

Urban County Policy Board

February 10, 2025



February 10, 2025, Meeting Agenda

- (info) I. Introductions
- (info) II. Approval of January 13, 2025, minutes
- (info) III. Presentations and Q&A with 2025 CDBG and HOME applicants
- (info) IV. Program Updates
- (info) V. Other



Item II. January 13 Meeting Minutes (action)

URBAN COUNTY POLICY BOARD ATTENDANCE

Clark County
City of Battle Ground
City of Camas
City of La Center
City of Ridgefield
City of Washougal
City of Woodland
Town of Yacolt

Councilor Glen Yung
Mayor Troy McCoy
Jim Hodges
Tracy Coleman
Chuck Green
Joe Walsh
Absent
Councilor Marina Viray

GUESTS

Mark Hecceg- City of Battle Ground; Mayor Pro Tem Matt Cole- City of Ridgefield; Elizabeth McNanny and Hope Browning- Resource Consultants; Tasha Slater- City of Vancouver; Nicole Leon- Hispanic Metropolitan Chamber; Kat Fuentes and Melanie Faure- Upwards, Anonymous Attendee

STAFF

Michael Torres, Rebecca Royce, Nooreen Ebrahim

I. Introductions

II. Vice-chair Elections

An overview of the Vice-chair position was given prior to nominations. Chuck Green nominated Mayor McCoy which was seconded by Councilor Yung. A vote was taken, and Mayor McCoy was unanimously elected as Vice-chair.

III. October 14, 2024, Meeting Minutes

The minutes were approved following a motion made by Chuck Green and seconded by Mayor McCoy.

IV. Adopt 2025 Annual Work Plan with 2025 Calendar

A synopsis of the 2025 Annual Work Plan, which detailed the number of UCPB meetings that will occur and items staff will be working on throughout the year, was presented to the board. New for 2025 will be an April UCPB meeting to discuss the drafted Consolidated Plan. A calendar was provided to UCPB members that highlights important dates.

Chair Yung added that the discussion of environmental review should be ongoing as it will be helpful for jurisdictions that are struggling with them.

The 2025 Work Plan was approved following a motion by Mayor McCoy which was seconded by Chuck Green.

V. 2025 CDBG and HOME Applications

- Brief overview of submitting agencies
- All proposals received for Public Facilities and Neighborhood Improvements, Asset and Economic Development, and Affordable Housing and Homelessness for 2025 funds were outlined, with \$3.4 million of CDBG funds and \$1.4 million of HOME funds being requested.
- Refresher on application review and scoring

UCPB members and their alternates will be using Neighborly to score applications. A Conflict of Interest and Non-Disclosure form will be sent to each scorer to sign prior to scoring applications. Scoring guidelines were discussed and updates made for 2025 were reviewed. Key aspects to consider when scoring, scoring biases, and ways to avoid scoring biases were presented.

The board inquired if any applications were screened out of the RFA. Staff shared that there were several agencies that rescinded applications or did not move forward after the pre-application period, but no applications have been screened out by staff at this point.

VI. Program Updates

- Timeliness and Grant Updates
Clark County's timeliness plan, which estimates that timeliness will be achieved in 2026, has been approved by HUD. The county will be untimely for the 4th year, which could lead to formal intervention from HUD headquarters. An update on untimely projects was presented to the board. Reasons for untimeliness include the lengthy process of environmental reviews.

The board asked if there is any value to them meeting with the county's HUD representative to draft a letter to send to the federal office regarding environmental reviews. They also suggested adding a legislative update to each UCPB meeting. Staff responded that while meeting with the County's HUD representative would be helpful, contacting the federal office will likely be ineffective in overturning environmental review regulations.

VII. July to September 2024 Quarterly Report Review

Project updates were provided for September-October 2024. Highlights include 2022 funds for Proud Ground are set to be spent out by the end of March, environmental assessments moving forward for Battle Ground's NE 1st Street and NE Parkway Avenue sidewalk improvement projects, and all TBRA programs being on track to spend allocated funds.

Board members wanted to know if there were any funding barriers for Yacolt and Woodland as these municipalities have low UCPB attendance and no current projects. Staff shared that understaffing, finding eligible project areas, and completing the necessary steps to request funding are all barriers to these smaller municipalities.

VIII. Consolidated Plan Consultant Introduction and Process Overview

Elizabeth McNanny, consultant with Resource Consultants, provided an outline of the CDBG and HOME programs, explaining funding guidelines and anticipated outcomes of these funding sources. A brief timeline of the Consolidated Plan was presented, which the consultant's team and Clark County staff plan to have adopted by County Council in May 2025. An overview of how the Consolidated Plan supports and relates to other documents used within Community Services was provided.

Board members said that they would like to be notified when community meetings are scheduled to attend. The board would like the Consolidated Plan to be flexible to meet the needs of Clark County and emphasized a need for an overarching plan for how funds are spent. Elizabeth McNanny also mentioned that detailed stakeholder interviews will be vital in crafting a Consolidated Plan specific to Clark County with a long-term vision.

IX. Other

- Public Comment**
 - Kat Fuentes from Upwards introduced herself and outlined Upward's Boost program which will be seeking funding at the next UCPB meeting.
 - Melanie Faure from Upwards spoke of the work that Upwards has done to support communities, and their impact on women-owned businesses in the jurisdictions that have implemented their program.

Meeting adjourned at 10:56 p.m.



Item III. Presentations and Q&A (info)

- Applicants have been advised to focus on the application, not their agency
- Applicants have 5 minutes to present their application (except TBRA)
- Board members have time to ask questions after each presentation
- Staff will provide an overview of the TBRA program, agencies have 5 minutes to answer questions from the board

	Applicant	Project	Description	CDBG Request	Joint Request
	Public Facilities and Neighborhood Improvements			\$ 1,050,000	
9:45 a.m.	Battle Ground, City of	NE Grace Avenue Pathway	Add path between E Main Street and NE 6th Street	\$150,000	
9:55 a.m.	Battle Ground, City of	Remy Park Improvements	Install new park facilities at undeveloped Remy Park	\$400,000	
10:05 a.m.	Clark County	701 E Main Street Building Improvements	Repairs to county owned building in Battle Ground	\$400,000	
10:15 a.m.	Ridgefield, City of	Maple Street Improvements	Water, storm, and sidewalk improvements on Maple St	\$400,000	
10:25 a.m.	Vancouver Housing Authority	Bertha's Place Shelter Remodel	Exterior renovation of building	\$400,000	
10:35 a.m.	Washougal, City of	Sidewalk & Stormwater Improvements Phase I	ADA sidewalks and enhance stormwater management	\$400,000	

	Applicant	Project	Description	CDBG Request	Joint Request
	Asset and Economic Development			\$ 600,000	
10:45 a.m.	Evergreen Habitat for Humanity	Land Acquisition	Purchase property for permanently affordable housing	\$300,000	
10:55 a.m.	Fourth Plain Forward	Microenterprise Services	Microenterprise business assistance	\$285,016	
11:05 a.m.	Hispanic Metropolitan Chamber	Bilingual Technical Assistance	Microenterprise business assistance	\$134,700	
11:15 a.m.	Micro Enterprise Services of Oregon	TA to LMI Microenterprise Businesses	Microenterprise business assistance	\$118,000	
11:25 a.m.	Upwards	TA to LMI Microenterprise Businesses	Microenterprise business assistance	\$240,000	

11:35 a.m. 10 minute break

	Applicant	Project	Description	CDBG Request	HOME Request
	Affordable Housing and Homelessness - Construction Projects			\$ 750,000	
11:45 a.m.	Columbia Non-Profit Housing	River and Main	Construction of affordable senior housing	\$0	\$300,000
11:50 a.m.	Fred Dockweiler, Consultant		Financial review of project		
11:55 a.m.	Vancouver Housing Authority	Weaver Creek Commons	Construction of 100 affordable housing units in Battle Ground	\$0	\$400,000
12:05 p.m.	Staff presentation of TBRA applications				

The following are 5 minute Q&A only

	Applicant	Project	Description	CDBG Request	HOME Request
	Affordable Housing and Homelessness - Tenant-Based Rental Assistance				
12:10 p.m.	Janus Youth Programs	The Nest TBRA	Rental assistance for youth 18-25	\$45,000	\$169,350
12:15 p.m.	Share	Affordable Housing & Stability Program TBRA	Rental assistance for adults and families	\$75,000	\$287,500
12:20 p.m.	YWCA Clark County	Domestic Violence Survivors TBRA	Rental assistance for survivors of domestic violence	\$72,000	\$276,000



Battle Ground: NE Grace Avenue Pathway





City of Battle Ground 2025 CDBG Grant Request NE Grace Avenue Pathway

Urban County Policy Board Meeting

February 10, 2025



Presentation Outline

- Vicinity Map (Aerial)
- Overview (Aerial)
- Basic Information
- Project Objectives
- CDBG Request
- Schedule
- Questions



Vicinity Map



Overview



Basic Information

- City classifies street as a minor arterial
- Approximately 735' of asphalt path would be added
- Project serves 1,040 low to moderate income residents
- Right-of-way is owned by the City
- Proposed work includes:
 - Constructing asphalt path to complete gaps in sidewalk
 - Constructing associated improvements (e.g. stormwater, ADA improvements)



Project Objectives

- To provide safe and accessible walking and biking from/to the City's central neighborhoods to Old Town and Fairgrounds Park/Community Center for the neighborhood's residents including children
- To serve low to moderate income residents and be ADA compliant
- Desired Outcome – Children and adults not having to walk in the middle of the street



CDBG Request

- Engineer's Estimate = \$300,000
 - CDBG Request = \$150,000
 - City Match = 50%
- Request for construction funds only, City will fund design



Grace (Sidewalk Gap, Looking North)



Schedule

- Project will start after award by the County
- Design – 4-6 months
- Work with County to get Agreement approved after environmental impacts known
- Advertise/Award – 1-2 months
- Construction – 4 months




Questions



Battle Ground: Remy Park Improvements





City of Battle Ground 2025 CDBG Grant Request Remy Park Improvements

Urban County Policy Board Meeting

February 10, 2025



Presentation Outline

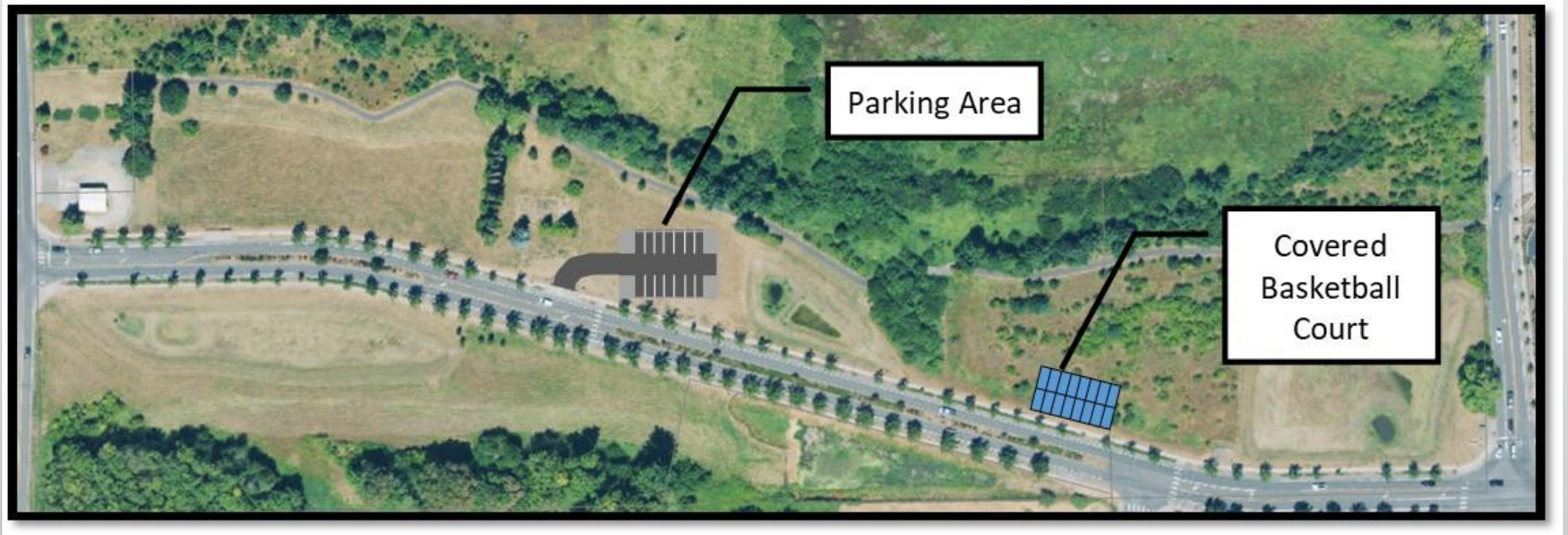
- Vicinity Map (Aerial)
- Overview (Aerial)
- Basic Information
- Project Objectives
- CDBG Request
- Schedule
- Questions



