PIERCE COUNTY HOUSING AUTHORITY

603 South Polk Street, Tacoma, WA 98444 | 253-620-5400

MINUTES FOR THE MARCH 26, 2025, REGULAR MEETING OF THE BOARD OF COMMISSIONERS

Date: MARCH 26, 2025
3:30 PM

Location: PCHA Main Campus and Hybrid over ZOOM

In Attendance:
Chairperson Mark Martinez
Commissioner Narva Walton
Commissioner Blaksley
Commissioner Stewart
Commissioner Winship

Also in Attendance: Pierce County Housing Authority
Jim Stretz, Executive Director
Tamara Meade, Deputy Executive Director
Christina McLeod, Director of Operations
Sean McKenna, Director of Project Management
Victor Lovelace, Director of Maintenance
Joanna Nieto, Controller
Riley Guerrero, Planning, Policy, and Community Engagement Manager
Ney Calhoun, Human Resources Manager
Darcy Erwin, Business Development Coordinator
Sarah Tando, IT Specialist*

M Agency:
Jenny Ridenour, Creative Director
Rachel Brown, Customer Experience Manager

GMP Consultants:
Greg Prothman, President*
Michael Mirra, Senior Consultant*
Kate Hansen, Operations Manager

*In Attendance Via Zoom/Phone

CALL TO ORDER

Chairperson Martinez called the Regular Meeting of the Board of Commissioners to order at 3:30 PM. All Commissioners were present.

AGENDA

Chairperson Martinez entertained a motion to approve the agenda as presented. Commissioner Stewart so moved. Commissioner Winship seconded the motion. Commissioner Martinez asked for any changes to the Agenda. Hearing none, a vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☒	☐	☐	☐

The agenda was so approved.

PUBLIC COMMENT

Chairperson Martinez called for public comment. No comment was given. Public comment was thereby closed.

OLD BUSINESS

Chairperson Martinez called for a motion to approve the minutes of the February 26, 2025, Regular Meeting as presented. Commissioner Stewart so moved. Commissioner Walton seconded the motion.
A vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☒	☐	☐	☐

The minutes were so approved.

Chairperson Martinez called for a motion to approve the minutes of the February 26, 2025, Housing Successes Meeting as presented. Commissioner Stewart so moved. Commissioner Winship seconded the motion.
A vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☒	☐	☐	☐

The minutes were so approved.

Chairperson Martinez entertained a motion to approve the cash disbursements for February 2025. Chair

Martinez asked for the recommendation of the Finance Committee. Commissioner Stewart answered that he was impressed by the report of Controller Joanna Nieto and recommended approval of the cash disbursements. Chair entertained the motion to adopt. Commissioner Stewart so moved. Commissioner Walton seconded the motion.

A vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☒	☐	☐	☐

The cash disbursements from February 2025 were so approved.

OPENING DOORS

Partipant Spotlight: Alice K.

Manager Guerrero presented Alice K.'s story of success, a longtime resident who, with support from PCHA staff and partners, successfully transitioned from public housing to homeownership, creating a foundation of stability and generational wealth for her family. Her journey reflects the true impact of PCHA's programs on helping families achieve lasting success. The Board of Commissioner expressed their appreciation for the sharing of this story and for Alice. Commission Walton and Commissioner Blaksley inquired if we are sharing these stories with the media. Manager Guerrero responded that the goal is to do so in the future after we finalize our brand repositioning. Both Commissioners expressed their support for sharing future stories with media and through multiple channels, including social media and the website. Manager Guerrero responded in the affirmative that PCHA is moving towards meeting those goals.

NEW BUSINESS

M Agency Presenting HPC Brand Strategy

Chairperson Martinez welcomed M Agency to present the brand strategy they were engaged to develop. Jenny Ridenour, Creative Director, and Rachel Brown, Customer Experience Manager, shared the Brand Strategy for Housing Pierce County as part of PCHA's broader brand repositioning initiative. Director Sean McKenna asked M Agency for ideas about fronting the building in terms of sign design. Creative Director Ridenour described opportunities for signs, decals, and other options for visibility. Manager Brown also described ways to bring the brand inside the building as well to elevate how individuals feel when they approach out office. Commissioner Walton inquired about the color in the print copies being darker than expected. Manager Guerrero provided insight into the color differences in the printer due to color. Chari Martienz confirmed that the colors shown on the printed material are darker. Manager Guerrero confirmed. Manager Brown commented that M Agency provides color codes for the exact pallet. Director Ridenour provided additional insight into color differences. She mentioned that the only way to get around that is to use pantone color which are very expensive and are generally not advised due to budget constraints for most businesses. Executive Director Stretz expressed appreciation for M Agency and their work.

