

California Historic Rehabilitation Tax Credit conversation
October 23, 2013

Attendees:

Oakland: Chris Pattillo, Naomi Schiff, Solomon Ets-Hokin
CHS: Robert Chattel and Tony Gonzalez
LAC: Adrian Scott Fine
SOHO: Bruce Coons
OHP: Tim Brandt

The purpose of the call was to:

1. Provide updates and outline next steps.

DISCUSSION

1. Routes

• **Administrative**

- No update from California Department of Parks and Recreation Legislative Office on status of submitted legislative request
- Carol Roland-Nawi talked with the Parks Director (Major General Jackson) on Monday – the call appears to have gone very well
- Cindy Heitzman had a meeting scheduled with the Director Tuesday – no update
- Rachel Flynn had a call scheduled with the Director – no update

• **Legislative**

- We should move forward with meeting(s) with potential legislators ASAP
 - Tony: Schedule meeting with State Senator Mark Leno (11th District - SF) (Tony to coordinate with Robert and Anthea Hartig)
 - Per Bruce, San Diego State Assemblyperson Toni Atkins (78th District) and State Senator Marty Block (39th District) are interested
 - LAC to follow-up with local legislator
 - Per Tony: Consider contacting State Assemblyperson Nancy Skinner (15th District)
 - **NOTE:** Hand-out sheets showing past 20% certified projects for all of the designated districts above are posted on OHP's State Historic Tax Credit web page.

2. Lead Organization

- Still need an organization to say they will be the lead
 - CPF has not responded with proposal or budget – no update
 - Adrian stated LAC would be active in coalition, but not sure about as lead
 - Naomi is willing to pitch it to Oakland Heritage (Board meeting on Thursday), though she is unsure whether they should be the lead
 - Bruce (SOHO) is interested if outline information and funding can be provided

Ideally we need an organization to say we'll do it for (*insert number*) months and estimate it needs (*insert dollar amount*).

3. Products Needed

Note:

- Sense of urgency to get needed information to potential sponsors
- Fundraising can't happen without a plan

I. **Prepare Vision Statement**

- Why the tax credit is important
- Why we are doing this
- What the benefits are

Note:

- See revised one page handout (posted on OHP website)
- See proposed legislative outline and proposed bill (circulated amongst committee members before official submittal to Parks)

II. **Prepare Request for Proposal (RFP)**

A RFP needs to be completed ASAP and include:

- Overall Job Description (what we want the person to accomplish)
- Tasks to be Completed (one page bullet list)
- Time Frame (six months)
- Time Line (with critical steps)
- Budget (range)

This would be a multi-function document that could be used for:

- Sending out to preservation organizations for interest, as well as consulting groups
 - Bruce mentioned it would be easier to take to his board
- Public Relations/Media
- Developers and other Stakeholders
- Fundraising
- Legislators
- Supporters
- **Tasks**
 - **Naomi**
 - Prepare draft vision statement
 - **Tony**
 - Will draft outline within 4 to 5 days (but needs vision statement)
 - Will circulate draft within a week for review and comments
 - **All**
 - Review and comment draft documents
 - **Naomi**
 - Agreed to track this effort and keep all of the information in one place

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Tasks, continued

○ **Solomon**

Once package is complete, will have his graphics department polish a final version

- **Note:** Past meeting minutes have also discussed the above topic

4. Legislators

- State Senator Marty Block has asked Bruce if SOHO could help if his office carried the legislation

5. Coalition Basics

- Form a foundation or ad-hoc coalition - one time for a single purpose
 - This will provide a mechanism for funds to be collected and deposited
- Some thought should be given to a name for this initiative
 - One suggestion:
 - **California State Tax Credit Coalition (CSTCC)**
 - NOTE: The 2010/11 effort name was:
 - **California Rehabilitation and Economic Development Investment Tax Credit (CREDIT) Coalition**
 - NOTE: The name of the bill on the proposed legislation sent to Parks was:
 - **Economic Development and Historic Rehabilitation Investment Tax Credit** (to put the emphasis on economic development)

6. Additional

- Naomi recommendation: Look at Florida Study for benefits of the program (including impressive numbers on payback of system)

7. Next Call

- **Wednesday, October 30th at 10:30am**
- 888-813-9204, passcode 373792

Additional Notes

- This is Tim's interpretation of the meeting. Please contact him at tim.brandt@parks.ca.gov with any major revisions and/or corrections.