Vicinity Map



Overview



Basic Information

- City classifies as neighborhood park
- There is approximately 3 acres of usable land
- Park serves 930 low to moderate income residents
- Property is owned by the City (no additional ROW)
- Proposed work includes:
 - Constructing a covered basketball court (including benches)
 - Constructing a parking lot as there is no street parking



Project Objectives

- To provide a safe place to play for the neighborhood's residents especially for children (currently no park facilities in this neighborhood)
- To serve low to moderate income residents and be ADA compliant
- Desired Outcome – Residents will have a place to play, in all weather, which is beneficial to both physical and mental health



CDBG Request

- Engineer's Estimate = \$800,000
 - CDBG Request = \$400,000
 - City Match = 50%
- Request for construction funds only, City will fund design



Schedule

- Design is underway
- Work with County to get Agreement approved after environmental impacts known
- Advertise/Award – end of 2025
- Construction – 5-6 months



Questions



Clark County: 701 E Main Street Building Improvements



2025 Clark County CDBG and HOME Application Presentations

701 E Main Street Building Improvements

Michelle Schuster, Clark County Director of Internal Services

February 10, 2025



Introductions

Michelle Schuster- Clark County Director of Internal Services

Marisa Ryan Smith- Clark County Internal Services Finance Manager

DeAnn Cordes – Clark County Contract Administrator

Anna Bityukov- Sea Mar Community Health Centers
WIC Coordinator for Clark County



History of 701 E Main Street Building

The Clark County Dept. of Community Services purchased the property from First Independent Bank on August 18, 1993 with a Community Development Block Grant.

The purchase price was \$350,000 of which \$200,000 was cash for the building and \$150,000 was in-kind donation for the land.

On December 15, 2009 the County Clark General Services entered into a lease with Sea Mar for the property. Since this property was purchased with Community Development Block Grant funds the County could not collect rent. Since the original contract the county has extended out the lease multiple times and are now current on a month by month with Sea Mar.



Sea Mar
Community Health Centers
Clínica de la Comunidad
Exceptional service. Every person. Every time.



Services Provided by Sea Mar Battleground Location

Sea Mar Community Health Centers is a community-based organization committed to providing quality, comprehensive health, human, housing, educational and cultural services to diverse communities, specializing in service to Latinos.

Sea Mar Women, Infants, and Children (WIC) Nutrition Program: WIC is based on income guidelines, which is defined by less than 185% of the Federal Poverty Level. The Sea Mar Women, Infants, and Children (WIC) Nutrition Program is a place where families like yours get healthy food and a lot more. WIC is for pregnant people, new and breast and chest feeding parents, infants, and children under age 5. WIC helps improve the health of parents and children through: nutrition education, breast and chest feeding support, healthy foods, health screenings and referrals

Sea Mar Maternity Support Services (MSS): MSS is covered under Washington Apple Health (Medicaid). All clients who are eligible for Medicaid and have a Provider One Service Card qualify for MSS services.



Outstanding Repairs and Major Maintenance

Roof/Siding/Trim/Soffit: lots of areas with cracks and rotting wood. Many trim nails/fasteners backing out or just exposed because of the rot. We've had multiple interior ceiling leaks. Highly recommend addressing this as soon as possible since it compromises the building integrity and only gets more expensive the longer repairs are delayed.

Exterior lighting: signage areas don't light up. We aren't sure if it's an electrical issue or if the sockets need to be replaced since they are outdoors.

Exterior Siding: It's that popcorn/stucco with pebbles. Lots of weathering/stained. We've tried pressure washing but it just falls apart in areas. Can't touch up paint. Recommend re-siding and finishing with something easier to maintain. The building also gets graffitied often. We've been repainting the doors but there isn't much we can do about the siding since it's so textured.



Outstanding Repairs and Major Maintenance

Repair/Maintenance items continued....

Interior walls: could really use a good painting. Many areas of the walls have gouges/scuffs and discoloration. The building is very old and we have no idea when it was painted last.

Interior carpet and vinyl flooring: many stains and worn areas. Also some vinyl flooring is peeling up at the seams and poses a tripping hazard.

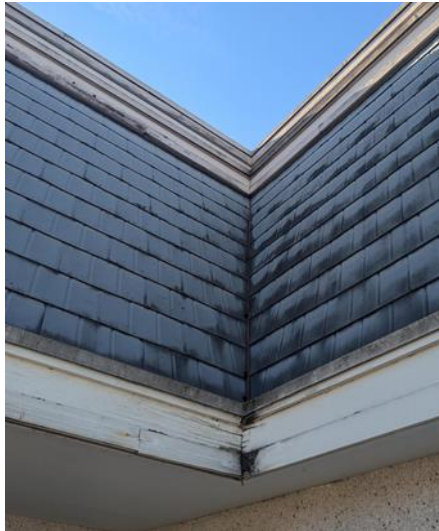
Interior ceiling tiles: Several are damaged or have water staining. Replacements needed and sources of water damage should be investigated.

Restroom toilets: both are worn and stained. Our janitors do the best they can to make them look clean but they definitely show signs of age.

Parking lot asphalt and curbs: several pot holes and major asphalt cracks. Some of the curbs have chunks missing and damage.



Roof/Siding/Trim/Soffit/Exterior:



Roof/Siding/Trim/Soffit/Exterior:



Parking Lot Damages and Interior Ceilings



Requested Funding

The Clark County application is asking for CDBG funding in the amount of \$400,000 to accomplish the following projects:

- o Applying new exterior siding
- o Complete replacement of roof
- o Replacement of windows
- o Replacement of exterior doors
- o Installation of new wood floor
- o Installation of new drywall
- o Installation of new ceiling
- o Replacement /construction of parking areas

The rehabilitation activities that the CDBG funds complete will provide a continuation of the work location for many years to come and allow Sea Mar to continue to serve Battle Ground and North County clients. By doing this project, it could extend building usage for another approximately 20 to 25 years to continue to supporting this community and their needs. There are an average of 1200-1300 clients per month served at this location.



Thank you!

Comments and questions

Clark County Internal Services

1300 Franklin Street • PO Box 5000

Vancouver, WA 98666-5000

564-397-4118 / 360-931-0559



Ridgefield: Maple Street Improvements



Maple Street, Main to Railroad Ave.

Presentation to Urban County Policy Board



Recent Ridgefield CDBG Projects

Hall and Elm (Design & Environmental Underway)

- ✓ New waterline
- ✓ Drainage improvements
- ✓ Street improvements
- ✓ New sidewalks

Maple Street, Main to Railroad (this project)

- ✓ Improve drainage
- ✓ Replace water line
- ✓ Extend sidewalk
- ✓ Replace pavement
- ✓ New fire hydrants

8th and Simons (Completed January 2023)

- ✓ New waterline
- ✓ Drainage improvements
- ✓ Street improvements
- ✓ New sidewalks

Gee Creek Loop (Design/EA; Bid June 2025)

- ✓ Drainage improvements
- ✓ Pavement improvements
- ✓ Pedestrian Safety Improvements

Sargent Street, Main to 3rd (to begin later 2025)

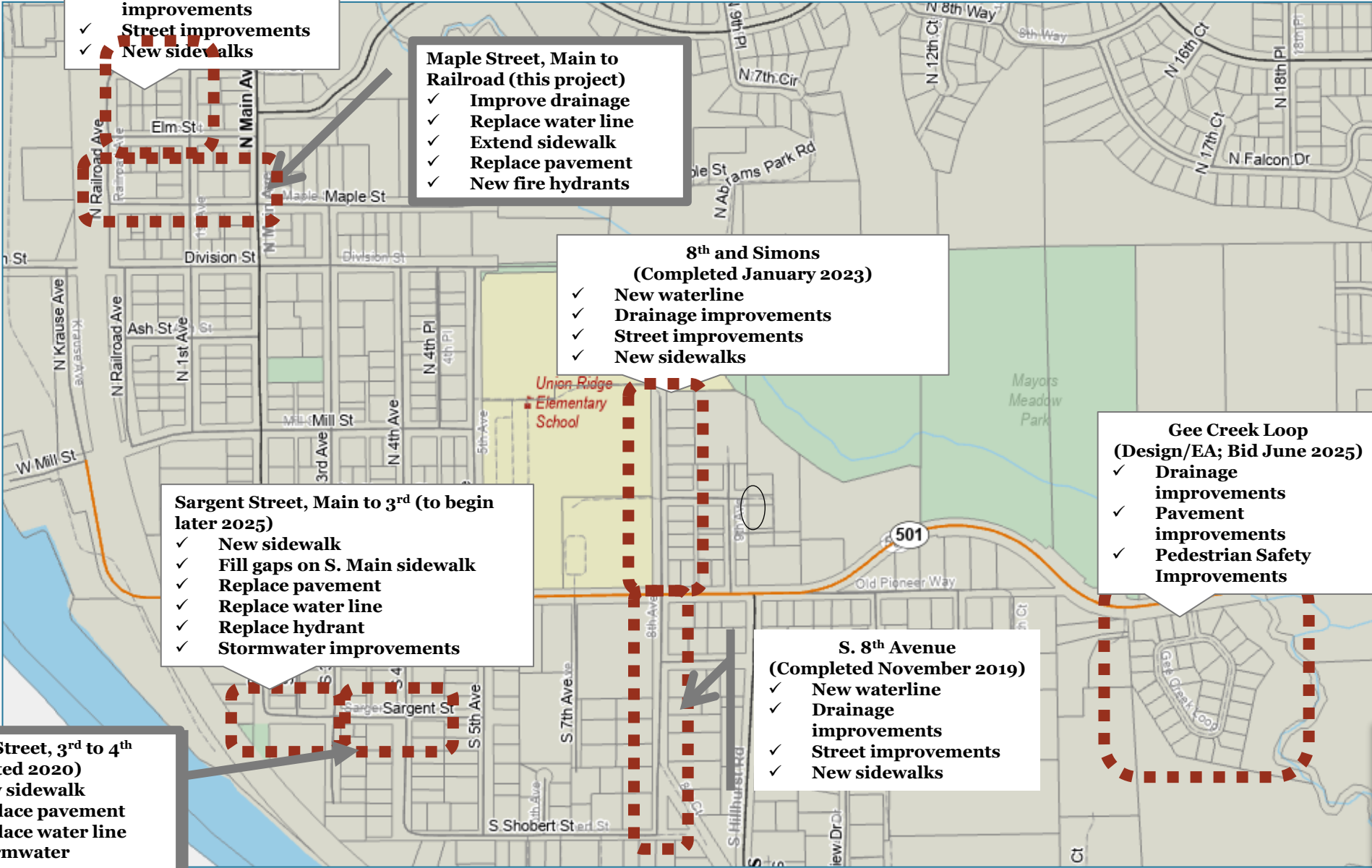
- ✓ New sidewalk
- ✓ Fill gaps on S. Main sidewalk
- ✓ Replace pavement
- ✓ Replace water line
- ✓ Replace hydrant
- ✓ Stormwater improvements

S. 8th Avenue (Completed November 2019)

- ✓ New waterline
- ✓ Drainage improvements
- ✓ Street improvements
- ✓ New sidewalks

Sargent Street, 3rd to 4th (Completed 2020)

- ✓ New sidewalk
- ✓ Replace pavement
- ✓ Replace water line
- ✓ Stormwater improvements

