



# TOWN OF AMENIA

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4988 Route 22, Amenia, NY 12501  
(845) 373-8860 [ameniany.gov](http://ameniany.gov)

## AMENIA HOUSING BOARD

Public Meeting  
Sunday, June 5, 2022  
10:00AM – Via Zoom

<https://us06web.zoom.us/j/86026229041> | Meeting ID: 860 2622 9041

### AGENDA

Review and approval of 5/1/22 minutes.

AKRF engagement update.

Discuss HRC Mini-Grant Award event “Amenia Needs Homes” – need new date and action plan.

Multi-family house examples for HRC.

### **Grant #1: Amenia Needs Homes (\$5,000)**

The Town of Amenia is applying for a \$5,000 grant to engage residents through an affordable housing event/open house that will provide a platform for education, collaboration and ultimately strength ties between all stakeholders.

#### Key Elements

- An affordable housing 101 collaborative event bringing together Amenia residents, TTC Housing Ambassadors, NGO staff and industry speakers in Spring/Summer 2022.
- Event will be informed and shaped by the Amenia Housing Survey responses (which will be presented) building on the needs expressed and the questions raised.
- Speakers will discuss and present (i) what affordable housing looks like, (ii) tie-in with professions/jobs and qualifying their incomes, (iii) senior housing and bridging the gap between perception and reality.
- Discussion of local needs and how the community would benefit from affordable housing.
- Present and discuss housing in nearby communities vs. options in Amenia.
- The event will be both educational and interactive with participant engagement woven throughout.
- Develop assets that can be used in print, social media and online to drive engagement.
- Market the event through earned media (local newspaper, radio shows, etc.), partner organizations, social media, town businesses.

#### Partner Organizations

- TTC participation with trained housing ambassadors
- Possibly NECC as a partner to drive awareness of event
- HRH – asset source information on completed projects to build materials

#### Desired Outcomes / Results

- Community education (change hearts & minds) & engagement
- Gather additional community comments & insights
- Use responses to hone messaging & policy
- Build community support & buy-in

#### Mini-Grant Application Requirements

This grant app meets the following requirements:

- Educational community gatherings and conversations
- Marketing campaigns
- Development of accessible toolkits and guides for use in print, social media & online

#### Use of Funds

- Material costs (design, production, etc.)
- Postage (at least one postcard mailing driving messaging and attendance)
- Stipends for community members to support leadership and engagement
- Cost associated with facilitation and/or speakers
- Giveaway items at event (i.e. t-shirts that spread a simple message after event)