



**MINUTES**  
**GENERAL MONTHLY MEETING**  
**MALB BOARD OF DIRECTORS**  
 Tuesday, March 28, 2023

Type of Meeting: Regular Monthly Meeting

Location: Marquis II Conference Room, Marriott Marquis Complex. 285 Peachtree Center Ave. NE, Atlanta, GA 30303. Zoom conference call access was also provided.

		<b>Board of Directors</b>	
Name:	Title:	Attendance:	
		Present	Not Present
Janis Ware	MALB Board Chairperson	P	
Kate Little	MALB Board Vice-Chairperson	P	
Atty. Jane Bradshaw-Burnette	MALB Board Secretary	P	
Michelle Nelson	MALB Board Treasurer	P	
Petrina Howard	MALB Board Member	P	
Kyle Lamont	MALB Board Member		NP
Calvin Brock	MALB Board Member	P	

		<b>Staff and Counsel</b>	
Name:	Title:	Attendance:	
		Present	Not Present
Christopher Norman	Executive Director	P	
Elizabeth Roberts	Internal General Counsel/Sr. Program Director		P (Virtual)
Terica B. Bashir	Program Director	P	
Kimberly White	Vacant Property Manager	P	
Rhonda Corporal	Office Manager	P	
Atty. Rodney Strong	MALB External General Counsel		NP
Atty. David Maher	MALB External General Counsel	P	
Atty. Tres Dye	MALB Real Estate Counsel		NP
Atty. Michael Ward	City of Atlanta Law		NP
Atty. Patrick O'Conner	Office of Fulton County Attorney		NP

1. Call to Order: Chairperson Janis Ware - Called the meeting to order at 12:04 P.M.

2. Adopt Agenda:

Treasurer Michelle Nelson made a motion to:

*Adopt Agenda with no changes.*

Vice Chairperson seconded the motion.

**MOTION APPROVED UNANIMOUSLY.**

3. Approve Minutes:

Secretary Jane Bradshaw-Burnette made a motion to:

*Approve minutes as submitted for the meeting on February 28, 2023, with no changes.*

Treasurer Michelle Nelson seconded the motion.

**MOTION APPROVED UNANIMOUSLY.**

**Action Items:**

**4. Approve Extension of Engagement for YourCrescendo for Branding Support.**

Mr. Norman reminded the Board that YourCrescendo has assisted the MALB since June 2018 beginning with the creation of the 5-year Strategic Plan. The MALB Board subsequently approved the expansion of the scope of work to update the website with new logo, branded color scheme, new tabs with additional information on the MALB and its programs, as well as data infographics. The MALB later requested YourCrescendo conduct a brand audit in June 2020. Mr. Norman stated that the continued engagement of YourCrescendo has provided unique and current insights into the digital and marketing plans and direction of the MALB.

Mr. Reggie Hammond presented the Board with user/visitor site visit information on the website and social media via his Brand Building Scorecard. It showed the different platform's (eg Facebook, LinkedIn, and Instagram) number of clicks, impressions, followers, etc. Mr. Hammond stated that he could benchmark other land banks and non-governmental agencies to gauge the traffic and site engagement MALB receives from the public.

Treasurer Michelle Nelson requested to add "How did you hear about us?" to our website. She suggested using the responses to drive where MALB advertises available property for purchase. Mr. Norman agreed to the suggestion.

Staff recommendation was to approve extension of the engagement of YourCrescendo for one year until December 31, 2023, per the proposal.

Secretary Jane Bradshaw-Burnette made a motion to

***Approve Extension of Engagement for YourCrescendo for Branding Support per staff recommendation***

Board Member Petrina Howard seconded the motion.

**MOTION APPROVED UNANIMOUSLY.**

**5. Approve Tax Extinguishment of Various Properties Related to Demo Lien Project.**

Attorney Elizabeth Roberts explained that the Resolution included in the Board packet is a request for twenty-six additional parcels/properties for tax extinguishment. The total amount of delinquent taxes is approximately \$238,508.11.

