

BUILDING A HOMEOWNER & FUTURE HOMEOWNER BILL OF RIGHTS



Tuesday, September 17, 2024

9:00 am - 2:00 pm

GATHER at Deer District

333 W. Juneau Ave. • Milwaukee, WI 53203



COMMUNITY
DEVELOPMENT
ALLIANCE



www.housingplan.org/homeownerbillofrights



9:00 a.m. – 9:15 a.m.	Registration & Breakfast	★ All Attendees
9:15 a.m. – 9:30 a.m.	Welcome & Storytelling	<ul style="list-style-type: none"> ★ Teig Whaley-Smith ★ Representative Supreme Moore Omokunde ★ Alderwoman Sharlen Moore ★ Director Shakita LaGrant-McClain ★ Commissioner Lafayette Crump ★ Director Jon Searles ★ Alondra Garcia
9:30 a.m. – 9:45 a.m.	CDA Updates	<ul style="list-style-type: none"> ★ Teig Whaley-Smith ★ Cordella Jones ★ Alice Pugh ★ RACH Members: ★ Sharon Chaney ★ Virginia DuPriest ★ Ashley Harrell ★ Valerie Langston ★ Drea Rodriguez ★ Barbara Smith ★ Emily Streff ★ Tiwanda Ward
9:45 a.m. – 10:30 a.m.	Elements of Displacement	★ Teig Whaley-Smith
10:30 a.m. – 10:45 a.m.	Wellness Break	★ Camille Mays
10:45 a.m. – 11:30 a.m.	Working Session 1: Gallery Walk	<ul style="list-style-type: none"> ★ All Attendees ★ Trenice Ferguson



<p>11:30 a.m. – 11:45 a.m.</p>	<p>Working Lunch</p>	<p>★ All Attendees</p>
<p>11:45 a.m. – 12:30 p.m.</p>	<p>Policy Options on the Menu</p>	<p>★ Teig Whaley-Smith</p>
<p>12:30 p.m. – 1:15 p.m.</p>	<p>Working Session 2: Developing the Menu</p>	<p>★ All Attendees</p> <p>Facilitators:</p> <ul style="list-style-type: none"> ★ Stacey Carlos ★ Sharon Chaney ★ Amanda Clark ★ Nic D'Amato ★ Virginia DuPriest ★ Ashley Harrell ★ Alison Henderson ★ Dia Henderson ★ Kevin Kuschel ★ Valerie Langston ★ Carmen Ortiz-Babilonia ★ Alice Pugh ★ Drea Rodriguez ★ Barbara Smith ★ Adrian Spencer ★ Emily Streff ★ Tiwanda Ward ★ Ruth Weill
<p>1:15 p.m. – 1:45 p.m.</p>	<p>Alliance Panel Discussion</p>	<ul style="list-style-type: none"> ★ Cordella Jones, <i>moderator</i> ★ Maricha Harris ★ Shakita LaGrant-McClain ★ Natasha Mays-Gray ★ Tammy Rivera ★ Drea Rodriguez ★ Demetria Smith
<p>1:45 p.m. – 2:00 p.m.</p>	<p>Closing & Call to Action</p>	<ul style="list-style-type: none"> ★ Teig Whaley-Smith ★ Johanna Jimenez ★ Ashley Harrell ★ Elizabeth "Sypher Lady X" Ramirez



Teig Whaley-Smith

Chief Alliance Executive, Community Development Alliance (CDA)

Teig's passion is building and leading collaborative teams to make Milwaukee the best place on planet Earth. He believes that for Milwaukee to achieve its full potential, there needs to be a focus on the people and neighborhoods that have been left out of the larger political, social, and economic systems.