Resolution 1964: Adopt Brand Strategy

Chairperson Martinez called for a motion to approve Resolution 1964, to Adopt the Brand Strategy as

presented. Commissioner Stewart so moved. Commissioner Blaksley seconded the motion. Chair Martinez invited the Committee members to comment. Manager Guerrero confirmed that the Resolution is for the logo and general strategy, not necessary the exact guidebook. Commissioner Blaksley expressed her appreciation to be a part of the brand process. Commissioner Walton expressed her appreciation for the strategy project. Commissioner Blaksley and Commissioner Walton commented that it is great for the internal and external audiences. With no further comment, a vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☒	☐	☐	☐

RESOLUTION 1964 was so approved.

Resolution 1965: Certificate of Deposit, Kitsap Bank

Chairperson Martinez called for a motion to approve Resolution 1965 to establish authority regarding opening a certificate of deposit (CD) account with Kitsap Bank. Commissioner Stewart so moved. Commissioner Winship seconded. Executive Director Stretz presented Resolution 1965. With no questions or comments from commissioners a vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☒	☐	☐	☐

RESOLUTION 1965 was so approved.

GMP Consultants Presenting Talent Acquisition

Chairperson Martinez invited GMP Consultants to present their Talent Acquisition strategy for the Board's consideration. President Greg Prothman, Senior Consultant Michael Mirra, and Operations Manager Kate Hansen outlined their proposed strategy to assist PCHA in identifying and hiring a candidate to succeed the Executive Director position in 2025. Chairperson Martinez inquired about who GMP Consultants would engage with during the initial phase of gaining insights into PCHA. President Prothman recommended that they meet with the Board of Commissioners, senior staff, residents, and relevant committees. Consultant Mirra further advised consulting key stakeholders and leveraging the opportunity to strengthen community partnerships, including outreach to union representatives, the organization's state representative, state senator, county executive, and other individuals influential to PCHA's work. Commissioner Blaksley confirmed that it's for GMP Consultants to gain an idea as to whom the Board of Commissioners is looking for in the next prospective Executive Director. Commissioner Blaksley requested for example questions. President Prothman responded with open-ended question examples, which were additionally supplemented by Consultant Mirra. Commissioner Blaksley mentioned that the Commissioners questions should also be included. Consultant Mirra agreed. Commissioner Walton commented on similarities that may come up between these questions and those that were posed for the brand strategy. Consultant Mirra said that this may also be an opportunity to showcase new branding and marketing materials. Executive Director Stretz responded that the new branding is also tied to bigger projects, including PCHA's first acquisitions in thirty years, emphasizing the change in the organization from even four years ago. Manager Guerrero provided insights into the marketing plan timeline. Consultant Mirra confirmed that there is alignment between the timelines. Commissioner Stewart requested GMP Consultants to share the timeline with the Board of Commissioners. President Prothman and Manager Hansen presented on the preliminary timeline. Commissioner Walton advised that the information that GMP Consultants may be looking for will be in the brand guidebook. Manager Guerrero confirmed that the character that PCHA is aspiring to be and how the organization is seeking to transition. Guerrero added that from a staff perspective, it does not give meaningful information on our operations. Director McKenna mentioned additional materials that could be provided. Commissioner Stewart expressed his support of GMP Consultants. Commissioner Blaksley inquired about the timeline and overlap between the two Executive Directors. Executive Director Stretz, Consultant Mirra, and President Prothman confirmed this. Chair Martinez inquired about the pool of eligible candidates. Chair Prothman and Consultant Mirra responded that there is a pool and provided an estimate of pool size. Commissioner Blaksley commented that she has spoken with other Housing Authorities, and they've shared how difficult it is to recruit a qualified Executive Director. Consultant Mirra commented on reasons why the qualified pool of candidates may be interesting to PCHA. Chair Martinez mentioned that he would like to hear about the non-successes and what the GMP Consultant learned from those experiences. President Prothman responded sharing what they have learned and confirmed their alignment with PCHA's goals. Consultant Mirra expressed his appreciation and gratitude for being a part of this process. Chair Martinez inquired if there was a resolution. Manager Guerrero confirmed that staff are not prepared with a Resolution and offered to draft one. Manager Guerrero confirmed with Chair Martinez that if we are entering contract negotiations Executive Session is warranted.

STRATEGIC FOCUS

Administrative Plan 2025

Chair Martinez invited staff to present on the 2025 Administrative Plan. Manager Guerrero presented the

2025 Administrative Plan which is in full compliance with HOTMA changes that go into effect this year. Staff request that the Board of Commissioner read and provide comment on the 2025 Administrative Plan in time for the May 2025 Board Meeting. Commissioner Winship inquired about the impetus behind the changes. Executive Director Stretz and Deputy Executive Director Meade provided additional insights into the changes and the materials utilized. Commissioner Martinez inquired about the methodology. Executive Director and Manager Guerrero described the methodology. Commissioner Martinez confirmed the next steps. Commissioner Martinez commended the efforts of PCHA staff.

