

Housing Advisory Committee
Special Meeting on HAC Public Education
June 26th, 2025

1. Roll Call:

- Committee members present: Pat Noonan (Chair), Mindy Mohr (Vice Chair), Andrew Heesaker, Alicia Duncan, Tim Rogers, Harrison Wilterdink, and Jake Victor.
- Quorum: Yes
- Committee member absent: Council Liaison, Shawna Ambrose; Peter Kazura, HAC Member
- City staff present: Jessica Garner, Community and Economic Development Director; Samantha Bradley, Affordable Housing Development Specialist; Justine Eighmy, Administrative Specialist; Megan McCall, Assistant City Attorney II; Carrie Espinosa, Housing Manager
- Public in attendance: Katie Winner

2. Introduction of New HAC Member – Jake Victor:

- Mr. Victor owns North Point Development, an affordable housing development firm. He moved to Arvada 3 ½ years and has a background in affordable housing and workforce development. He helps run the Wisconsin Housing Tax Credit Program and assists the State of Wisconsin in allocating all the state's affordable housing resources.

3. Public Comment:

- Katie Winner- Ms. Winner is a member of the Chamber of Commerce and is involved with the Macintyre Project in Arvada. Ms. Winner asked if the HAC Members would be interested in helping to support the Lutheran Campus Project in Wheat Ridge and asked if HAC Members wanted to come out to a place and space to test some messaging and language.

4. Public Education Recap:

- From the HAC bylaws: The purpose of the Committee, as established by the City Council, shall be as follows: *Public Education Mandate is to: facilitate community education and engagement of housing initiatives, programs, strategies, developments, and potential partnerships to support Arvada's strategic plan goal of improving access to quality housing that is attainable to a broad range of income levels and meeting its diverse housing needs.*
- Limitations: HAC cannot express "project-specific" support; HAC cannot refute public commentary on the spot; statements made by HAC members, when speaking for HAC, must align with City Council messaging and the Arvada Housing Strategic Plan.
- Opportunities: Public education is meant to be a HAC-led initiative; HAC may create educational material that applies generally to all housing projects and products identified by the 2024 HNA; HAC may use public meetings, festivals, and online tools to distribute and present educational material.

HAC Educational Brainstorming ideas:

- Written Materials: General information and definitions that can be distributed online or in public
- Engagement opportunities: Festivals, Public Meetings, tours, video clips
- Myth-busting: Residents, employment, jobs, impact of this type of housing

5. Guest Speaker Presentation– Jess Fuller, Senior Director of Economic Impact of the Greater Arvada Area Chamber of Commerce:

- Ms. Fuller oversees several items of the B.O.L.D. 2026 Initiative (Big Opportunities for Leaders to Deliver)
 - Drives economic opportunities across Jefferson County and Adams County and tackles challenges that our businesses and communities are facing.
 - Childcare Goal – More affordable and accessible childcare so that people can stay in their jobs or join/rejoin the workforce.
 - 355,000 job openings in Colorado per year until 2031
 - Tap into broader talent pools; expensive childcare keeps workers out of the workforce
 - Talent Goal – Grow Arvada talent to ensure that the skills they have align with the needs of our workforce.
 - Housing Goal – Middle-income earners who don't qualify for federal and state affordable housing programs
 - Households that make 60-120% AMI (\$55,000 to \$155,000) a year for a household
 - 18% of people who live in Arvada also work in Arvada. We have a huge workforce coming into Arvada with big commute times. Which means businesses are looking to resolve attraction and retention issues.
 - Business Engagement – Webpage where advocacy work is housed.
 - HAC Q&A about B.O.L.D.:
 - When you say the Chamber focuses on the middle-income earners, what does that mean? What kind of worker is involved?
 - Ms. Fuller stated our housing initiatives work on increasing residential development for people in the bracket of 60-120% AMI.
 - What percentage of jobs in Arvada are filled by Arvada residents? Can we fill all Arvada jobs with 18% of our population?
 - Jessica Garner (City of Arvada) said we have been trying to gather demographic data, but do not have that information as of yet.
- Greater Arvada Chamber - Housing Resources:
 - The Chamber has produced several resources over the years and has a Housing Advisory Council on which Ms. Garner serves; they make sure we are supporting the increase of income-aligned housing for people in that income range of 60-120% AMI
 - Employer Housing Tool Kit-
 - Guide for businesses to assess the need for their employees and the housing needs for their workforce.
 - Housing Advocate Workbook –

- Guide for businesses to testify if there is an upcoming bill or legislation that supports income-aligned housing and to tell their story as a business owner demonstrating how they have been impacted.
- Upcoming/Potential Housing Work –
 - Myth-busting events to address misconceptions about income-aligned housing.
 - Housing tours
 - Stories about how housing is impacting businesses.
 - Partnering with committees and organizations in the Greater Arvada area doing similar work to explore areas of collaboration and where we complement each other’s work.
 - Business solutions: Housing Workshops.
 - KAPS Council is determining their strategy for business solutions and how to best position the housing/childcare workshops.

6. HAC Presentations – Pat Noonan and Mindy Mohr:

- Pat Noonan - Steamboat Springs, CO – Brown Ranch Case Study
 - Brown Ranch – Proposed Plan: Large parcel of land was purchased with funds from an anonymous donor to be developed into affordable rental and for-sale homes. There was significant state support and community engagement, but the plan was ultimately defeated by a ballot initiative because residents did not see “what was in it for them”.
 - Lessons Learned: **What will the status quo cost us?**
 - Time - (traffic): Continued sprawl and congestion from in/out commuters.
 - Money – (public investment): Stagnation of sales and property tax base
Missed opportunities for business and employee retention and attraction, High costs of homelessness and housing instability
 - Wealth – (property values): Research challenges the assumption that multi-family housing will impact property values.
 - Resident quality of Life – (parks, open space, mountain views, crime, and drugs)
 - Who is most impacted in this housing market?
 - Older adults and families
 - Mortal peril (inability to evacuate in an emergency, climate risks)
 - Density comes with a lower climate footprint
 - Smart development of communities.
- Mindy Mohr - Wheat Ridge, CO – Public Education and Engagement:
 - Lutheran Legacy Campus, Bell Housing, and Arvada Community Meetings
 - Engagement efforts for the Lutheran Legacy Campus Initiative – Comprehensive effort to rezone and redevelop a 100-acre hospital campus into housing. Online engagement tools were created, and the initiative was approved via ballot initiative.
- Community Meeting Update:
 - Mindy Mohr attended several Arvada Resident Neighborhood Meetings as a resident of Arvada-
 - Meetings pertained to higher density in West Arvada where greater diversity of housing is needed. There are very few apartment complexes west of Ward Road.
 - West 64th, 3-story building

- 20 acres of land near Welby Gardens was under contract for townhomes and 300+ apartments. The residents were upset about this and associated the potential of apartments being built with crime and drugs as well as their property values going down.
- Candelas Neighborhood, located on Highway 72 before Highway 93 in West Arvada. The developer is proposing the development of apartments on the very West side of Candelas for Workforce Apartments. There will be below-market-rate and age-targeted housing for Seniors. The neighbors who came as well as some realtors in the audience said they would love to have a retirement community out there. Residents were generally supportive.
- Ms. Mohr notes that business voices were missing from meetings.

7. HAC Presentations – Public Education Workplan:

- Identify Priorities:
 - Priority 1 – Comprehensive Plan – HAC Participation
 - Priority 2 – Educational Material – Resident-focused education material
 - Disbursement methods
 - Social Media & Festivals