



Crawford County Housing Meeting

January 8, 2025

9:00 AM

Attendees	Marc Myhre, Monica Horner, Janna, Dana Casberg, Andy Banasik, Kayha Fox, Nate Gilberts, Dan McWilliams, Samantha Martin, Jessica Schroeder, Molly Betts, Sonya Lenzendorf, Becky Hackett, Miranda Klosterboer, Jada Duncanson, Amanza Griswold, Brandy Thompson, Teri Tippery, Jann Sturmer, Jon Zingol, Hetti Brown, Dale Klemme, Mark Lee, Jeff True.
Presentation: Habitat for Humanity of the Greater La Crosse Region, Kahya Fox	<p>General overview of Habitat for Humanity programs (https://www.habitatlacrosse.org/) and in depth presentation of the project that they are currently working on in Hillsboro Wisconsin (https://www.habitatlacrosse.org/hillsboro/).</p> <p>The Hillsboro project utilizes cross mod units (have porches and attached garages constructed on site) that appraise at the stick built rate versus manufactured homes, development is in an existing TID district in Hillsboro. Habitat works with two manufacturers to provide the homes direct Clayton (https://www.claytonhomes.com/crossmod) and Cavco (https://www.cavco.com/). Working with the manufacturer directly cuts out the middleman which marks the units considerably more affordable. There are three phases with final completion in the middle of next year. The habitat homes application will open up in the next month, market rate homes will roll out in a later phase.</p> <p>Currently there is not a Habitat for Humanity affiliate in Crawford County, perfect time to have discussions regarding potential possibilities. They are open to partnering with a project here in Crawford County, potentially being able to use their manufacturing connections for the project here. There is potential that they could extend their service area into Crawford but that would likely take some time and they can partner without doing that.</p>
Emergency Food and Shelter Program	Almost \$40,000 was awarded to area agencies from the Emergency Food and Shelter Program at the end of 2024. St. Peters - \$12,961, CouleeCap - \$12,961, Gays Mills Food Pantry - \$12,770, and Passages - \$500.
Areas of Work Updates:	-
Direct Services Coordination Group	This group has not met since the last large meeting.

New Development Work Group	<p>Mark Lee, Dale Klemme and Becky Hackett spoke regarding discussions that have been had regarding the Gays Mills lots (\$5,000 with hookups). We have been talking to see if we can acquire homes through SW Cap, reached out to Design Homes, discussed shovel ready projects.</p> <p>Open and interested in rehabbing homes if we are able to find some available. There are a fair number of unoccupied properties throughout the county, a couple of properties in PDC - still unoccupied despite having been sold last year. Need to turn into livable units. There is money for converting underutilized property into viable housing. Walter Schmidt property, spaces above the buildings on Blackhawk, interested if the city would assist in converting those units.</p> <p>VRBO discussion again - decreasing permanent population. With the influx of vacation rentals, the first time homebuyer market has fallen away as the properties are being sold at a much higher level than the first time homebuyer could afford.</p> <p>There are a number of lots without houses but could be. See if they are available - owners willing to sell. Properties do sit on the market longer but the prices are not coming down in Crawford County and the pricing appears to be staying there for a while. Need solutions for the first time homebuyer. We do have properties for sale that could be developed by the city in collaboration with an agency such as Habitat.</p> <p>The current barrier is that investors are needed - typically they want to invest in larger projects, not the smaller projects such as this. Need to reach out to contractors and get them to join the group.</p> <p>Workforce housing needs to be subsidized and involves multiples partnerships to make it work. Further discussion re: owner needs to create equity, ongoing energy costs, rental equity development models, senior housing - can't get anything smaller at the same price so they are just staying in their lifelong homes.</p>
Partner Updates: Paramark Property Management & Coulee Cap Prairie Cottages	<p>Hetti Brown discussed the 24 new units of affordable housing being developed in PDC, named Prairie Cottages, located behind Blackhawk Apartments.</p> <p>There are 1, 2 and 3 bedroom accessible units available to those at 30%-80% county medium income. Rent includes water, electricity, internet and a garage. Rent ranges from \$478-\$980 and the project is currently ahead of schedule. First building will start to be leased in February and the property is being managed by Paramark Real Estate Services (https://paramark.us/).</p> <p>Hetti introduced the group to Jeff and Janna from Paramark. Jeff is the Regional Manager and Janna will be the onsite day to day manager. Jeff identified that there are currently 64 on a waiting list for the Prairie Cottages property, at least 50% are local individuals with the rest seeking to move from other areas. Section 42 tax credit program. Next week</p>

	calls will be made to individuals on the wait list to start the application process. Online application will be live next Friday (01/17/25).
New or upcoming programs/initiatives	<p>Discussion on where we need to focus. Do we need to work with municipalities, townships and villages? Comprehensive plans include the housing elements that need to be updated for many so that they can move forward. What does "affordable" mean in the housing market? Working on connecting with communities within the county.</p> <p>Bringing new housing online - have the plan and know how many units the county needs to bring online and what types of units are needed, where are they needed. From there the municipalities can work with agencies and partners to work toward the plan. There is a process.</p> <p>In terms of Couleecap we look at what the need is, what resources are available, what is the agency's capacity? We would need to look at the plan and the RFP.</p> <p>Townships and Villages are generally not in the position to move forward even if they want to, they don't know what they need and they don't know how to get it. What sort of incentives can they provide to give incentives to the developers to do what we want them to do? TIF is focused on commercial development, not residential so there is some intensive education that needs to take place.</p> <p>Housing study and data - comparing us to other markets we appear to have incredibly affordable homes (i.e. Verona, Middleton etc). We know that we do not have this. Discussion regarding housing studies and how to get them to show the true current picture. Look at what people make - want them to spend less than 30% on housing. Put the package together that includes all the data for a more accurate picture, we need creative inputs to get us back.</p> <p>Need to build on the study that we have. Share that info. Education and incentives to municipalities. Smaller group to take that on the road.</p> <p>A smaller group will come together before our next meeting and discuss a potential study that can give us a better idea of the true housing situation and needs in the county.</p>
Future Presenters	City of Viroqua (Housing Project) Homeownership Program (Majel - Couleecap)
General Discussion	Reach out to Sonya if you have ideas for future presentations, agenda items, or would like to put others on the invite list for these meetings.
Next Meeting	April 9, 2025 @ 9:00 am in the Crawford County Administration Building