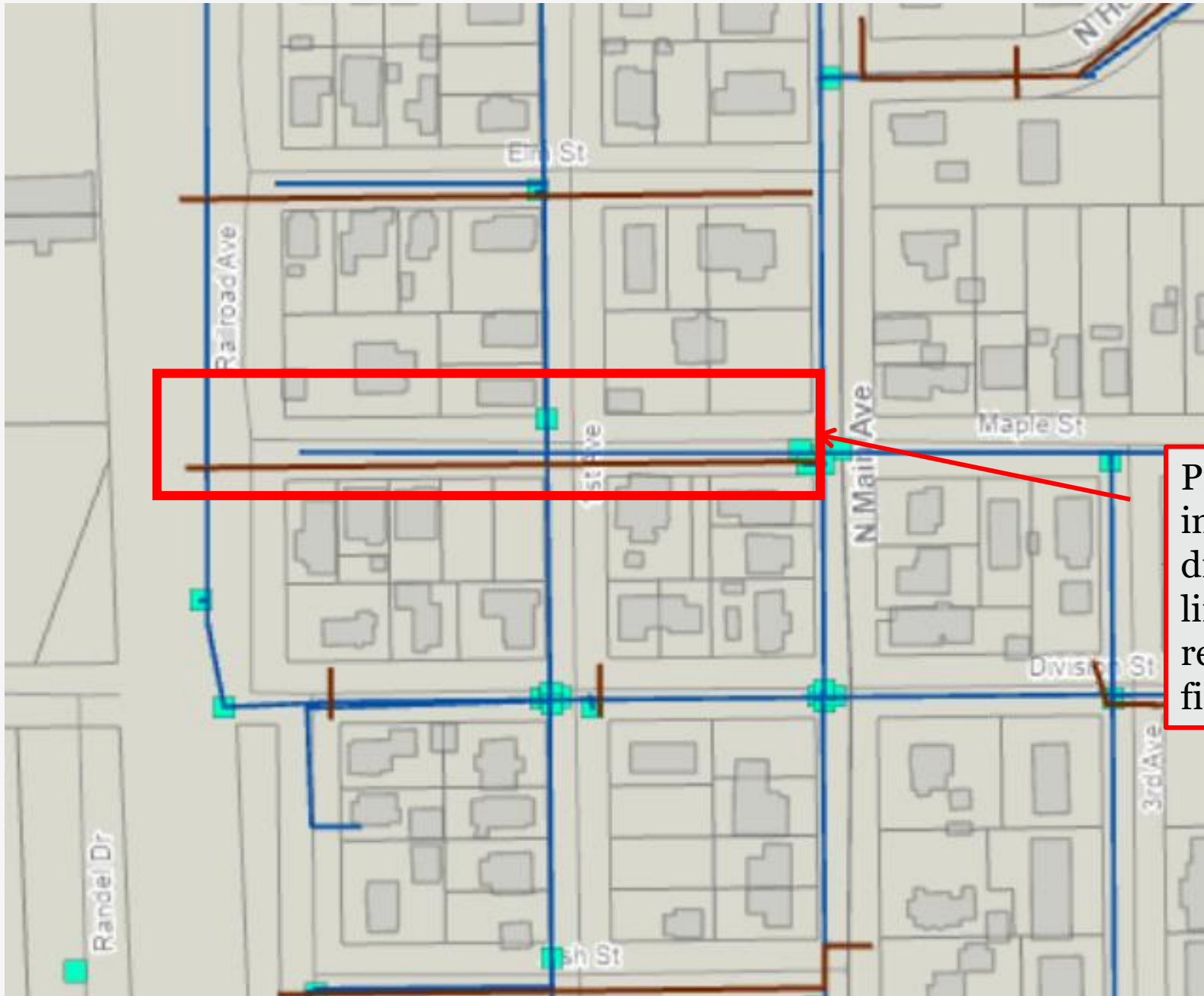


Maple Street, S. Main Avenue to Railroad Avenue Current Conditions



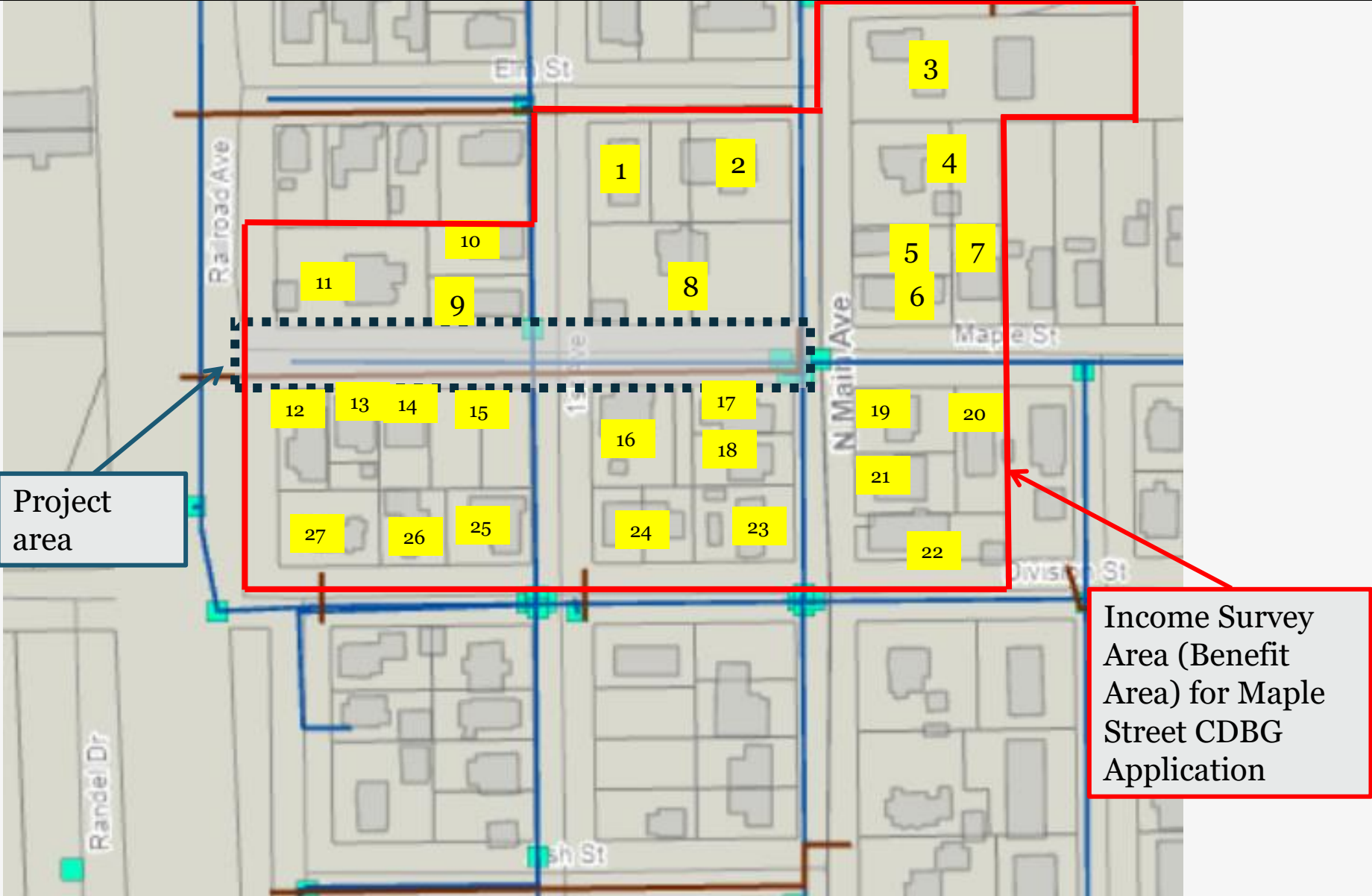
Maple Street, S. Main Avenue to Railroad Avenue Project Area





Project proposal:
improve stormwater
drainage, replace water
line, extend sidewalk,
restore pavement, new
fire hydrants

Maple Street Project Income Survey Area





This project will provide much-needed repairs, accessibility and improvements to Maple Street between Railroad Avenue and N Main Avenue in historic downtown Ridgefield.

Maple Street Project Summary

- 72% below income threshold
- Sidewalk extension provides walk access for neighborhood to downtown Ridgefield & Wildlife Refuge
- \$1.4 million total project cost
- \$400,000 CDBG requested
- Matching funds from City's Water, Storm and Transportation Benefit District programs.
- Environmental Assessment process to begin in fall 2025 if awarded funding, construction in 2026.



Contact Us

Public Works



ADDRESS

Chuck Green, Public Works Director
487 S 56th Place Ridgefield, WA 98642



PHONE NUMBER

(360) 857-5022



EMAIL

chuck.green@ridgefieldwa.us

VHA: Bertha's Place Shelter Remodel

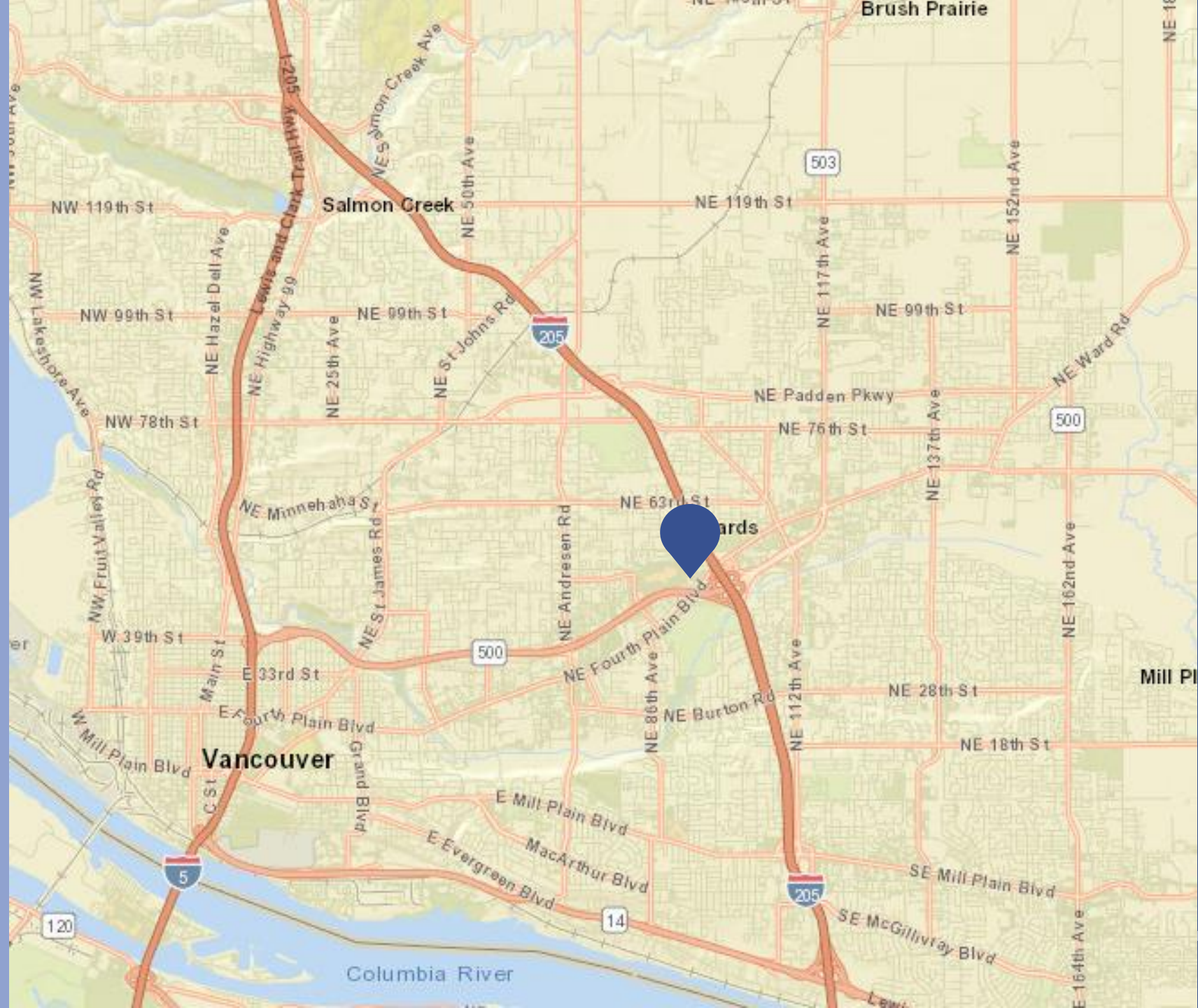


Bertha's Place

Grace Dudley
Development Project Manager
Vancouver Housing Authority



VANCOUVER
HOUSING AUTHORITY





Project

- Exterior renovation project
- 62-bed emergency shelter
- Serves women, couples where the head of household is a woman, and seniors aged 55+

