dean Katerndahl indicated that Retail Working Group would continue to work on the development of additional information as well as pursue specific initiatives. One area to focus on that coincides with priorities of the NLC First Tier Commission is renovation of underperforming strip centers.

Dean Katerndahl presented a revised legislative agenda (see attached). One of the chief problems is that there is not a specific issue that is currently energizing first suburbs. The Coalition decided to review the proposed changes and take up the agenda at its next meeting.

Steve Petrehn and Aaron Bartlett presented information on the Safe Route to Schools Program. If your community is interested in getting involved contact Aaron Bartlett at 816-474-4240 or ABARTLETT@marc.org.

Dean Katerndahl presented a map showing home foreclosures in the metro area. Laurie Bedlington of HUD indicated that HUD and the Housing Choices Coalition will sponsor a foreclosure workshop in January aimed at discussing what cities can do to help their citizens facing foreclosure. Florence Erickson of Overland Park indicated that they had put information on their web site about resources for those facing foreclosure. There is a Web site, <http://www.995hope.org/>, and a hotline, 1-888-995-hope (4673), run by the same coalition.

In other business Mayor McConwell, who sits on the First Tier Suburbs Committee of the NLC, reported on their recent meeting in New Orleans. They are currently focusing on revitalization of strip centers (something we are interested in). Also a staff network of first suburbs coalitions has formed and made a presentation. Dean has been involved in this.

Georgia Nesselrode of MARC's Government Training Institute presented information on MARC's Academy for Sustainable Communities (<http://www.marc.org/sustain/>), which is sponsoring a year-long set of workshops.

Finally, Dean Katerndahl presented information on an updated survey of communities considering regulation of residential rental property (attached).

The next meeting will be in March or April, 2008.