

# ST. LAWRENCE COUNTY FAIR HOUSING TASK FORCE

*c/o St. Lawrence County Planning Office  
48 Court Street  
Canton, NY 13617-1169*

315-379-2292 (Phone)

315-379-2252 (Fax)

[fairhousing.stlawco.org](http://fairhousing.stlawco.org)



## Draft Meeting Minutes

June 6, 2019

Public Safety Complex, Second Floor Conference Room  
49½ Court Street, Canton, NY 13617

1. **Call to Order and Determination of a Quorum.** Chair Fred Hanss called the meeting to order at 9:10 AM. **A quorum was WAS NOT established.**

**Members Present:** Diana Dufresne; Fred Hanss; John Tenbusch; Courtney Toms.

**Members Absent:** Annette Bowman; William Jones; Mike McQuade; Andrea Montgomery; Jim O'Neill; Colleen Ryor; Amy Simmons.

There are vacancies on the FHTF for the following membership categories:

- a. Religious Organization;
- b. Mortgage lending.

2. **Adoption of the Agenda.** *Without a quorum, an agenda could not be adopted.*
3. **Approval of February 28 2019 Meeting Minutes.** *Without a quorum, Minutes of the last meeting could not be approved.*
4. **Reports.**
  - a. Preparations for Housing Advocacy Training Session:
    - Tenbusch reported that 23 persons attended the Housing Advocacy training session, held April 3rd. **See attached attendance list.**
    - Presenters included: Fred Hanss and Cheryl Shenkle-O'Neill; Joe Papparone; John Tenbusch.
    - **See attached for slides from that workshop.**

**5. Old Business.** None.

- Names were suggested to fill the two vacant seats on the FHTF; these included:
  - For the **Religious Organization** seat: Father Mark Riley, Massena; John Morrison, Diocese of Ogdensburg; Social Justice Coordinator at Canton Universalist-Unitarian Church.
  - For the **Mortgage Lending** seat: Sheri Norman, NCSB – Massena; Rob Liggio, NCSB, Canton.

**6. New Business:** None.

**7. Announcements:**

**8. Next Meeting Date.**

Thursday, August 22, 2019 at 9:00 am  
2<sup>nd</sup> floor conference room  
County Public Safety Complex  
49½ Court Street in Canton

**9. Adjourn.** The meeting adjourned by consensus at 9:25 AM.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John F. Tenbusch". The signature is written in a cursive style with a large initial "J".