Project Background

NEED

- Project addresses capital needs to ensure longevity of building
- Funds needed to offset costs of renovation project to maintain small amount of replacement reserves

PROJECT OUTCOMES

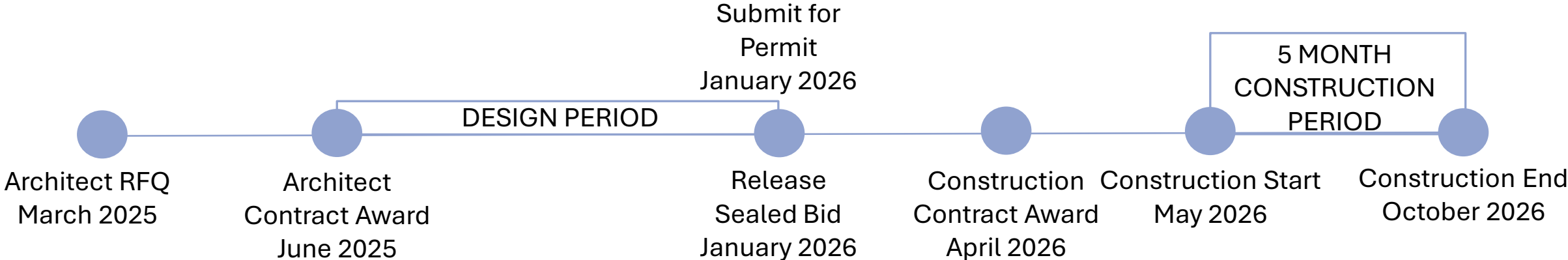
- Extends useful life of building envelope
- Increases energy efficiency of building
- Expands timeline for serving homeless households

Predevelopment Budget

Sources	
Bertha's Place Reserves	\$ 2,236,893
VHA General Funds	\$ 325,000
CDBG Funds	\$ 400,000
TOTAL	\$ 22,269,095

Uses	
Construction Cost	\$ 2,403,968
Architect Fees	\$ 237,429
Owner's Contingency (10%)	\$ 240,397
Other Development Costs	\$ 80,099
TOTAL	\$ 2,961,893

Project Timeline





Thank you!



VANCOUVER
HOUSING AUTHORITY

Washougal: Sidewalk & Stormwater Improvements Phase I



2025 CDBG Application: Sidewalk and Stormwater Improvements Phase I

February 10, 2025

Joe Walsh, Community Services & Strategy Director

Scott Collins, PE, City Engineer / Deputy Public Works Director

Jason VanAalsburg, Management Analyst



City of Washougal

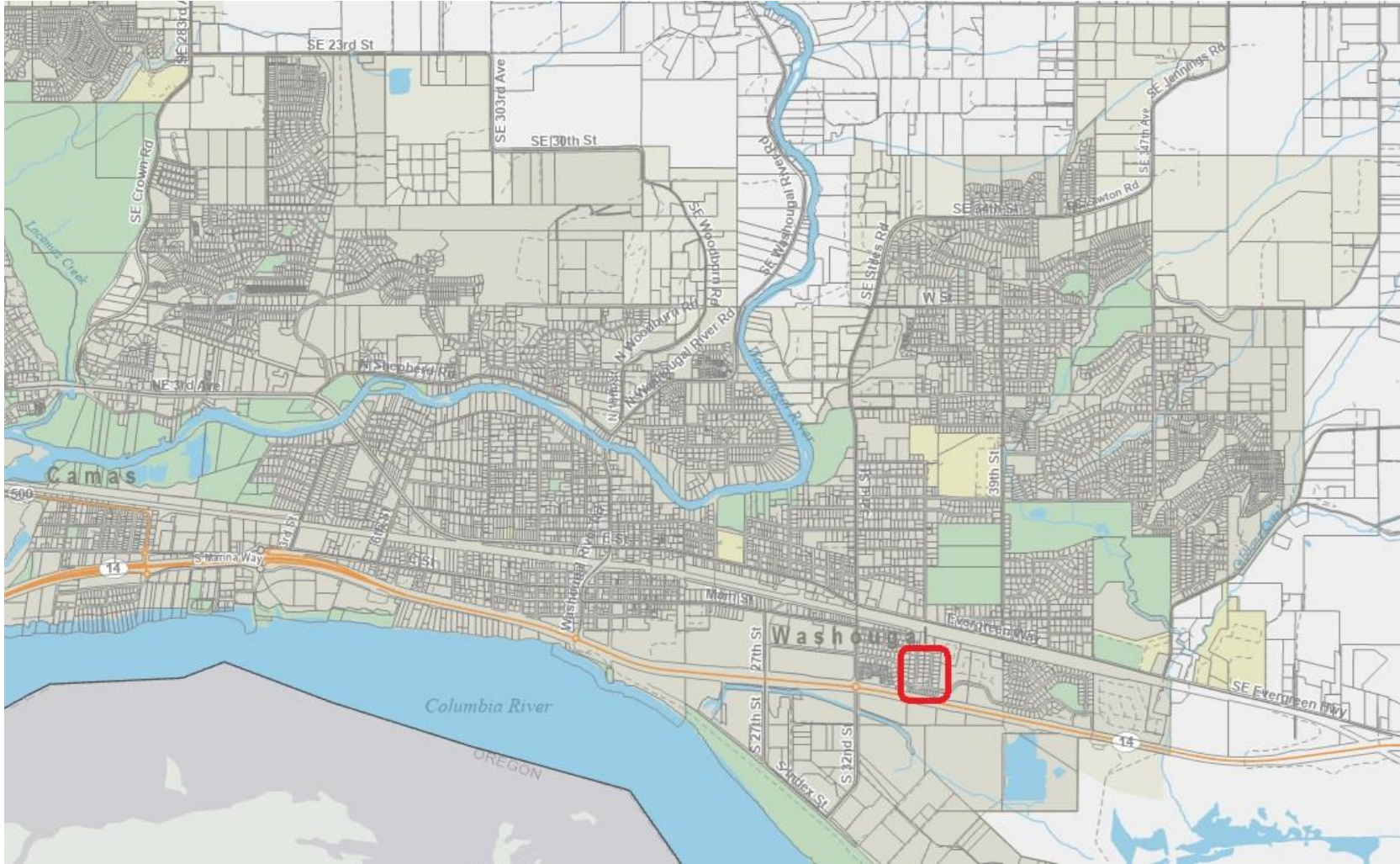


Project Considerations

- ❖ Sidewalk infill is one of the City's Strategic Plan priorities.
- ❖ Sidewalks and stormwater infrastructure are both needed in this neighborhood.
- ❖ With a phased approach, we hope to complete this project over time (contingent on grant funding).



Project Area



Project Area

Includes 33rd, 34th, 35th,
A and B Streets in the
Addy Neighborhood



Phase I

Starting with 35th Street,
connecting to transit
stop on Addy Street



Previous Projects



Questions?



City of Washougal

Evergreen Habitat for Humanity: Land Acquisition





Evergreen Habitat for Humanity

Leanna Fabian (she/her), Director
of Grants & Resource
Development

Background

Evergreen Habitat for Humanity is rooted in the belief that everyone deserves to have a decent place to live. We work to build strength and stability for low-income families through affordable homeownership, one of the area's only permanent solutions to housing instability. Evergreen Habitat has been actively providing housing solutions since 1991.



Challenge

According to the 2024 Clark County Community Needs Assessment, Housing Assistance was listed as a top need with 80% of survey respondents identifying it as a need. Among respondents with housing needs, 63% identified affordable housing as a top need. This aligns with data that shows that Washington State has the 5th highest housing wage in the nation.



Solution

- Evergreen Habitat is aligning with the recommendation put forth in the Community Needs Assessment to expand affordable housing options by creating new affordable homeownership opportunities.
- Families served will fall between 35% and 80% of the Area Media Income. Each unit will be purchased through an affordable mortgage, designed not to exceed 35% of a family's income.
- Evergreen Habitat serves a large percentage of BIPOC families through homeownership.
- Homes built will be part of Evergreen Habitat's new Habitat Home Trust, creating permanent affordability. Through this project, families purchase the house itself and Habitat retains ownership of the land. Utilizing this land-trust model ensures that even after the duration of a 30-year mortgage, that home can only be re-sold to another low-income family, thus remaining an affordable asset for our community indefinitely.

Request

- Seeking funds to purchase a piece of property currently owned by a faith community in Clark County.
- Design could allow anywhere from 8-38 units.
- Purchase to be completed 2026, home construction 2027-2028.
- One-time investment leads to the function of permanent affordability for generations.





Thank you!
Questions?

Fourth Plain Forward: Microenterprise Services





FOURTH PLAIN FORWARD

Clark County CDBG Presentation

February 10th 2025

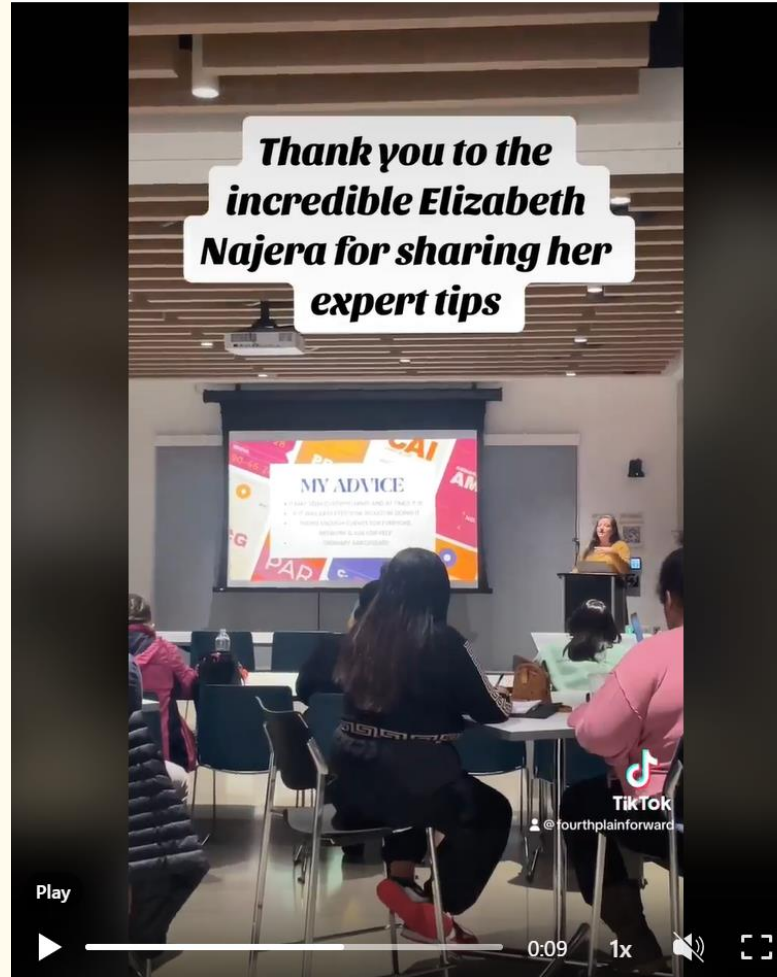
Accelerating Equity for Our Community!



Business Connect

Food Permit Workshop

“This information was exactly what I was looking for in order to get my permits and move forward with my business.”



Business Taxes Workshop

“I learned so much from Elizabeth! Thank you for sharing this information with us.”