In 2022, Teig was named the Chief Alliance Executive for the Community Development Alliance (CDA). Prior to joining CDA, Teig served as the chief operating officer of Milwaukee County, where he managed a \$1.2 billion annual budget, serving one million residents. Teig supported the expansion of mental health services, the elimination of chronic homelessness, and was a core member of the leadership team that was the first municipality in the country to declare racism as a public health crisis and develop a strategic plan to combat racism. Teig also served as the Economic Development Director of Milwaukee County and led the efforts to develop more than \$1 billion in the former Park East corridor, including Fiserv Forum. In his private sector career, Teig led a community economic development firm that developed \$60 million of affordable housing and main street development.

Teig was raised and continues to live in the Sherman Park neighborhood and is a proud Milwaukee Public Schools alumni and parent.



Supreme Moore Omokunde

State Representative, Wisconsin State Assembly

State Representative Supreme Moore Omokunde has served in the Wisconsin State Assembly, representing District 17, since 2020. Prior to becoming a State Representative, he was elected to the Milwaukee County Board of Supervisors in a 2015 special election and was re-elected in 2016 and 2018.

Born and raised in Milwaukee, State Representative Moore Omokunde learned the values of community and social engagement through his parents, Rev. Dr. Omotolokun Omokunde and Congresswoman Gwen Moore. From an early age, he has dedicated himself to the advancement of criminal justice and climate justice and he has spent many years working for the betterment of his community.

Rep. Moore Omokunde worked for several community groups including the Sherman Park Community Association, where he established the Friends of Sherman Park group and helped formulate a Neighborhood Improvement District. As a member of the Milwaukee County Board, he and Alderman Ashanti Hamilton established the City-County Task Force on Climate and Economic Equity, which ultimately resulted in the creation of Milwaukee's Climate and Equity Plan. The plan passed Milwaukee's Common Council and was signed into law by Mayor Cavalier Johnson in summer 2023.





Sharlen Moore

Aldерwoman, City of Milwaukee Common Council

A life-long Milwaukeean, Sharlen Moore is a member of the Milwaukee Common Council, representing the 10th District. She is an expert in community leadership, youth development and advocacy. Her many programs over the course of her career are noted for transforming the lives of vulnerable youth and her success in working with various levels of government has had a profound impact.

Prior to her election to the Common Council, Moore served as the executive director of Urban Underground, an organization she co-founded with her husband and partner, Reggie Moore. A nationally recognized youth leadership program, Urban Underground helps young people grapple with what they are up against in our city and gives them tools for a healthy, vibrant and empowered life.

She got her start in community organizing while working for the YMCA, where she and some friends created the Teen Achievers program. She also founded Youth Justice Milwaukee, which tries to keep young people out of the prison system and advocates for restorative justice.

Moore and her three children are all proud MPS attendees of Rufus King High School and she attended the University of Wisconsin-Milwaukee. She and her husband live in the Merrill Park neighborhood.



Shakita LaGrant-McClain

Director, Milwaukee County Department of Health & Human Services

Shakita LaGrant-McClain oversees all service areas within Milwaukee County's largest department, Health and Human Services (DHHS), encompassing Aging and Disabilities Services, Behavioral Health Services, Children, Youth and Family Services, Child Support Services, Housing Services, Management Services, and Veterans' Services. With a \$400 million budget and over 900 employees, DHHS serves more than 95,000 residents annually.

She has implemented a "No Wrong Door" model of customer service, serving Milwaukee County residents across their lifespan regardless of race, gender, age, or socio-economic status. LaGrant-McClain is dedicated to maximizing organizational performance and leveraging DHHS to influence the human services ecosystem, positively impacting social determinants of health and addressing health disparities. She invests in staff training and development, delivering high quality customer service, and transforming human service delivery to a person-centered approach.

LaGrant-McClain is a compassionate and committed community leader who leads by example drawing from personal experience. She serves as an adjunct instructor at Mount Mary University. She was recognized as a "Disruptor" by the Women's Fund of Greater Milwaukee, a "Notable BIPOC Executive" by BizTimes Milwaukee, "Wisconsin's 51 Most Influential Black Leaders for 2023" by Madison365, and a "Woman of Influence" by Milwaukee Business Journal.