John F., Tenbusch  
Planner II

**Housing Advocacy Training**  
**SLU Sykes Hall, Canton; 10:00 AM, April 3, 2019**  
**Sign-In Sheet**

| No. | Print  | Sign                  |
|-----|--|-----------------------|
| 1.  | Bourcy, Michael; Jeff. Co. Planning<br><a href="mailto:mbourcy@co.jefferson.ny.us">mbourcy@co.jefferson.ny.us</a>                          |                       |
| 2.  | Bowman, Annette; NCHC/FHTF<br><a href="mailto:abowman@slchc.org">abowman@slchc.org</a>   | Annette Bowman        |
| 3.  | Boyle, Amelia Kate; Clayton Improvement Association<br><a href="mailto:kate@clayton-improvement.com">kate@clayton-improvement.com</a>      | Amelia Kate Boyle     |
| 4.  | Bradford, Dave; NC Energy Task Force<br><a href="mailto:dcbradford28@gmail.com">dcbradford28@gmail.com</a>                                 | Dave Bradford         |
| 5.  | Casselman, Donna; Frontier Housing Corp.<br><a href="mailto:donna@frontierhousingcorporation.com">donna@frontierhousingcorporation.com</a> | Donna Casselman       |
| 6.  | Collins, Miranda; Clayton Improvement Association<br><a href="mailto:miranda@clayton-improvement.com">miranda@clayton-improvement.com</a>  | Miranda Collins       |
| 7.  | DeForge, Christiana; OFA<br><a href="mailto:CDeForge@stlawco.org">CDeForge@stlawco.org</a>   | Christiana DeForge    |
| 8.  | Dufresne, Diana; Yelle Realty/FHTF<br><a href="mailto:ddufresne@twcny.rr.com">ddufresne@twcny.rr.com</a>                                   | Diana Dufresne        |
| 9.  | Gerstenschlager, Amy; Frontier Housing Corp.<br><a href="mailto:amy@frontierhousingcorporation.com">amy@frontierhousingcorporation.com</a> | Amy Gerstenschlager   |
| 10. | Hanss, Fred; Village of Potsdam/FHTF<br><a href="mailto:fhanss@vi.potsdam.ny.us">fhanss@vi.potsdam.ny.us</a>                               | <del>Fred Hanss</del> |
| 11. | Jones, Bill; SUNY-Canton/FHTF<br><a href="mailto:joneswt@canton.edu">joneswt@canton.edu</a>  | <del>Bill Jones</del> |
| 12. | Jones, Stefanie; MILC<br><a href="mailto:sjones@milcinc.org">sjones@milcinc.org</a>  | Stefanie Jones        |
| 13. | Martin, Christine; NCHC<br><a href="mailto:cmartin@slchc.org">cmartin@slchc.org</a>  | Christine Martin      |
| 14. | McQuade, Mike; T-Gouverneur COE<br><a href="mailto:codeofficer@gouverneur.ny.com">codeofficer@gouverneur.ny.com</a>                        |                       |
| 15. | Paparone, Joe; Labor-Religion Coalition<br><a href="mailto:jpaparone@labor-religion.org">jpaparone@labor-religion.org</a>                  |                       |
| 16. | Pillay, Raamitha; Educator/citizen<br><a href="mailto:rdpillay@gmail.com">rdpillay@gmail.com</a>   | Raamitha Pillay       |
| 17. | Shenke-O'Neill, Cheryl; Snowbelt Housing Co. Inc.<br><a href="mailto:cheryl@snowbelt.org">cheryl@snowbelt.org</a>                          | Cheryl Shenke-O'Neill |
| 18. | Singh, Angelica; Neighbors of Watertown<br><a href="mailto:angelica@neighborsofwatertown.com">angelica@neighborsofwatertown.com</a>        | Angelica Singh        |
| 19. | Smith, Andrea; United Helpers<br><a href="mailto:aesmith@unitedhelpers.org">aesmith@unitedhelpers.org</a>                                  | Andrea Smith          |
| 20. | Snyder Beth; United Helpers<br><a href="mailto:bsnyder@unitedhelpers.org">bsnyder@unitedhelpers.org</a>                                    | Beth Snyder           |
| 21. | St. Andrew, Christine; SLC DSS<br><a href="mailto:40B063@stlawco.org">40B063@stlawco.org</a>   | Christine St. Andrew  |
| 22. | Taylor, Matt; DANC<br><a href="mailto:mtaylor@danc.org">mtaylor@danc.org</a>   | Matt Taylor           |



# Fair Housing / Housing Advocacy Workshop



Presented by:

- Fred Hanss, Chair, St. Lawrence County Fair Housing Task Force  
Director, Village of Potsdam Planning and Development Office
- Joseph Paparone, Lead Organizer, Labor-Religion Coalition of NYS
- Cheryl Shenkle-O'Neill, Ex. Director, Snowbelt Housing Company, Inc. Lowville NY
- John Tenbusch, St. Lawrence County Planning Office

Sykes Hall Common Room,  
St. Lawrence University,  
Canton NY



April 3, 2019

# Fair Housing / Housing Advocacy Workshop



## Agenda

- Introductions: Who is in the room? Why did you come today?
- Overview of Housing in St. Lawrence County
- Housing Advocacy Vocabulary
- Models of Advocacy / Organizing / Education
- Types of Advocacy / Lobbying
- Lunch**
- Organizing for Advocacy
- Building an Effective Organizing Group
- Go Home at 2:00 PM