16
In-person
events in
2024

106
Businesses
owners

BIPOC Business Incubator

Showtime Catering - Shona

“The business incubator gave me the confidence to take on all of the challenges a new business owner faces”

Sabor Barrio LLC - Monse

“Learning together with other business owners made me feel like I was part of something bigger”

3

New Food Businesses

\$15,000

Businesses Grants



Business Outreach - 2024



300 + Businesses
\$60,000 Businesses grants
4 Dedicated Business Outreach Staff members



Clark County CDBG 2026

- **Business Connect**
- **Business Academy**
- **Business Support Scholarships**
- **Spanish GED & IDAs**
- **Business Coaching & Mentoring**
- **Partnership & Stakeholder engagement**

Business Connect

CONEXIÓN DE NEGOCIOS: EN LÍNEA



VIA ZOOM IMPUESTOS EMPRESARIALES MEJORES PRÁCTICAS



19 DE FEBRERO, 2025
5:30PM - 7:00PM

APRENDA

- ✓ Cómo maximizar el ahorro de impuestos y ganar competencia
- ✓ Sobre planificación de impuestos y cómo las prácticas empresariales proactivas te preparan para el éxito.
- ✓ Sobre los requisitos fiscales, su rol y responsabilidades en el proceso.

Presentado por:

AVANCEMOS

INSCRÍBASE AHORA



Inscripciones cierran el
17 de febrero

¿Preguntas? Contáctenos
businessassist@fourthplainforward.org
www.fourthplainforward.org

POP UP EVENTS

La Center
Washougal
Pine Grove
Battle Ground
I5 Corridor

& Virtual Events

BILINGUAL & ASL



BUSINESS CONNECT: WEBINAR

Grow Your Business with Government Contracts

- April 9, 2025
- 5:30 PM – 7:00 PM
- Virtual via Zoom



Learn:

- ➔ How to Work with State and Local Governments
- ➔ Tips to Market Your Business to Government Buyers
- ➔ How Find Contracting Opportunities

Register Now:



Presented by:



Registration Closes on April 7

Questions? Contact us businessassist@fourthplainforward.org

Business Academy

4 Week courses

Cohort Based Learning

- Deep dive into industry-specific training
- Personalized business coaching
- Peer-to-peer collaboration

Four courses

36-40 business owners



Business Support Scholarships

Scholarships: Financial Assistance

- Certifications
- Permits
- Equipment



Education for business owners

Spanish GED

- Partnered with PAX Learning Center
- 25 participants

Individual Development Accounts

- Managed by Express Credit Union
- Financial Wellness & Literacy



Business Coaching & Mentoring

Tailored Human Centered support

- Individual coaching & mentoring
- Culturally responsive coaching that acknowledges lived experiences and systemic barriers.
- Regular check-ins to track progress and adjust strategies.
- Encouragement of leadership skills and long-term strategic thinking
- Access to networks, partnerships, and business development resources.



Partnerships and sustainable engagement

Strategic Collaboration for Collective Impact

- Partnering with community-based organizations (CBOs) to ensure culturally relevant and responsive support.
- Engaging business leaders to provide mentorship, investment opportunities, and industry insights.
- Partnering with local Small Business Providers, state agencies and regional partners





THANK YOU

Hispanic Metropolitan Chamber: Bilingual Technical Assistance





Empowering Economic Growth and Development

Nicole Davison Leon, Executive Director

February 10th, 2025



Our mission:

To lead the economic advancement, wealth creation and equity for Latinos in Oregon and SW Washington.

Our vision:

To close the Latino economic equity gap and create intergenerational wealth.

Bridging the Gap – The Need for Our Services

Hispanic Entrepreneurs: Driving Economic Growth in Washington.

Why Clark County Needs These Services

Clark County's **Latino population (15%) is growing**, but economic disparities persist. Latino entrepreneurs face **barriers to funding, lower wages, and limited access to business resources**, making it difficult to sustain and expand businesses.

- Latino entrepreneur growth rates have increased 10 times more compared to non-Latino business rates over the past decade.
- Nearly 5 million Latino-owned businesses generate more than \$800 billion in annual revenue and pay \$100 billion in employee wages.
- Latinos not only the largest but also the fastest-growing minority group in the state.
- One in four new businesses, traditionally key sources of new jobs, is now Latino-owned. Small business growth is tied to the fortunes of Latino-owned businesses.

Business Developer Team



Kimberly Quiroz

Senior Business Developer



Samantha Aviles

Business Analyst & Project Developer



Omar Salomon

Business Developer



Diana Ospina

Business Developer



Yaremy Clara

Business Developer



Joel Vazquez

Business Developer



Claudia Valencia

Business Developer

Key Services

Business development team offers no cost, confidential technical assistance in Spanish and English to business owners.

Dream

- Business plan
- Market analysis
- Basic Financial analysis/Budgeting

Start-up

- Projections
- Licensing
 - Registrations
 - Permits
- Marketing

Expansion

- Hiring
- Government contracting
- Certifications
- Geographic Expansion

Exit Plan

- Assess the current value of the business.
- Identify areas for improvement to maximize its worth.

Additional Services

Government Contracting

Assist in becoming a qualified government contractor.

Digital Literacy

Series of different business topics all in-person.

Business Advisors Network

Bi-monthly meeting with Vancouver Hispanic leaders. Where we gather and share ideas and upcoming events.

Events

Networking Events: For clients to connect and collaborate.

Vicente Castillo is a middle-aged man with a mustache, wearing a grey long-sleeved shirt with "ALCON INSULATION" printed on it. He is standing outdoors, possibly on a utility site, with his right hand raised in a gesture. In the background, there are coiled green and yellow cables and a blurred view of trees and a building. A small black device is clipped to his shirt.

VICENTE CASTILLO

OWNER - ALCON INSULATION

Right now, what we are going to do is finish removing all the insulation,

business oregon

CITY OF Vancouver WASHINGTON



PROSPER PORTLAND

Washington State Department of Commerce

WSMA

workforce SOUTHWEST WASHINGTON

Alaska AIRLINES

OnPoint COMMUNITY CREDIT UNION

Multnomah County

ADVANCED WEALTH MANAGEMENT

COMMUNITY FOUNDATION SOUTHWEST WASHINGTON

Portland Community College

PGE

OCF

THE OREGON COMMUNITY FOUNDATION

usbank

PEPSICO

UNIVERSITY OF OREGON

WELLS FARGO

AAA

Advantis

SBIA

canopy

The Oregonian

TRAVEL PORTLAND

WINDERMERE Foundation

Vancouver

C

Edward Jones ilani

LEGACY HEALTH

PORT OF PORTLAND Possibility. In every direction.



BANK OF AMERICA

izo PR & Marketing

KAISER PERMANENTE

KeyBank

Rivermark COMMUNITY CREDIT UNION

saif Work. Life. Oregon.

PROSPER PORTLAND

unitus Community Credit Union

PeaceHealth

Lara MEDIA

L



Metro moda HEALTH

Bobadilla LAW, PC

WASHINGTON STATE UNIVERSITY VANCOUVER

UNIVISION PORTLAND

nahrep WESTERN OREGON

WV Health Solutions LLC

OHSU

OP3

elyon International

Howard S. Wright a Ballou Realty company

TRAVEL PORTLAND

OHBA Oregon Hispanic Bar Association



PARRA WINE CO

A to Z WINERWORKS A to Z

BEACON HILL

PORTLAND MENTAL HEALTH & WELLNESS

Portland State UNIVERSITY

UMPQUA BANK

Port of Vancouver USA

Western Oregon UNIVERSITY

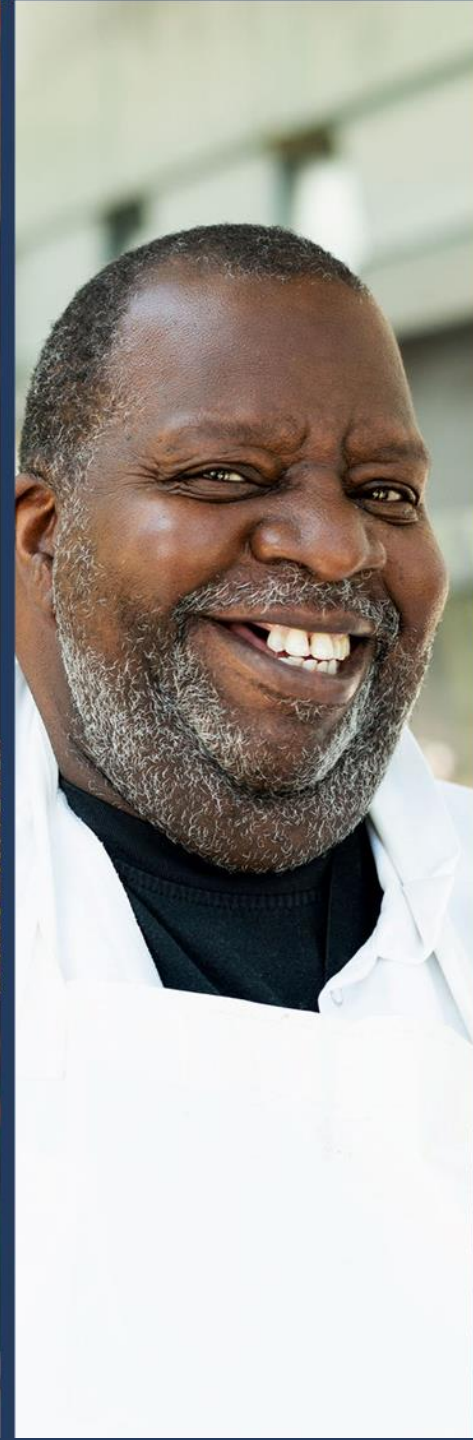
THE COLLINS FOUNDATION



QUESTIONS?

Micro Enterprises Services of Oregon: Microenterprise Services





MESO
MICRO ENTERPRISE
SERVICES OF OREGON





Clark County CDBG 2025

MESO Request for Funds

**Presented By :
Joshua Jacobs**



Our Mission

Our mission is to elevate the cultural tapestry of under-resourced and excluded entrepreneurs to build resilience and thriving communities through access to capital tailored business assistance and education.



What We Do

- Technical Assistance
- Business Planning
- Brand and Marketing
- Access to Capital
- Educational Workshops
- MESO Makers Market
- Vending Opportunities
- Business Networking
- Referrals to Resources



Business Advising & Technical Assistance

MESO meets clients “where they are” in terms of skills, resources, knowledge, and ability. We customize our services to the needs of the client and their business.

Our advisors provide 1-on-1 support in the following areas:

- Financial education and budgeting
- Product/service pricing analysis
- Time management and organization
- Business planning and goal setting
- HR best practices and building culture
- Branding and marketing strategy
- Networking and partnerships
- Preparing for access to capital



MESO Programming

Emerge

- For pre-revenue clients
- Self-paced
- 3-month program
- Learning the fundamentals

Engage

- For early-stage clients
- Milestone-based
- 6-month program
- Customized support

Empower

- For growth stage clients
- Educate classes are no-cost
- 18-24 month program
- In-depth support and resources

Elevate

- For clients ready to scale
- Cohort-style learning
- 12-month program
- Systemization and branding

Clark County Funding

Over a 12 month period, MESO will use CDBG funding to serve 40 small businesses owned by low-to-moderate income (LMI) entrepreneurs in Clark County, with an emphasis on microenterprise businesses owned by underserved persons.

1-on-1,
culturally
specific,
customized
technical
assistance.

Educational
workshops
provided on a
wide range of
business topics
offered.

Free, in-depth
website
building
workshop
offered to
clients.

Loan and grant
application
assistance
provided for
businesses
seeking capital.

⋮ How We Will Reach Our Goals

Outreach efforts:

- Tabling at local events
- Presenting at local conferences
- Hosting networking events
- Partner referrals

Business support:

- Ongoing education offerings
- Bilingual services (Spanish, Russian, Ukranian)



Clark County Client Spotlight

Aphena Coman All the Wishes



Aphena Coman founded her business in 2021. She also became a MESO client that year and has received assistance from her advisor on her business plan, marketing strategy, accessing a \$10,000 loan from MESO, and refining her vendor booth.

As a client of MESO, Aphena has taken over a dozen workshops, vended at over 100 events, joined the WA State MSA program, and maintained her mission to impact and empower her community.