LaGrant-McClain earned a bachelor of arts degree in communications from Mount Mary University and a master of business administration from Mount Mary University.





Lafayette Crump

Commissioner, Milwaukee Department of City Development

Lafayette L. Crump, JD, is the City of Milwaukee Commissioner of City Development, where, as a member of the Mayor's Cabinet, he leads a team dedicated to growing Milwaukee's population, bringing and keeping jobs in the city, increasing density, facilitating the development of affordable and equitable housing options, and preparing Milwaukee and its residents for economic success in an increasingly technologically-based economy.

Under Lafayette's leadership, Milwaukee developed its first interagency housing program, joined with CDA and other local entities to create and implement the most comprehensive collective affordable housing plan in Milwaukee's history, provided millions of dollars in downpayment assistance and COVID-related business support, attracted the largest single infusion of jobs into downtown in decades, and is engaging in a broad review of its zoning code and development of a forward-looking strategic plan for its downtown.

Born and raised in Milwaukee, Lafayette previously served as Deputy Chief of Staff and Chief Diversity, Vendor and Engagement Officer for the Host Committee of the 2020 Democratic National Convention. He was also Chief Operating Officer of Prism Technical Management & Marketing Services, LLC, a nationally experienced multidisciplinary management consulting firm based in Milwaukee. In addition to his work for Prism, Lafayette practices law for a number of years, working to ensure equity for small businesses and nonprofits, and has been an adjunct professor at Marquette University Law School.

Lafayette's commitment to professional and community pursuits have been recognized via the Milwaukee Business Journal 40 Under 40 Award, the Milwaukee Times Black Excellence Award, the University School of Milwaukee Alumni Service Award, the Titan 100 Award, the Milwaukee Business Journal Power Broker list, and the Foley & Lardner Lyndford Lardner Attorney Service Award.

He is a graduate of Duke University and Duke University School of Law. He also completed the Associates in Commercial Real Estate (ACRE) Program and is a certified Economic Development Finance Professional.



Jon Searles

Director of Community and Economic Development, Wisconsin Housing and Economic Development Authority (WHEDA)

Jon Searles is the Director of Community and Economic Development for the Wisconsin Housing and Economic Development Authority (WHEDA). In this role, Searles oversees a statewide team responsible for community and economic development activities that spur housing, advance tribal relations, and support emerging businesses.

Prior to this role, Searles served as WHEDA's Community and Economic Development Officer in the Northeast region of Wisconsin and Vice President of Marketing at Enterprise Community Partners, a national affordable housing and community development nonprofit. He has led marketing strategies for complex businesses, advocacy efforts, and programs that drove growth. Previously, he also held multiple positions at Fannie Mae in Los Angeles and Washington, D.C. and served as the Public Information Officer for the State of California's Office of the Governor.

Searles holds a bachelor's degree from the University of Wisconsin Oshkosh and resides in Appleton.





Alondra Garcia

Teller, Ex Fabula

Bilingual Elementary Teacher, Milwaukee Public Schools

Alondra Garcia is a proud daughter to immigrant workers who left their beloved home of Morelia, Mexico when she was three years old. As an educator and advocate, Alondra inspires people of all ages to lift their voices to be heard as citizens and creative change agents. As a Milwaukee Public School Bilingual Elementary teacher, Alondra centers her work

around teaching our youth to be the best version of themselves, helping shape them into loving, compassionate, and open-minded human beings.



Cordella Jones

Resident Collaboration Director, Community Development Alliance (CDA)

Cordella Jones is the Resident Collaboration Director for the Community Development Alliance (CDA). Previously, she served as a FUSE Executive Fellow for the City of Milwaukee Department of City Development.

Jones has more than 15 years of experience with BMO Harris Bank in operations, serving low- to moderate-income residents and community engagement. She is passionate about building collaboration and coordinating systems around homeownership and reclaiming vacant lots in the city of Milwaukee.