2003 SLC DHAP cover picture

## Fair Housing / Housing Advocacy Workshop



Introductions: Who is in the room? Why did you



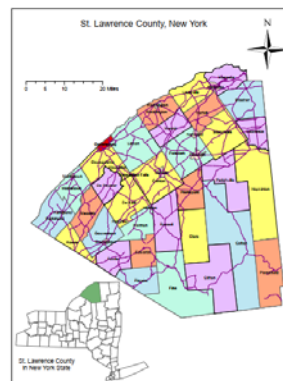
## Fair Housing / Housing Advocacy Workshop



### Population (2013-17 ACS)

|   |         |
|---|---------|
| St. Lawrence County, New York                   | 110,817 |
| Potsdam town, St. Lawrence County, New York     | 16,197  |
| Massena town, St. Lawrence County, New York     | 12,471  |
| Canton town, St. Lawrence County, New York      | 11,198  |
| Ogdensburg city, St. Lawrence County, New York  | 10,851  |
| Massena village, New York                       | 10,839  |
| Potsdam village, New York                       | 9,710   |
| Gouverneur town, St. Lawrence County, New York  | 7,023   |
| Canton village, New York                        | 6,553   |
| Norfolk town, St. Lawrence County, New York     | 4,580   |
| Oswegatchie town, St. Lawrence County, New York | 4,375   |
| Lisbon town, St. Lawrence County, New York      | 4,080   |
| Gouverneur village, New York                    | 3,795   |
| Stockholm town, St. Lawrence County, New York   | 3,647   |
| Louisville town, St. Lawrence County, New York  | 3,108   |

Population, Top 10 Towns: 77,530 70% of total pop.  
 Population, Top Five Places: 41,748 38% of total pop.

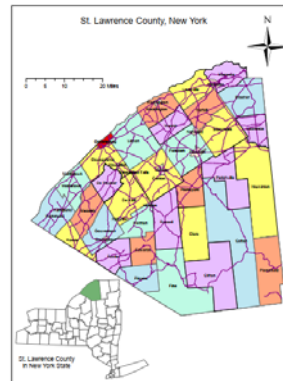


## Fair Housing / Housing Advocacy Workshop



### Housing Units (2013-17 ACS)

|   |                       |
|---|-----------------------|
| St. Lawrence County, New York                   | 52,908                |
| Massena town, St. Lawrence County, New York     | 5,922                 |
| Potsdam town, St. Lawrence County, New York     | 5,519                 |
| Massena village, New York                       | 5,127                 |
| Ogdensburg city, St. Lawrence County, New York  | 4,512                 |
| Canton town, St. Lawrence County, New York      | 3,871                 |
| Gouverneur town, St. Lawrence County, New York  | 2,838                 |
| Potsdam village, New York                       | 2,638                 |
| Oswegatchie town, St. Lawrence County, New York | 2,023                 |
| Canton village, New York                        | 1,947                 |
| Norfolk town, St. Lawrence County, New York     | 1,941                 |
| Lisbon town, St. Lawrence County, New York      | 1,933                 |
| Gouverneur village, New York                    | 1,829                 |
| Stockholm town, St. Lawrence County, New York   | 1,774                 |
| Morristown town, St. Lawrence County, New York  | 1,693                 |
| # Units, Top 10 Towns: 32,026                   | 60.5% of total units  |
| # Units, Top Five Places: 16,053                | 30.3% of total units. |