Questions?



Stay in touch with MESO



jjacobs@mesopdx.org



3100 SE 164th Ave, Vancouver



971.269.2670



www.mesopdx.org



Upwards: Microenterprise Services



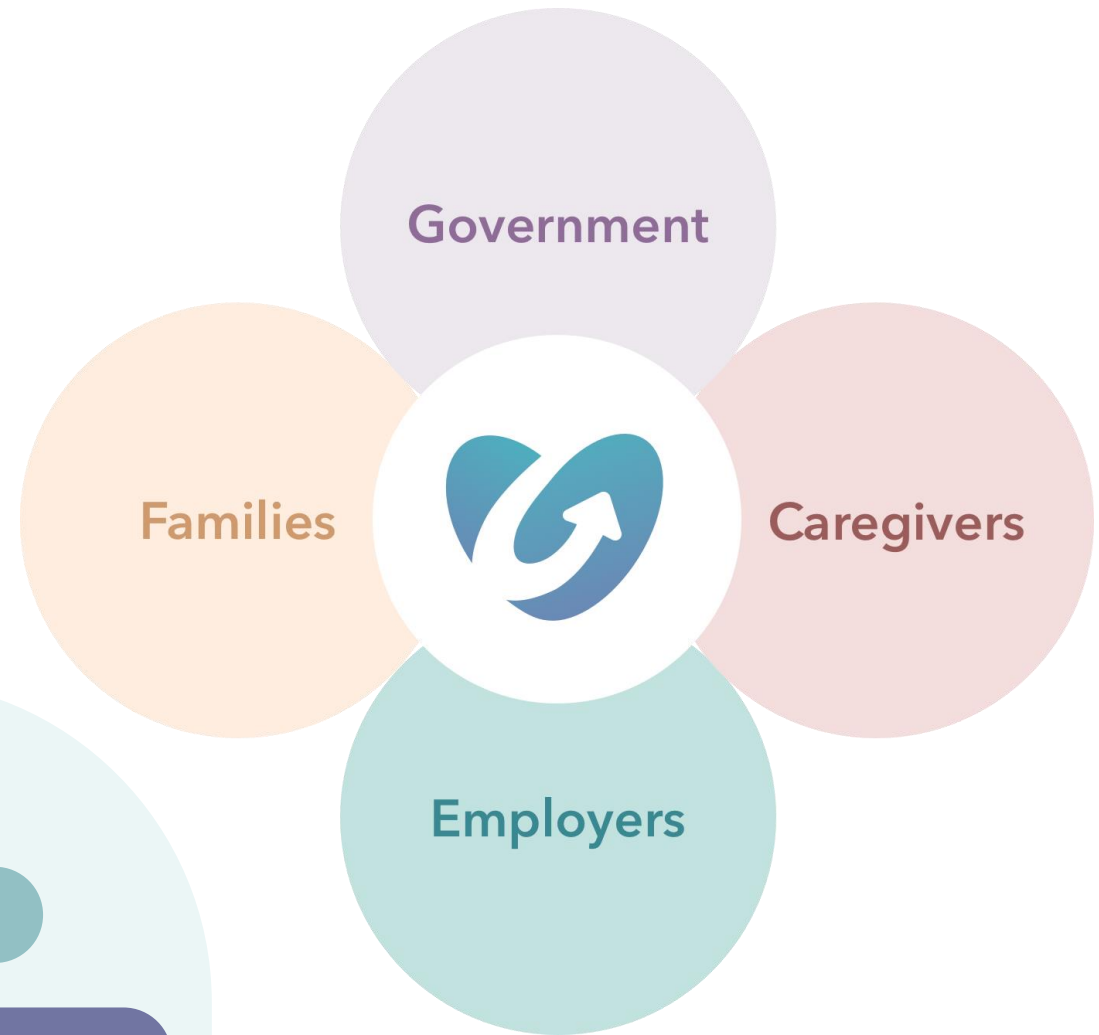


The largest network of licensed
family child care providers in the nation!

*Formerly  *WeeCare*



We are a full-service, technology-driven care solutions company that connects families, caregivers, and public & private partners to create a successful child care landscape.



Our National Network

98% Female-Run

80% Minority-Owned

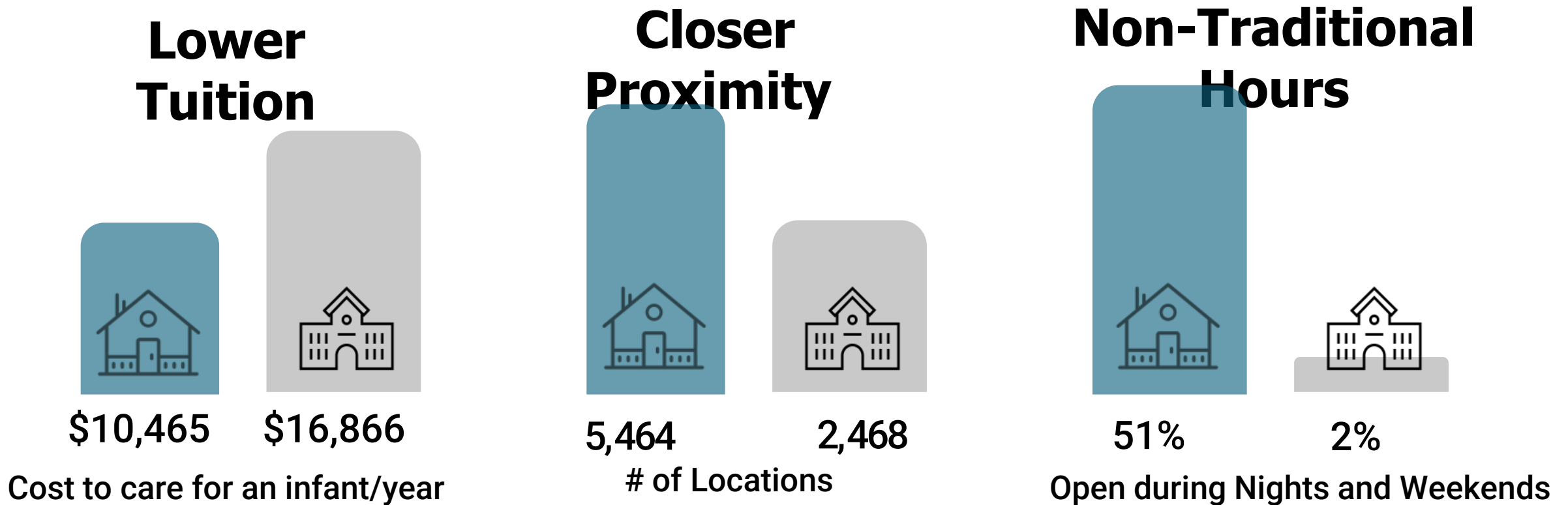
3,000,000+ Families

150,000+ Vetted Caregivers

All 50 States

 Why We Focus on Family Child Care Home (FCCHs) Providers?

Families rely greatly on FCCs because they are the most affordable, accessible, and flexible option, especially for the workforce who works non-traditional hours.



28,943

Total Needed Capacity

AGES 0-5 ONLY

4,512

Total Current Capacity

LICENSED SLOTS

24,431

Capacity Gap

BOOST by Upwards

Meets HUD's National Objective:

Primarily Benefits Low- to Moderate-Income (LMI) Individuals by Increasing the Availability of Economic Opportunities for Microenterprise Businesses

BOOST IS NOT A PUBLIC SERVICE PROGRAM

Eligible Activity: Matrix Code 18C
Economic Development,
Microenterprise Assistance



Our team of Care Specialists address both sides of the child care field. We make sure our providers thrive and families have a great child care experience.



Provider Care Specialist

- ★ Monitor quality and safety
- ★ Create customized business strategy
- ★ Help meet capacity and revenue goals
- ★ Assist with staff recruitment, vetting and onboarding

Alex Estrada, Provider Care Specialist

Family Care Specialist

- ★ Help families define their needs and preferences
- ★ Find providers that match the desired criteria
- ★ Guide the enrollment process
- ★ Facilitate family engagement

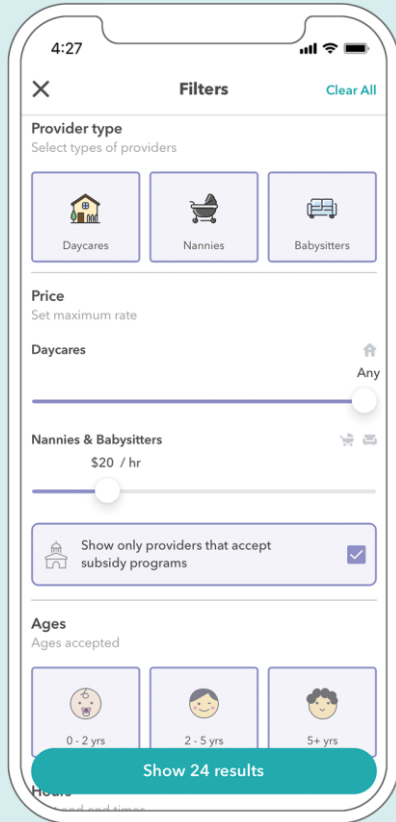
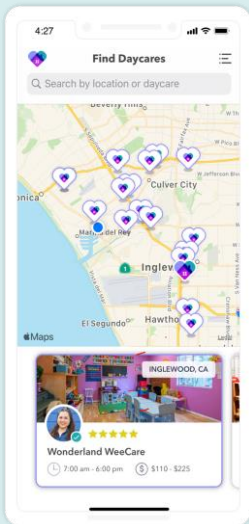


Sarah, Family Care Specialist

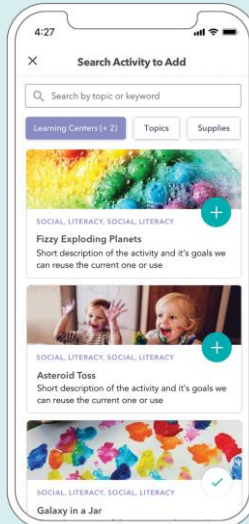
Upwards' **Childcare Management System** makes running a child care business more **manageable and profitable...**

Robust Matching Algorithm

Marketing Support

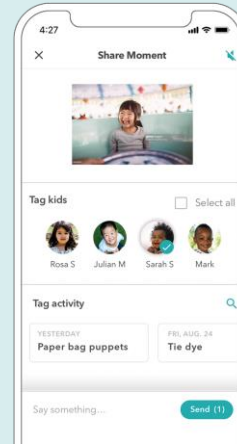
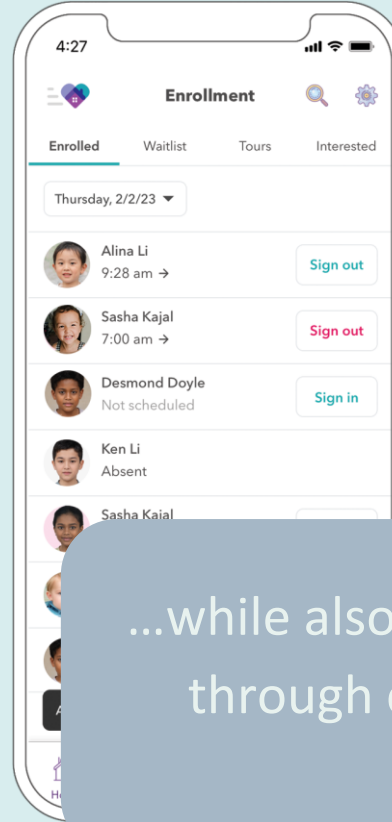


Curriculum Management



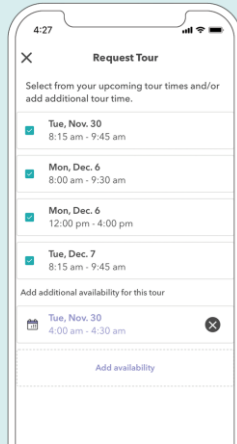
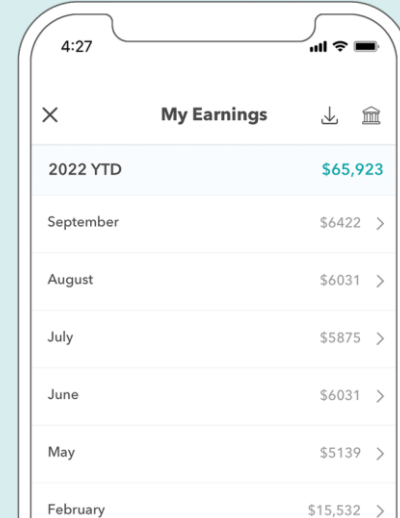
Accurate Digital Attendance

Photo and Video Communication



Track Financial Records

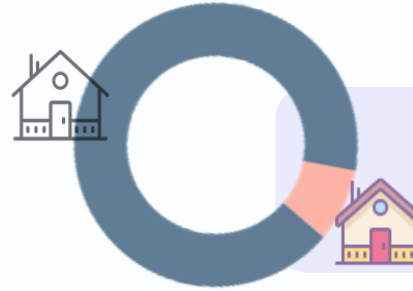
Schedule Tours



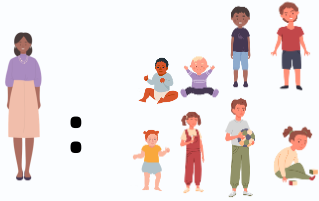
...while also improving the **quality and inclusivity** of care through curriculum, safety and translation features



Currently there are **91**
Family Child Care Providers



But only **64%** of those
providers are actually full!