She also is a graduate of the Associates in Commercial Real Estate (ACRE) program, which is sponsored by LISC, Marquette University and others and is designed to increase representation by leaders of color in commercial real estate.



Alice Pugh

Member, CDA Resident Advisory Council on Housing (RACH)

Alice Pugh is a member of the CDA Resident Advisory Council on Housing (RACH) where she works to improve safe and affordable housing in urban areas. Prior to joining the RACH, Pugh was an educator with Milwaukee Public Schools (MPS) for more than 41 years. During her tenure with MPS, she held multiple positions, including special education supervisor, program assistant, mentor teacher, and special education instructor.

Pugh is passionate about continuing to make her community. Alice Pugh is a member of the CDA Resident Advisory Council on Housing (RACH) where she works to improve safe and affordable housing in urban areas. Prior to joining the RACH, Pugh was an educator with Milwaukee Public Schools (MPS) for more than 41 years. During her tenure with MPS, she held multiple positions, including special education supervisor, program assistant, mentor teacher, and special education instructor.



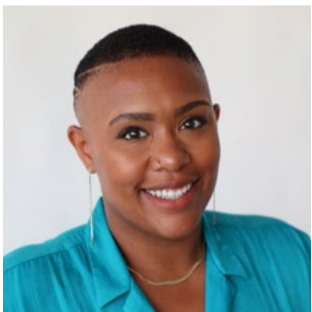


Camille Mays

Founder and Co-Director, Peace Garden Project MKE

Camille Mays is the Founder and Co-Director of Peace Garden Project MKE. One of the organization's main objectives is to provide trauma-informed care and healing to the community and organizers and others doing work in the community, especially those who have suffered from gun violence. The organization provides healing, wellness, and coping tools. She has more than 12 years of community organizing experience.

A victim of gun violence, Camille lost her son Darnell to gun violence in November 2019. Since then, she has worked closely with community members, elected officials, medical professionals, universities, grassroots organizers, and other community stakeholders in areas most impacted by gun violence.



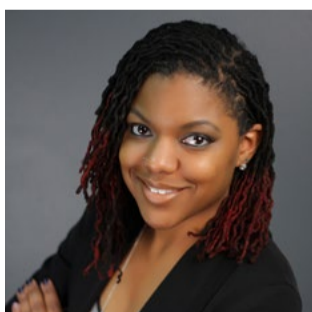
Trenice Ferguson

Director of Operations, Community Development Alliance (CDA)

As CDA's director of operations, Trenice Ferguson develops, documents, implements, monitors and updates internal organizational processes.

Ferguson joined CDA from the Greater Milwaukee Committee, where she was responsible for fundraising efforts for the Anti-Displacement Fund. This program, which CDA helped establish and continues to support, plays a crucial role in providing financial assistance to more than 80 homeowners each year facing alarming property tax rates in low-income neighborhoods of color. Ferguson previously was lead in-house program coordinator at PEARLS for Teen Girls and engagement coordinator and artist-in-residence at ArtWorks for Milwaukee.

She holds a master of arts in public service degree through the Trinity Fellow Program at Marquette University and a bachelor of fine arts degree from Milwaukee Institute of Art and Design. A proud Milwaukee native, she is passionate about driving transformative change through community collaboration, inclusion, and support.



Maricha Harris

Executive Director, Dominican Center

Maricha Harris, a Milwaukee native, is the executive director of Dominican Center, located in Milwaukee's Amani neighborhood within the 53206 zip code. In this role, Maricha oversees all aspects of administration, business management, fundraising, strategic direction and stakeholder engagement.

Over the years, Maricha has held numerous leadership roles within the community. In 2020, she was appointed by Governor Tony Evers to serve as a member of the Task Force on Student Debt. She also served as a Board of Directors member for United Way of Greater Milwaukee & Waukesha County in 2022, and is a longstanding



member of the United Way Emerging Leaders Council. Additionally, Maricha currently serves in a leadership capacity on coalitions throughout Milwaukee, including the RON Coalition, the Milwaukee Water Equity Task Force and the Environmental Justice & Infrastructure Initiative Steering Committee.