## Fair Housing / Housing Advocacy Workshop



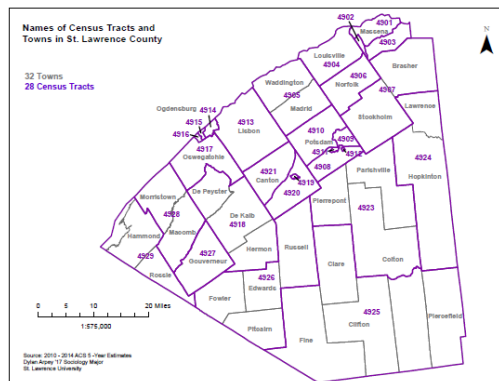
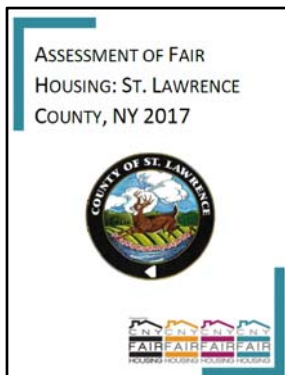
| Housing Statistics (2013-17 ACS) | NYS               | St. Law. Co.   |
|----------------------------------|-------------------|----------------|
| Total Housing units              | 8,255,911         | 52,908         |
| Occupied housing units           | 7,302,710 (88.5%) | 41,638 (78.7%) |
| Owner-occupied units             | 3,942,483 (54.0%) | 30,189 (72.5%) |
| Renter-occupied units            | 3,360,227 (46.0%) | 11,449 (27.5%) |
| 1 Unit (detached or attached)    | 3,880,482 (47.0%) | 38,420 (72.6%) |
| 2-4 Units in structure           | 1,452,367 (17.6%) | 4,999 (9.5%)   |
| More than 4 units in structure   | 2,725,285 (33.0%) | 3,504 (6.6%)   |
| Mobile homes                     | 194,410 (2.4%)    | 5,952 (11.2%)  |
| Units built before 1980          | 6,444,783 (78.1%) | 37,375 (70.6%) |
| Median decade built              | 1950 - 1959       | 1960 - 1969    |

## Fair Housing / Housing Advocacy Workshop



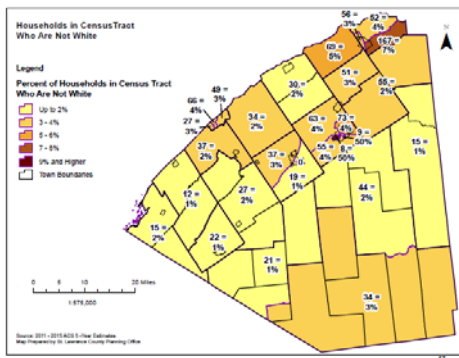
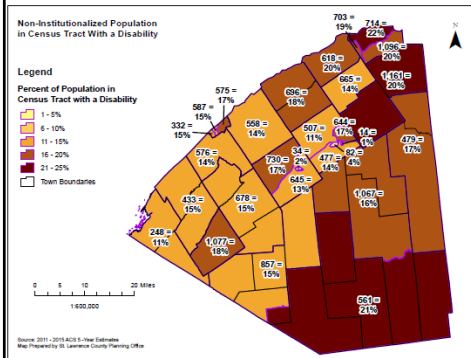
| Housing Statistics (2013-17 ACS)          | NYS       | St. Law. Co. |
|---|-----------|--------------|
| Median # Rooms per unit                   | 5.0       | 5.7          |
| Median # Bedrooms per unit                | 2         | 3            |
| Moved into unit, 2010 or later            | 35.6%     | 32.4%        |
| Lacking complete plumbing                 | 0.4%      | 1.8%         |
| Lacking complete kitchen                  | 0.8%      | 2.0%         |
| Median value, owner-occupied unit         | \$293,000 | \$88,000     |
| Household size, owner-occupied            | 2.77      | 2.53         |
| Household size, renter-occupied           | 2.47      | 2.09         |
| Median Rent paid                          | \$1,194   | \$723        |
| Units where rent over 35% of hshld income | 44.3%     | 42.7%        |