Mr. Norman stated that these properties are part of the Demo Lien Foreclosure Program, where the City forecloses on liens placed on property they have demolished. The City transfers said property parcels to MALB for the development of affordable housing.

Vice-Chairperson Kate Little made a motion to:

***Approve Tax Extinguishment of Various Properties Related to Demo Lien Project***

Board Member Petrina Howard seconded the motion.

**MOTION APPROVED UNANIMOUSLY.**

**Information Items**

**6. Housing Opportunity Bond Invest Atlanta/URFA – Public Agency Acquisition Approval.**

Mr. Norman informed the Board that the resolution of the Urban Residential Finance Authority of Invest Atlanta passed authorizing Housing Opportunity Bond (HOB) Program funds to the Metro Atlanta Land Bank. The funds received from the House Opportunity Bond will allow the MALB to acquire property, single-family, multi-family and commercial. There also may be additional funds that the MALB can apply for under the HOB Program.

Vice Chairperson Kate Little stated that Atlanta suffers from residential segregation and asked if there was any chance to acquire land in the “choice/premium” neighborhoods. Mr. Norman stated that her ideas were good and that they speak to the MALB’s values of equity.

Chairperson Janis Ware asked if there was a focus area. Mr. Norman stated the MALB would also work in areas in alignment with the Dickens Administration’s 6 priority areas.

Secretary Jane Bradshaw asked if the funding came with any restrictions. Mr. Norman stated that he was unaware of any aside from the acquired land be used for affordable housing.

**7. Land Banking Agreement – 36% of Low-to-Moderate Income Language.**

Mr. Norman informed the Board that the language of using the determinate of 36% of a low-to-moderate individual’s income did not originate from the Westside Future Fund. In 2014, MALB made the 36% arrangement in a Land Banking Agreement with Annie E. Casey Foundation for properties located in the Pittsburgh neighborhood with the goals of neighborhood revitalization and blight remediation in mind. This same document template was used for the WFF Agreement and carried over.

**8. Annual Presentation – CDHS Committee March 14, 2023.**

Mr. Norman stated that he presented the Annual MALB updated to the Community Development/Human Services Committee of the Atlanta City Council on March 14<sup>th</sup>. He

provided an overview of the MALB organization and an update on its most recent activities over the last 12 months.

**9. Sheriff/Marshal Deed Program Update**

Attorney Elizabeth Roberts reported that from the 46 original designated parcels that MALB referred to Counsel to clear title, 26 titles have come back. Additional legal steps are being pursued to obtain clear title.

**10. Financial Matters Update.**

Mr. Norman stated that MALB received the additional requested funds for a total of \$293,223 from Fulton County General Fund for FY23 and \$103,000 from the sale of several properties pursuant to the Permanent Affordability Pilot with the Atlanta Land Trust.

**11. MALB Annual Report - Timeline.**

Mr. Norman explained that Terica Bashir has been working closely with YourCrescendo on finalizing the 2022 Metro Atlanta Land Bank Annual Report. He stated that the official report should be ready for previewing at the next Board meeting.

**12. MALB ED Norman – ALT Savannah Community – Land Trust Board Training and Visit – March 23, 2023.**

Mr. Norman informed the Board that he participated on a panel on Government & Nonprofit Partnerships for a meeting of the Savannah Community Land Trust in Atlanta that was organized by the Atlanta Land Trust.

**13. Public Comments.**

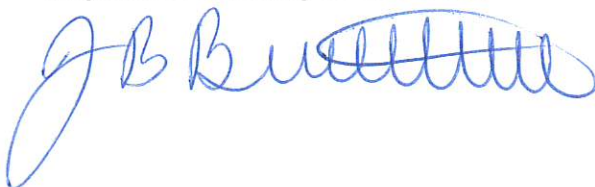
None.

**14. New Business.**

None.

**15. Adjourn.**

**Adjourned Meeting at 1:05 P.M.**

A handwritten signature in blue ink, appearing to read "J B Bullitt", is written over the text of the adjourned meeting.