Maricha is a proud product of public education and has earned a Master of Arts degree and Bachelor of Arts degree from Alverno College.



Natasha Mays-Gray

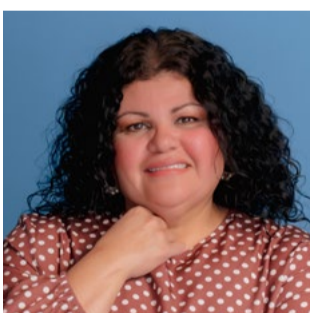
Family Services Director, Milwaukee Habitat for Humanity

Since 2007, Natasha has dedicated her career to affordable housing, with a profound commitment to making homeownership accessible for low to moderate income families.

Natasha is a Marquette and Cardinal Stritch alumnae who studied business administration and nonprofit management. She worked in homebuyer counseling and foreclosure prevention before filling her role at Milwaukee Habitat for Humanity.

Currently serving as the Director of Family Services at Milwaukee Habitat for Humanity, Natasha leverages her 12 years of experience at the organization to help families achieve homeownership. She provides encouragement, coaching, and practical support to first-time homeowners, ensuring that the journey to owning a home is both attainable and fulfilling.

Beyond her professional achievements, Natasha is a proud wife and mother of three beautiful children. Her career vision and legacy are centered on making homeownership accessible, affordable, and sustainable for people with low to moderate income. Natasha's work underscores her belief in the transformative power of financial literacy and its impact on securing and maintaining homeownership.



Tammy Rivera

*Executive Director, Southside Organizing Center (SOC)
President, Chief Executive, and Founder, Xecutiva*

Tammy Rivera is a veteran nonprofit executive, community activist/organizer, and educator. For more than 30 years she has provided strategic and operational leadership across several communities and organizations. She is serving as the Executive Director and Lead Organizer at Southside Organizing Center. She has a consulting firm named Xecutiva where she provides executive-level consulting and services to organizations and professionals.

Rivera is a recognized beginning scholar and has had her work published, presented, and awarded. Among her educational and training achievements, she holds a certificate in organizing, a certificate in Bible studies, graduated Summa Cum Laude with a bachelor's degree in community education, has a master's degree in administrative leadership, completed her coursework for a Ph.D. in adult and continuing education, with a minor



in higher education, and a certificate in teaching and learning, and she is completing her doctorate with a dissertation focused on leadership at Alverno College.

Like many families, her grandparents arrived in Milwaukee from Puerto Rico in response to intense labor recruitment during the industrial boom. Rivera grew up in the shadows of the Rockwell Clock Tower among the children and grandchildren of Polish, Irish, German, Mexican, and other immigrants. She purchased her own home on Historic Layton Boulevard more than a quarter of a century ago, and continues to live there today.



Andrea "Drea" Rodriguez

Global Program Manager, WomenServe

Drea Rodriguez is a results-driven community organizer, trainer, and facilitator with over 15 years of experience in project management, event coordination, and coaching. She is currently the global program manager of WomenServe. In this role, Drea develops and implements programs and the grant-making portfolio aligned with WomenServe's mission and long-term goals.

In her career, time and again Drea has proven successful in utilizing educational methodologies to design, develop, and deliver training programs and integrate instructional technology to provide onsite or virtual training and outreach strategies.

Drea has an undergraduate degree from Alverno College.



Demetria Smith

Senior Program Officer, Zilber Family Foundation

Demetria Smith serves as Senior Program Officer at the Zilber Family Foundation where she works to advance the Foundation's mission to increase access to quality affordable housing, economic well-being, and quality of life in neighborhoods.

She has held numerous roles in the nonprofit sector, from fund development and operations to programmatic oversight and executive leadership. She brings broad expertise in partnership development, systems thinking, community engagement, and program design and implementation.