## Fair Housing / Housing Advocacy Workshop

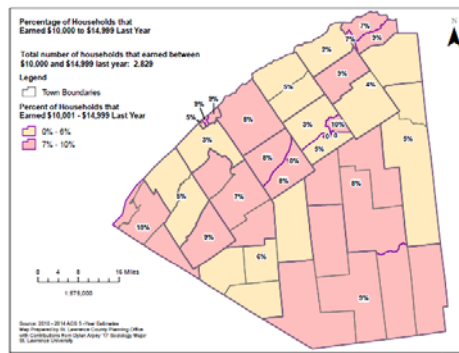
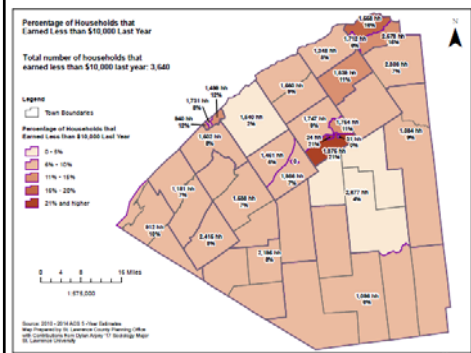




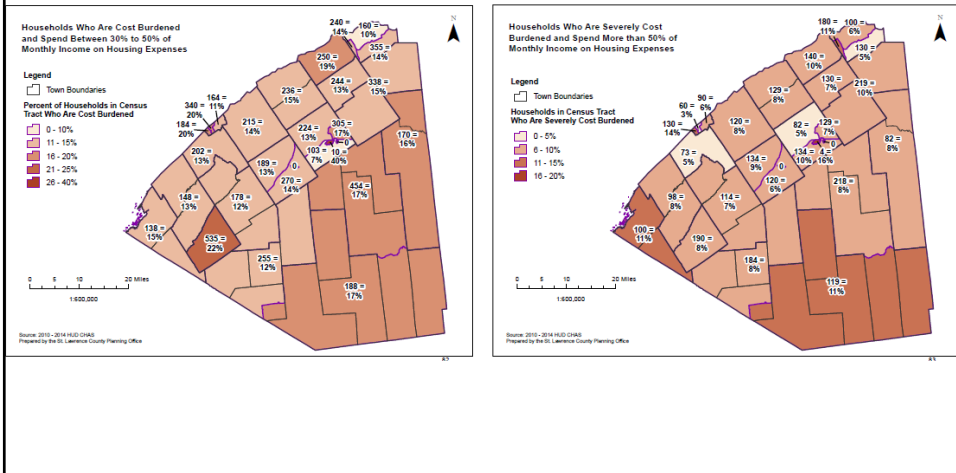
# Fair Housing / Housing Advocacy Workshop



