

SALISBURY AFFORDABLE HOUSING COMMISSION

SPECIAL MEETING – SUBCOMMITTEE

MARCH 31, 2025 – 7:00PM (VIA ZOOM)

Topic: Advocacy for Affordable Housing (AH)

The meeting was called to order at 7:02pm.

Present: Jennifer Kronholm Clark, Lee Sullivan, Jon Higgins and Hannah Pouler (Communications Consultant). Attending: Jocelyn Ayer, Director, LCCHO

- 2025 Newsletter Editorial Content – L. Sullivan suggested using a list of topics, as in previous years. One new topic could be the use of “8-30g” by one of the AH groups (for development of AH). J. Kronholm Clark suggested an interview with Michael Klemens (PZC Chair) and to include the single-home use idea; J. Higgins commented that he had spoken with M. Klemens, who suggested that he speak with Jocelyn Ayer. L. Sullivan suggested having more information about the 824 P&Z review process; H. Pouler commented that it had been mentioned recently, with regard to the Pope Property progress update. L. Sullivan mentioned having an item focused on one person, when there is news, such as Jim Dresser and Dresser Woods. J. Kronholm Clark suggested the topic of keeping homes more efficient; L. Sullivan could talk about this, based on her own experience with energy upgrades to existing homes. Another topic could be different solar applications, featuring Kent and how they got set up.
- Jocelyn Ayer, Director, LCCHO, joined the meeting. Ms. Ayer mentioned the topic of community outreach and messaging; L. Sullivan agreed. Ms. Ayer spoke about the LCCHO role in working with the Pope Land Design Committee (PLDC) on the property, as a demonstration of the AH and Conservation Collaboration. The LCCHO will be helping with some initial studies and when they have that information, they will continue the community engagement and broaden it; Ms. Ayer is interested in collecting any and all ideas about how to engage the community about what will happen at Pope in as many ways as possible. Ms. Ayer would like ideas from the SAHC and help with promoting them. There were suggestions about doing a survey to collect comments from the community; holding a design charrette, in a way that will be productive for everyone; and a lot of general back-and-forth exchange of ideas. L. Sullivan mentioned the possibility of the SAHC doing informational mailing pieces; Ms. Ayer suggested there could be a mailed piece focused on the Pope Property and also posting more newsletter information to the SAHC Facebook page. Ms. Ayer explained that AH units have mixed income levels, but that everyone pays some rent and rents have risen disproportionately to income in this area; AH is workforce housing.
- Salisbury Housing Groups Advocacy Efforts – J. Kronholm Clark wants to focus on the Housing Trust call for applications for the Perry Street homes. There will be an info session in April about that; it was mentioned in the SAHC March newsletter and H. Pouler will put together an

announcement for the info session event also. J. Ayer talked about a marketing plan which includes: newspaper ads; it will be sent to community members, large employers and be posted at Town Hall.

- Regarding the LCCHO efforts with the Pope Property, J. Higgins asked J. Ayer about a possible timeline; J. Ayer commented that after the studies are done, they will take the results to the BOS for review and possible recommendation to the P&Z for an 8-24 review. The process can be explained, but the timeline is uncertain. J. Ayer commented that there would need to be more public education about the steps in the process; there is plenty of time for that. The subcommittee will continue to talk about a mailing piece.

**Adjournment. So Moved** by L. Sullivan, seconded by J. Higgins and **Approved.**