Demetria is an alum of Northwestern University where she was trained in Asset Based Community Development, an approach that continues to inform her work. In her free time, you'll most likely find her at the library or biking with her husband and two daughters.





Johanna Jimenez

Director of Policy and Advocacy, Community Development Alliance (CDA)

Johanna Jimenez is CDA's director of policy and advocacy. She works to develop and implement a policy and advocacy agenda for the alliance. To do so, she collaborates with a broad range of allies to develop consensus on priority City, County, and State policy goals. She is establishing and will facilitate the CDA Policy and Advocacy Council, which will include representation from the CDA Resident Advisory Council on Housing (RACH)

and organizational allies from multiple sector adjacent to housing, including community organizing agencies, neighborhood anchor institutions, advocacy organizations, financial institutions, and other corporate allies.

Jimenez joins CDA from Take Root Wisconsin, where she developed and managed a program promoting and supporting home ownership strategies throughout the state. She also currently owns and serves as a designated broker for Vineyard Real Estate, LLC, where she facilitates homeowner and homebuyer education, services, and residential real estate sales, including community-based transactions with the Milwaukee Community Land Trust. Her career in housing and community development was inspired by her own journey to become the first in her family to own a home. Jimenez's desire to give back led her to work with anchor community-based organizations such as the Wisconsin Community Action Program Association (WISCAP), the Urban Economic Development Association of Wisconsin (UEDA), Envision the Ladder, LLC, and governmental departments such as Milwaukee County Department of Economic Development and the Housing Authority of the City of Milwaukee. She is fluent in English and Spanish and has an MBA in innovation and entrepreneurship from Concordia University Wisconsin and a bachelor's degree in business administration from Upper Iowa University.



Ashley Harrell

*Site Director, Malaika Early Learning Center
Member, CDA Resident Advisory Council on Housing (RACH)*

Ashley Harrell currently serves the community as a Site Director at Malaika Early Learning Center within the Harambee neighborhood in Milwaukee. She is a resident of the Borchert Field neighborhood, a community in which she grew up in the early 90s and came back to call home in 2006 to be closer to her grandfather and her roots.

In her role as an Early Childhood Education and Care (ECEC) Site Director, Ashley provides leadership to a team of early ECEC educators who strive to optimize children's growth, improve social determinants of health, and strengthen families.

Ashley's passion for ECEC and community engagement has grown from the various positions she has held throughout her career, serving in roles as an educator, family advocate, community organizer, and as a servant leader. Her passion is rooted in her lived experiences that energize her to be impactful within the ECEC ecosystem and within the Borchert Field community with the sole purpose of strengthening quality of life by advocating for equity, equality, and liberation for all.

Ashley graduated from Mount Mary University in 2013, where she received her bachelor of science degree in Behavior of Science with a focus on Early Childhood Education. Her love for education, including her continuing



education, has been a part of her guiding compass as she serves her community. Ashley is currently working towards completing her master of science in education in Early Childhood Education Public Policy at the University of Wisconsin Whitewater.



Elizabeth "Sypher Lady X" Ramirez

Teller, Ex Fabula

Initiative Coordinator, Muskego Way Forward

Hip Hop Lyricist and Composer

Elizabeth Ramirez is a Mexican born, Milwaukee raised Hip Hop artist and community organizer. This mom of three found her voice through hip-hop and notes reflection through storytelling as a crucial part of her growth and development. Rapping in Spanish, this talented artist centers her culture in her art while creating a positive change in our city. She continues her service to the community as the Initiative Coordinator of Muskego Way Forward.



Homeowner & Future Homeowner BILL OF RIGHTS



The Homeowner and Future Homeowner Bill of Rights is the foundation of a policy agenda for accomplices to advance racial equity in housing.



Existing homeowners and residents have the right to thrive in their homes without being displaced.

Keeping family and community networks intact is key to a thriving community.