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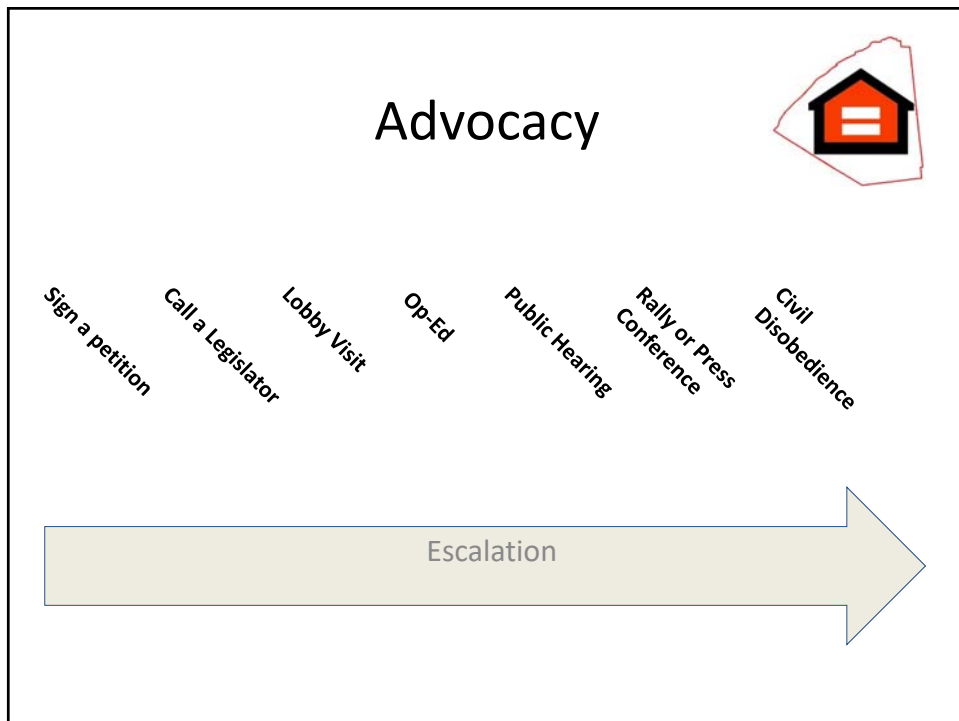
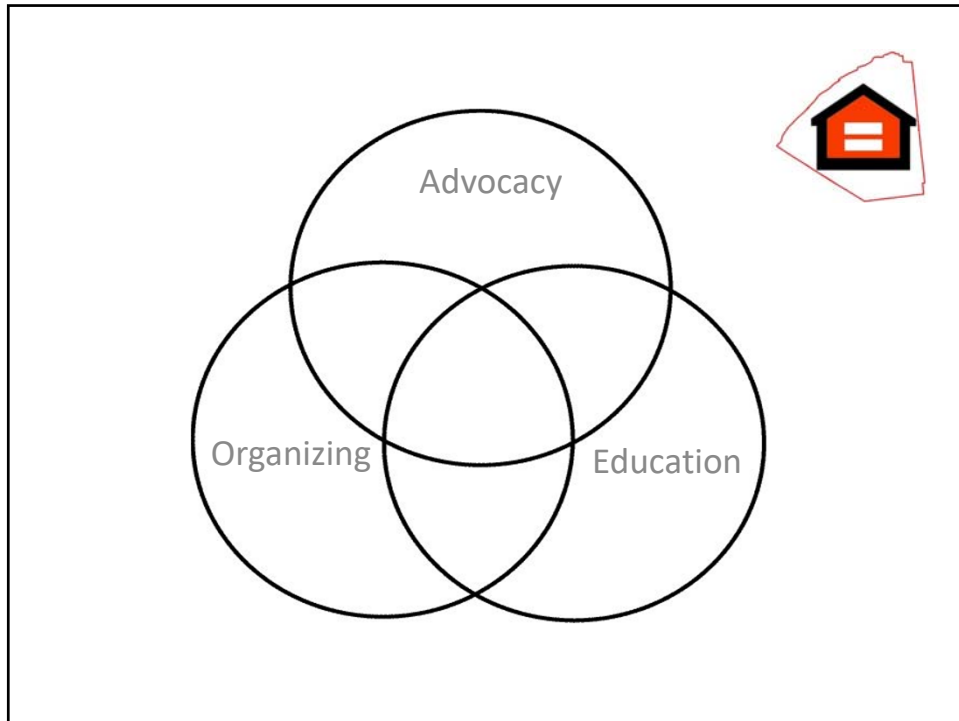
# Fair Housing / Housing Advocacy Workshop



## Terms



- Advocacy
- Organizing
- Lobbying
- Power
- Community





## Affordable Housing Advocacy

<https://nysruraladvocates.org/>

St. Lawrence County  
Fair Housing Task Force  
April 3, 2019

## Who We Are



- NYS Rural Advocates was created in 1981 as the Rural *Housing* Advocates by the board of directors of the NYS Rural Housing Coalition and for the first several years we were staffed and operated by RHC

## Who We Are



- Our principle mission is to support the network of Rural Preservation Companies and to advocate for funding for RPCs and the affordable housing programs they use in their work
- RPCs are State Funded programs that provide a range of housing and community development services to Counties, Towns and Villages in New York State.
- RPCs develop and manage rental housing
- RPCs assist first time homebuyers
- RPCs provide housing rehab services owner occupied and rental housing
- RPCs carry out Main Street Projects, Public infrastructure projects