Each provider must legally maintain a
1:8 Adult to Child Ratio
(With a cap at 12 children per home)



By providing business support and filling the open child care slots through



30

child care provider jobs will be
retained



9

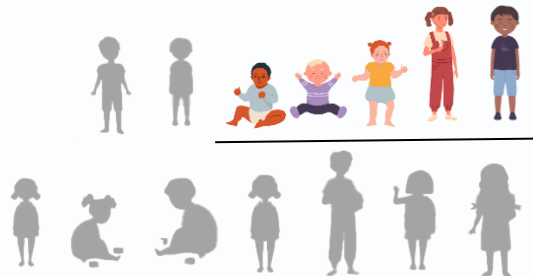
new teaching assistant jobs will
be created.



360

Kids will get reliable,
quality child care

And each Provider's revenue will
increase dramatically.



\$55,000
a year

vs

\$132,000
a year





Program Goal:

Expand economic opportunities for LMI licensed daycare providers by training them on essential tools and services that lower their expenses and increase their revenue, resulting in a healthy business model.

Program Objectives:

1 Increase child care microenterprise revenue

2 Stabilize/ Retain jobs in the child care industry

3 Create jobs by hiring teaching assistants

4 Increase access to child care services for LMI Families

Meets HUD's National Objective:

Primarily benefits Low to Moderate Income (LMI) residents and increases the availability/ accessibility of economic opportunities.

Eligible Activity: Matrix Code 18C
Economic Development,
Microenterprise Assistance

Government Partnerships

We know CDBG Reporting and Compliance Requirements

In the last year, we have been awarded CDBG funding by 17 entitlement communities across six states. As an experienced sub-recipient of CDBG funding, we are equipped to comply with HUD regulations and reporting requirements.



Remembering what connects us.





Katherine "Kat" Fuentes

Senior Community Impact Manager

kat@upwards.com

(626) 722-7995



Childhood Nickname: Chata
Favorite Food: Nopalitos

Appendix

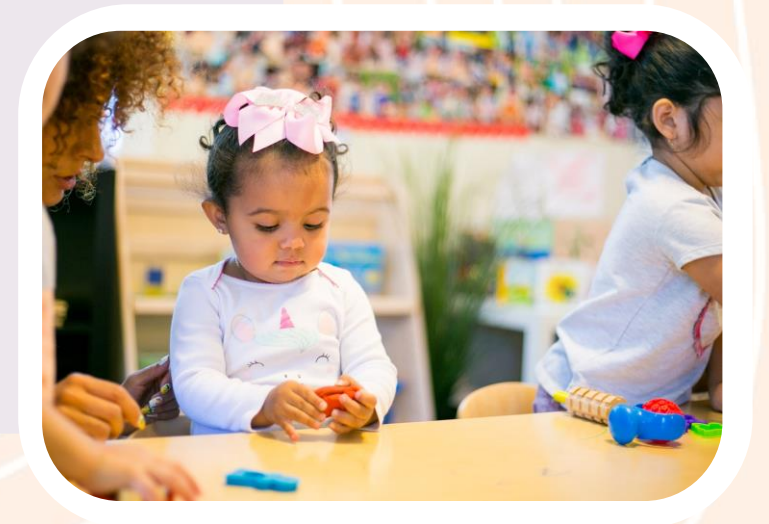
Boost Provider Testimonial

“ I have been incredibly impressed with the Upwards' Boost program. Their resources and support have been valuable to my family home child care, from curriculum materials to offering staff funding assistance. The team is always responsive, respectful, and genuinely dedicated to helping me to succeed.

–Margaret Lockinger

Global Early Learning South
Bellevue WA

”



Provider Spotlight



Elizaama Diaz

Diaz Elizaama Family Daycare
Chula Vista, CA | (619) 289-2423

“

The Upwards Boost Program makes me feel part of a program that actually boosts you in your business as an important and responsible person as owners of our small businesses in our homes.

I love Upwards Boost, I want to be a part of Upwards Boost all my life and I will recommend it to my fellow Child Care Providers as long as God gives me life. Thank you, Upwards Boost!

Provider Spotlight

Bianca Melcher

Busy Bees Daycare | San Jose, CA

“

I think that's my favorite part about Upwards, being remembered and care for. I feel providers do so much to take care of their community but sometimes it doesn't feel reciprocated. I have been a part of Upwards for two weeks now and feel an overwhelming amount of support.





How Are We Different?



Comparing 12 major program features, Upwards outperforms direct competitors!



Parent & Provider Mobile App



Matching Algorithm with Vacancy Data



Non-Traditional Schedule Options



Automated Flexible Billing & Payments



Safety & Quality 3rd Party Monitoring



Employer Benefit Platform



Virtual Tour & Enrollment Process



Quick Sign Up for Certified Providers



Real-Time Dashboard for Administrators



Government Funding Experience



Pool of Backup Caregivers



24/7 Omnichannel Support Team



Parent & Provider Mobile App



Matching Algorithm with Vacancy Data



Non-Traditional Schedule Options



24/7 Omnichannel Support Team



Safety & Quality 3rd Party Monitoring



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Safety & Quality 3rd Party Monitoring



Employer Benefit Platform



Virtual Tour & Enrollment Process



Quick Sign Up for Certified Providers



Real-Time Dashboard for Administrators



Government Funding Experience



Pool of Backup Caregivers



Automated Flexible Billing & Payments



Available



Partial Availability



Not Available






Upwards

operates

86x

more efficiently

than our
competitors

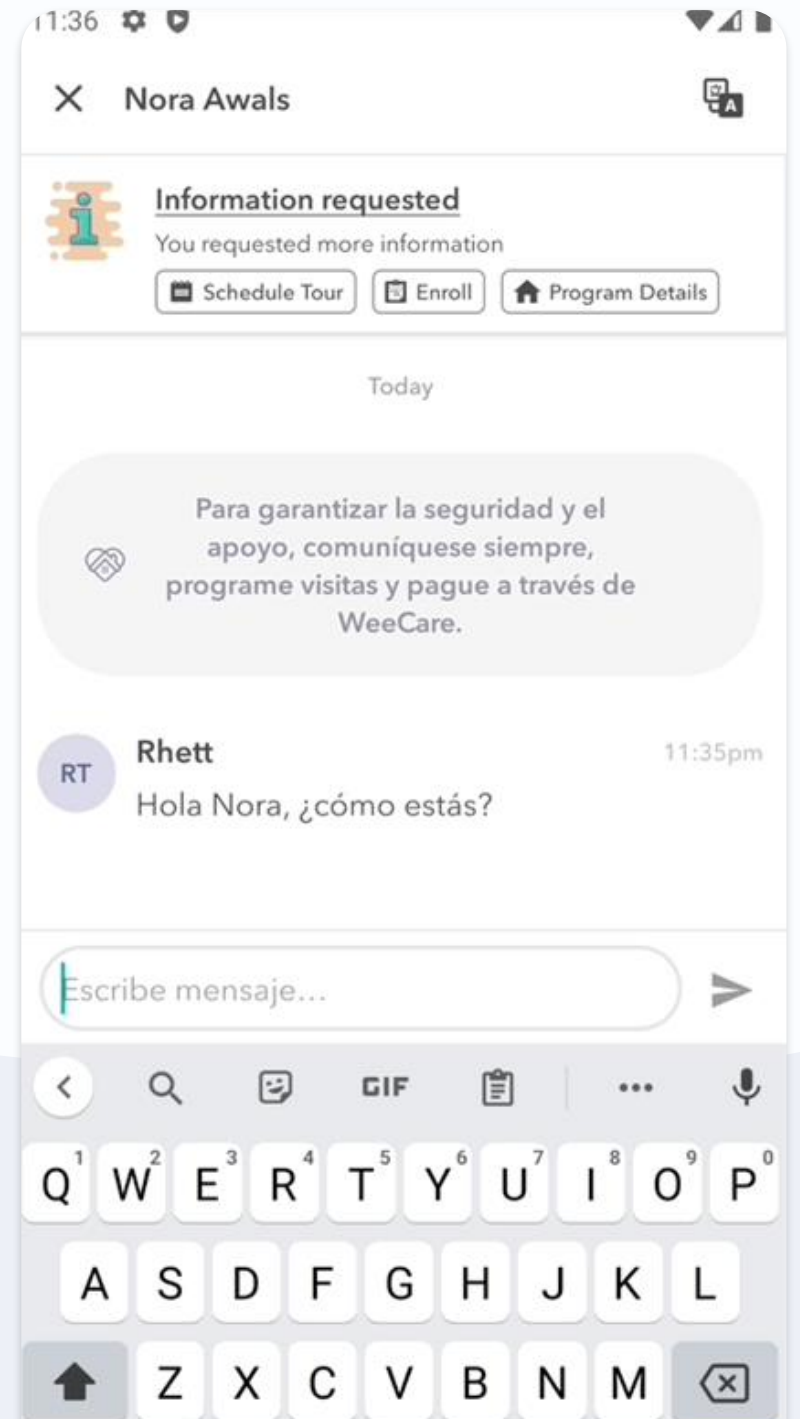
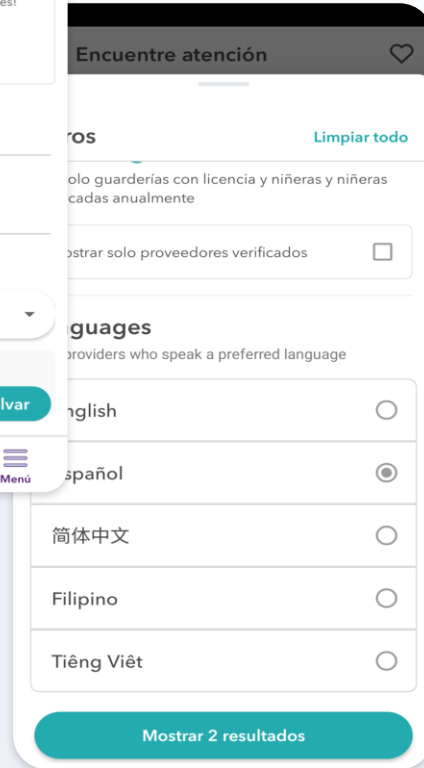
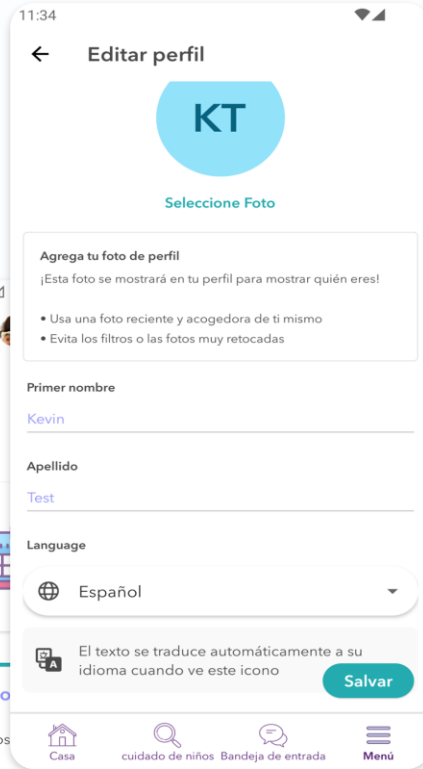
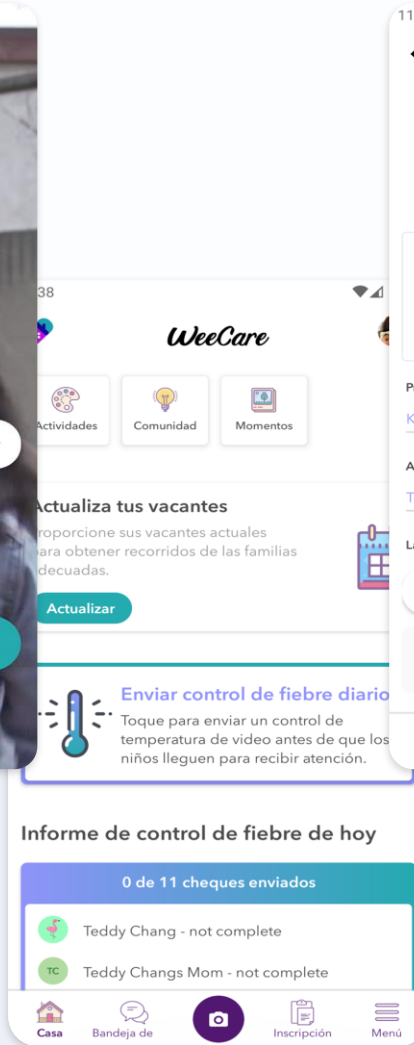
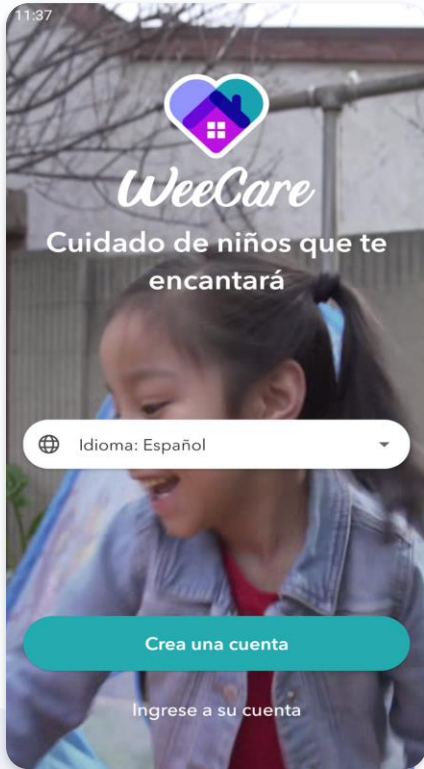
Est. at Mid-March 2020	 Upwards	 Wonderschool	 Bright Horizons
# of U.S. Locations	2,500	1,000	705
All-in Cost per Location	\$2,300	\$24,100	\$2,500,000
Location Capacity	10	10	126
Cost per Child Slot	\$230	\$2,410	\$19,841
Estimated Capital Efficiency Ratio	1	10.48x	86.27x
Cost to serve 10,000 children	\$230,000	\$2,410,000	\$19,841,000
Given \$10,000, # of kids served	43.5	4.1	0.5