Factors that need to be addressed include:

- ▶ Property taxes;
- ▶ Insurance costs;
- ▶ Utility costs;
- ▶ Maintenance costs; and
- ▶ Displacement that may be caused by the development of higher-income housing.



Future homeowners have the right to attain entry-level homes.

Attainable entry-level homes will allow future generations to live in the communities they love and enjoy the benefits of housing stability.

Factors that need to be addressed include:

- ▶ Prioritizing homes to homeowners rather than investors;
- ▶ Prioritizing homes to current residents; and
- ▶ Pricing homes so that they are attainable for families making \$25/hour or less.



Everyone has the right to attain safe, quality housing.

Abundant rental opportunities attainable at current incomes will allow families to enjoy the benefits of housing stability and save for homeownership.

Factors that need to be addressed include:

- ▶ Pricing rental homes so that they are attainable for families making \$15/hour or less; and
- ▶ Holding landlords accountable for maintaining a safe, quality, energy-efficient home.



WHO WE ARE

The Community Development Alliance (CDA) believes that homeownership is a catalyst for dismantling systemic racism and building strong communities. That's why our work as accomplices with community is centered on people and policy.

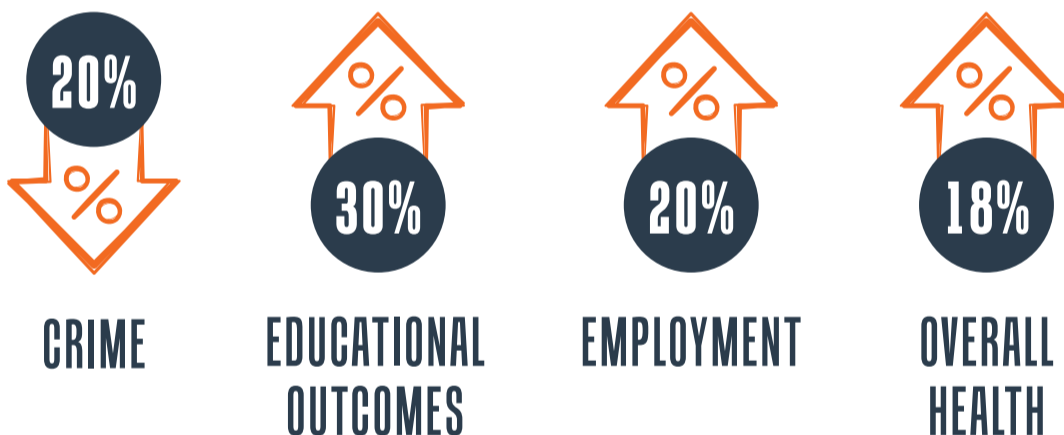
By working collaboratively with **residents, community organizations, elected officials, business leaders, philanthropic leaders, home developers, counseling agencies, and housing allies**, we invest in neighborhoods, providing access to quality homes for Milwaukee families and nurturing capacity for Black and Brown families to build generational wealth.

What resulted from this work is **Milwaukee's Collective Affordable Housing Strategic Plan**, the first of its kind anywhere.

The plan brings together a range of collaborators to increase Black and Latino homeownership and create affordable housing for families making \$7.25 - \$15 / hour.

VALUE OF QUALITY HOUSING

Housing is a primary social determinant of health that has been shown to have a:



CDA IMPACT

- Established itself as the backbone organization to **facilitate collective impact** across multiple collaborators.
- Raised **\$26 million in grants and equity** and leveraged millions more in development value.
- Supporting the **construction of 166 entry-level homes**.
- Created an **\$8 million acquisition fund** to purchase properties from landlords for sale to homebuyers.
- 40 properties** have been acquired through this fund and eight have been rehabbed and sold.
- Hosts more than **30 resident collaboration sessions each year** in partnership with more than a dozen community partners. The 14-member Resident Advisory Council on Housing (RACH) meets regularly to provide direction to CDA and has direct representation on CDA's board of directors.