## Who We Are



- Rural Advocates is a 501(c)(4) social welfare organization. We do not pay federal income tax but contributions to our organization are not tax deductible
- Rural Advocates is a NYS registered lobbying organization
- We have a very small budget and rely on board members and general members to do much of the advocacy work

## New York State Budget Timeline

*The Pre-season August - December*



- The Division of the Budget (DOB) is busy constructing the Executive Budget for the coming State Fiscal Year
- Savvy Advocates are meeting with DOB and the Governor's staff with new program proposals or old wishes to be included in the budget
- Rural Advocates are holding our annual scoping meetings to develop our legislative priorities

## New York State Budget Time Line

*The Kick Off – mid to late January*



- The Governor is required to present a State of the State Message and a Budget Address. This Governor combines those
- The Governor releases the Executive Budget Proposal
- Advocates analyze the Executive Budget and begin crafting our response (usually that our programs have been cut!)

## New York State Budget Time Line

### *Legislative Budget Hearings*



- Early February the Senate Finance Committee and the Assembly Ways and Means Committee hold joint hearings on the Executive Budget
- Advocates develop a response to the Executive Budget and testify at the joint hearing on Housing
- [https://nystateassembly.granicus.com/MediaPlayer.php?view\\_id=8&clip\\_id=4900](https://nystateassembly.granicus.com/MediaPlayer.php?view_id=8&clip_id=4900)

## New York State Budget Time Line

### *30 day amendments*



- The Governor has a thirty day window during which he can make modifications to his Executive Budget
- Advocates directly and indirectly try to pressure the Governor and the Division of Budget to make changes in our favor

## New York State Budget Time Line

### *Lobby Day*



- During February and March, advocacy organizations descend on Albany to make the case for their respective agendas
- We meet with individual legislators, legislative leaders including our committee chairs and we meet with the legislature's "central staff" advocating that our agenda be included in the budget

## New York State Budget Time Line

### *One House Budget Bills*



- In anticipation of budget negotiations, each house of the Legislature produces a document with its ideal budget.
- This year the Assembly passed its own version of the ten budget bills. The Senate passed a resolution with its proposed changes to the executive budget.
- Advocates are very active around the one house bills. We encourage the respective committee chairs to advocate for the bills to include our issues.



## New York State Budget Time Line

### *Agreement on "Avails"*



- March 1<sup>st</sup> the Governor and Legislative Leaders agree on how much revenue will be available for appropriations (and therefore, how much might be "available to add to the executive budget.
- When the three parties can't agree on revenues, the task falls to the Comptroller (as it did this year)
- Advocates have no role in determining Avails but we are still meeting with Legislators to press our case for adequate funding

## New York State Budget Time Line

### *Table Targets*



- The budget negotiations are organized in a series of "tables". Legislative Leaders agree on how much of the "avails" are to be allocated to each table
- Housing its at table with Environment, Agriculture and Housing
- Advocates are monitoring these meetings and following up with appropriate legislators and staff

## New York State Budget Time Line

### *The Frantic Finale*



- As the work of the Tables wrap up, the final negotiations between the Legislative Leaders and the Governor begin to move towards an agreement (Once referred to as 3 men in a room... now 2 men and 1 woman)
- Advocates are still engaged making the final case for their asks and hoping to be consulted on the deals and compromises that are being made.