EXECUTIVE AND DIRECTOR REPORTS

Director Christina McLeod presented the Affordable Housing Division Report, as written on page 55 of the Regular Board Meeting Information Packet. Commissioner Walton confirmed the change in leasing rates due to seasonal changes. Chair Martinez inquired why we are not attracting more renters with below market-rate prices. Director McLeod responded with market trend information and current PCHA marketing efforts. Commissioner Blaksley asked if there were program participants who are struggling to lease up. Deputy Executive Director Meade responded that the success rate of lease-ups for HCV participants has increasing. Meade also reminded the Board that PCHA is compliant with HUD requirements of not steering participants towards specific properties. Commissioner Blaksley asked if PCHA were allowed to reward participants for leasing up at PCHA properties. Deputy Executive Director responded no and elaborated on steering. Director McLeod informed the Board of move-in specials for the month. Commissioner Winship inquired about lease terms. Director McLeod provided insights. No additional questions or comments from commissioners.

Controller Joanna Nieto presented the Finance Report, as written on page 58 of the Regular Board Meeting Information Packet. Commissioner Winship expressed his support for utilizing CLA LLP. No additional questions or comments from commissioners.

Manager Ney Calhoun presented the Human Resources Report, as written on page 179 of the Regular Board Meeting Packet. Commissioner Martinez inquired if commissioners could be provided with the version of the handbook where changes are tracked. Manager Calhoun responded in the affirmative. Commissioner Stewart expressed his appreciation for Manager Calhoun's efforts. No questions or comments from commissioners.

Director Victor Lovelace presented the Maintenance Report, as written on page 181 of the Regular Board Meeting Packet. No questions or comments from commissioners.

Manager Riley Guerrero presented the Planning, Policy, and Community Engagement Report, as written on page 182 of the Regular Board Meeting Packet. Manager Guerrero added that PCHA was awarded funding from the County for the acquisition of Hidden Firs. No questions or comments from commissioners. Commissioner Blaksley asked if PCHA took pictures of the signing for Hidden Firs for the website, and Manager Guerrero responded that there will be additional opportunities for pictures in the future. Commissioner Winship confirmed the terms of the loan PCHA is assuming for the Tahoma View acquisition. Chair Martinez confirmed the next steps for the LIHTC Rehabilitation project for Chateau Rainier.

Director Sean McKenna presented the Project Management Report, as written on page 186 of the Regular Board Meeting Packet. Director McKenna added insights to additional closings currently scheduled for sale

of PCHA properties. Commissioner Walton expressed her congratulations for Alice K.'s success story. Director McKenna provided additional insights into Alice K.'s story. Commissioner Walton described her passion for seeing the success of participants. Commissioner Walton inquired about the sale price and average price for seller concessions. Director McKenna responded with the cost factors. Commissioner Blaksley commented on the profits. Director McKenna welcomed the Board to meet with McKenna to look over the calculations for valuations. Commissioner Walton inquired about the marketing efforts and promoting down-payment assistance partners such as Home Sights. Director McKenna replied describing PCHA's efforts. Commissioner Walton mentioned that she'd like to contact Director McKenna to discuss more options. No additional questions or comments from commissioners.

Deputy Director Tamara Meade presented the Supported Housing Division Report as written on page 188 and the Two-Year Tool as presented on page 190 of the Regular Board Meeting Information Packet. Commissioner Winship inquired about HUD reserves. Executive Director Stretz and Deputy Director Meade described HUD reserves.

COMMISSIONERS CORNER

Chair Martinez called for Commissioners' Corner. Chair inquired about the DC NAHRO trip. Commissioner Blaksley and Commissioner Winship provided insights into the trip and highlighted the advocacy efforts. With no additional comments or questions from commissioners, Commissioners' Corner was thereby closed.

EXECUTIVE SESSION

The Board of Commissioners went into Executive Session at 6:11 PM for 33 minutes to discuss the performance of a public employee and for contract negotiation purposes. The Executive Session was concluded and the Regular Session resumed at 6:44pm

Resolution 1966

Coming out of Executive Session, Chairperson Martinez called for a motion to approve Resolution 1966 to engage GMP Consultant's talent acquisition services to recruit PCHA's next Executive Director. Commissioner Stewart so moved, and Commissioner Blaksley seconded. With no questions or comments from commissioners a vocal vote was taken with the following result:

	In Favor	*Opposed*	*Abstain*	*Absent*
Commissioner Blaksley	☒	☐	☐	☐
Commissioner Stewart	☒	☐	☐	☐
Commissioner Winship	☒	☐	☐	☐
Vice Chairperson Walton	☒	☐	☐	☐
Chairperson Martinez	☐	☒	☐	☐

RESOLUTION 1966 was so approved.

ADJOURNMENT

Having no further business to come before the Board, Chair Martinez called for a motion to adjourn the Regular Meeting of the Board of Commissioners. Commissioner Stewart so moved. Commissioner Blanksley seconded the motion. With all in favor and none opposed, the meeting was adjourned at 6:47 TIME PM.