## Ten Points for Effective Lobbying



- Do your homework
  - Research legislators district, voting record on your issues, committee membership, other
- Select a spokesperson/facilitator
  - Keep participants on message
- Identify Yourself
  - Be sure to mention if you are a constituent, where you live, what organizations you belong to, other points of interest
- Be Concise
- Get Commitments

## 10 tips, continued



- Listen
  - Be sure to follow up with any additional info
- Be Honest
- Be Polite/don't threaten
  - never suggest a legislator should support a position because of prior financial support or endorsement
- Be appreciative
  - Thank the elected official for any work s/he has done on your issue
- Follow up

## Typical Lobby Visit Types



- The legislative aide
- The rush
- The self-congratulator
- The constituents-only visit
- The “politics”
- The Anti

## Midwest Academy Strategy Chart

After choosing your issue, fill in this chart as a guide to developing strategy. Be specific. List all the possibilities.

| Goals   | Organizational Considerations  | Constituents, Allies, and Opponents   | Targets  | Tactics   |
|---|--|---|--|---|
| <p>1. List the long-term objectives of your campaign.</p> <p>2. State the intermediate goals for this issue campaign. What constitutes victory?</p> <p><i>How will the campaign</i></p> <ul style="list-style-type: none"> <li>• Win concrete improvement in people's lives?</li> <li>• Give people a sense of their own power?</li> <li>• Alter the relations of power?</li> </ul> <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p> | <p>1. List the resources that your organization brings to the campaign. Include money, number of staff, facilities, reputation, canvass, etc.</p> <p>What is the budget, including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization to be strengthened by this campaign. Fill in numbers for each:</p> <ul style="list-style-type: none"> <li>• Expand leadership group</li> <li>• Increase experience of existing leadership</li> <li>• Build membership base</li> <li>• Expand into new constituencies</li> <li>• Raise more money</li> </ul> <p>3. List internal problems that have to be considered if the campaign is to succeed.</p> | <p>1. Who cares about this issue enough to join in or help the organization?</p> <ul style="list-style-type: none"> <li>• Whose problem is it?</li> <li>• What do they gain if they win?</li> <li>• What risks are they taking?</li> <li>• What power do they have over the target?</li> <li>• Into what groups are they organized?</li> </ul> <p>2. Who are your opponents?</p> <ul style="list-style-type: none"> <li>• What will your victory cost them?</li> <li>• What will they do/spend to oppose you?</li> <li>• How strong are they?</li> <li>• How are they organized?</li> </ul> | <p>1. Primary Targets</p> <p>A target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> <li>• Who has the power to give you what you want?</li> <li>• What power do you have over them?</li> </ul> <p>2. Secondary Targets</p> <ul style="list-style-type: none"> <li>• Who has power over the people with the power to give you what you want?</li> <li>• What power do you have over them?</li> </ul> | <p>For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be</p> <ul style="list-style-type: none"> <li>• In context.</li> <li>• Flexible and creative.</li> <li>• Directed at a specific target.</li> <li>• Make sense to the membership.</li> <li>• Be backed up by a specific form of power.</li> </ul> <p>Tactics include</p> <ul style="list-style-type: none"> <li>• Media events</li> <li>• Actions for information and demands</li> <li>• Public hearings</li> <li>• Strikes</li> <li>• Voter registration and voter education</li> <li>• Lawsuits</li> <li>• Accountability sessions</li> <li>• Elections</li> <li>• Negotiations</li> </ul> |

## MidWest Academy Strategy Chart



1. Goals
2. Organizational Considerations
3. Constituents, Allies, Opponents

## MidWest Academy Strategy Chart



4. Targets
5. Tactics

## Building an Effective Organizing Group



Leadership Identification and Development

Political Education

Culture and Relationships

## Fair Housing / Housing Advocacy Workshop



### Contact Information

|                        |                                       |              |                              |
|------------------------|---------------------------------------|--------------|------------------------------|
| Fred Hanss             | Village of Potsdam/Chair, FHTF        | 315-265-1670 | fhanss@vi.potsdam.ny.us      |
| Joseph Paparone        | Labor-Religion Coalition, Inc. of NYS | 518-290-0268 | jpaparone@labor-religion.org |
| Cheryl Shenkle-O'Neill | Snowbelt Housing Company Inc.         | 315-376-2639 | cheryl@snowbelt.org          |
| John Tenbusch          | SLC Planning Office                   | 315-379-2292 | jtenbusch@stlawco.org        |



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