Source: Novak, Upwards, Carebnb's, and the US Child Care Epidemic, 2020



Upwards in 30+ Languages

Cultural & Linguistic Accessibility





WeeCare spots safety issues where others can't.

When urgency is needed, a mass email or website post is not effective. We constantly monitor provider photos, videos, and messages and have systems to address safety concerns immediately..




Our support team is there to **help providers improve their flaws**, not punish them for mistakes.



Hi Anna, one of your photos was flagged because you're using an item that has been recalled due to safety issues.



 [The Fisher Price Infant Sleeper was recalled](#) on on April 26, 2019. Several infant deaths have occurred in that type of sleeper.

You should have received a recall notice from licensing, but if you missed it no worries. We strongly recommend you stop using the rocker.

Oh my gosh, I had no idea! Thank you for the info, getting rid of it now!





Program Administrators Track Real-Time Data and Gain Incredible Insights

Evaluate and Adjust Programs with Accuracy.

Unreliable self-reporting and dated studies have plagued the child care sector and stifled innovation. Upwards tracks thousands of points of data. Such insights **transform hypotheses into evidence.**

- ✓ Utilization Rate
- ✓ Capacity Availability
- ✓ Frequency of Care
- Care Requests Per Week
- ✓ Affordability Index & Insights
- ✓ Provider & Location Demographics
- ✓ Custom Reporting
- ✓ And So Much More





Meet Our Implementation Team

The Care Specialists are backed by a team that includes an Enrollment Specialist, Financial Advisor, Technical Support, Marketing Specialist



Judy Ahumada
Boost Program Director



Starlynn Perez
Provider Care Specialist



Karan Malhotra
Finance Specialist



Rachel Peterson
VP of Marketing



Mélanie Faure
Community Impact Manager



Kay Oliva
Enrollment Specialist

10 Minute Break



10 Minute Break



Break



Break



Break



Break



5 minutes left



4 minutes left



3 minutes left



2 minutes left



1 minute left

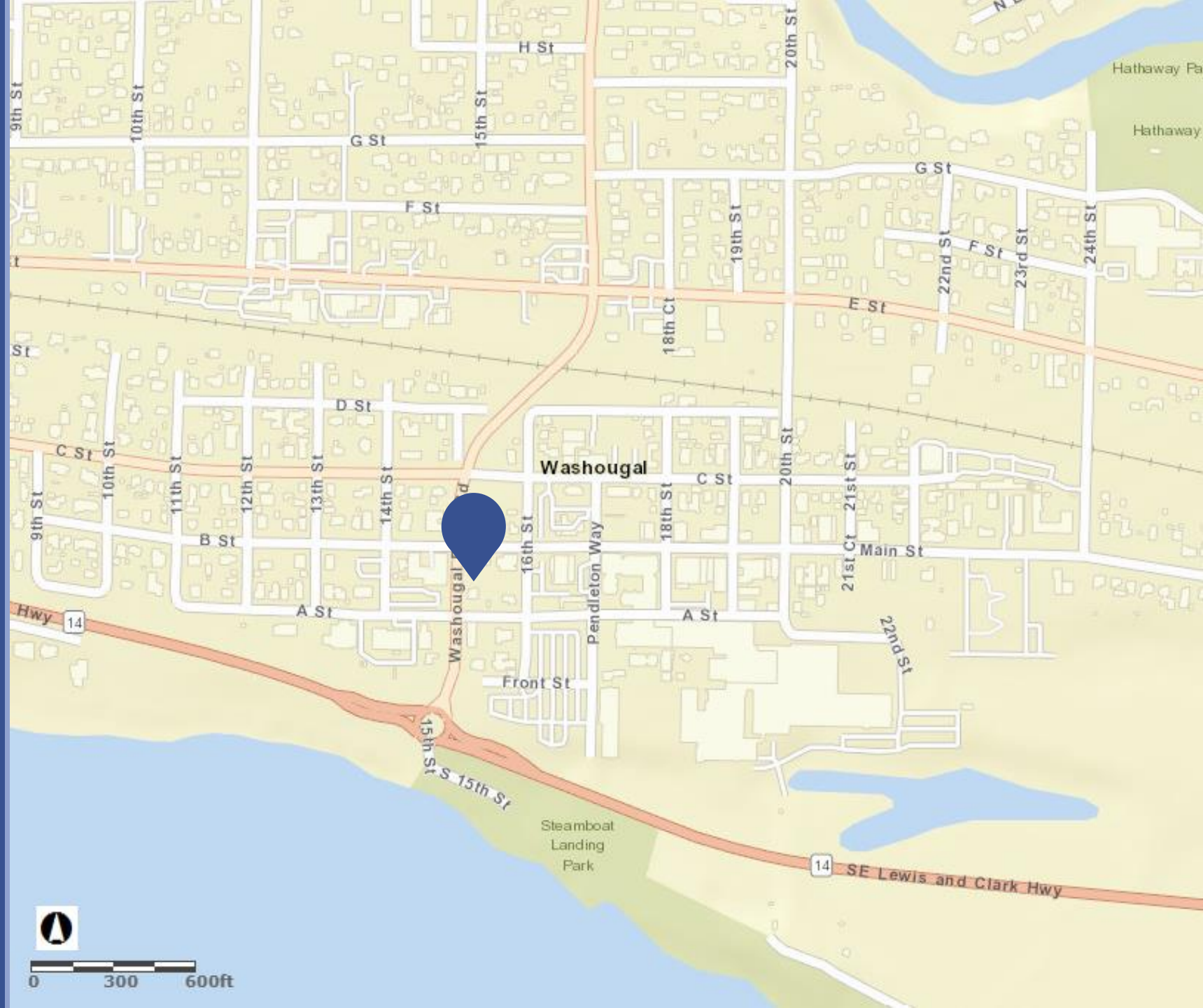


Columbia Non-Profit Housing: River & Main



River & Main

Grace Dudley
Development Project Manager
Vancouver Housing Authority





Project

- New construction project
- Supportive senior housing project through HUD 202 program
- 40 one-bedroom units
- Units restricted to households at 30% and 50% AMI
- 4-story, elevator operated

Project Background

NEED

- Unprecedented demand for affordable senior housing in Clark County
- New public and private investment in Washougal could add pressure to the market
- Rising construction costs due to inflation, energy code updates, and funding requirements

PROJECT OUTCOMES

- Introduces new units into the affordable housing stock
- Expands housing choice for older adults in Clark County
- Creates affordable housing alongside public and private investment
- Designed to meet specific needs of seniors

Project Site and Programming

NEIGHBORHOOD FEATURES

- Centrally located in Downtown Washougal
- Within walking/rolling distance to library, senior center, parks, and Lewis & Clark Heritage Trail
- Short distance to several grocery stores, pharmacies, banks, and places of worship
- Access to C-Tran bus lines

BUILDING FEATURES

- Universal Design elements and features promoting aging-in-place
- On-site supportive service coordinator
- Resident community room
- Outdoor gathering space and gardening beds
- Sustainable features including an all-electric building and a solar panel array

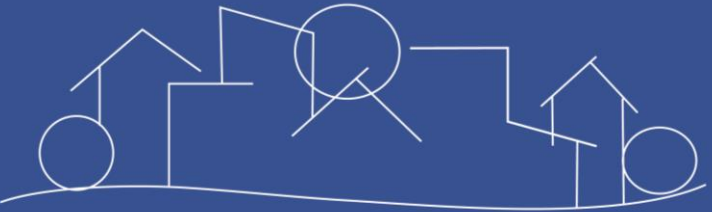
Predevelopment Budget

Sources		Uses	
9% LIHTC Equity	\$ 9,397,600	Land	\$ 600,000
WA Housing Trust Fund	\$ 5,000,000	Construction	\$ 15,894,688
HUD Section 202 Capital Advance	\$ 4,100,000	Owner's Contingency (6%)	\$ 750,000
Federal Home Loan Bank Loan	\$ 2,000,000	Developer Fee	\$ 1,100,000
Connecting Housing to Infrastructure Program (CHIP)	\$ 400,000	Soft Costs (Architect Fees, Environmental Testing, etc.)	\$ 3,242,286
Sponsor Equity & VHA Loan	\$ 1,071,495	Financing Costs	\$ 1,722,704
HOME	\$ 300,000	Reserves	\$ 59,417
TOTAL	\$ 22,269,095	TOTAL	\$ 22,269,095

Project Timeline



Thank you!



Columbia Non-Profit Housing



VHA: Weaver Creek Commons



WEAVER CREEK COMMONS

Urban County Policy Board

Vancouver Housing Authority
Presentation 2.10.25

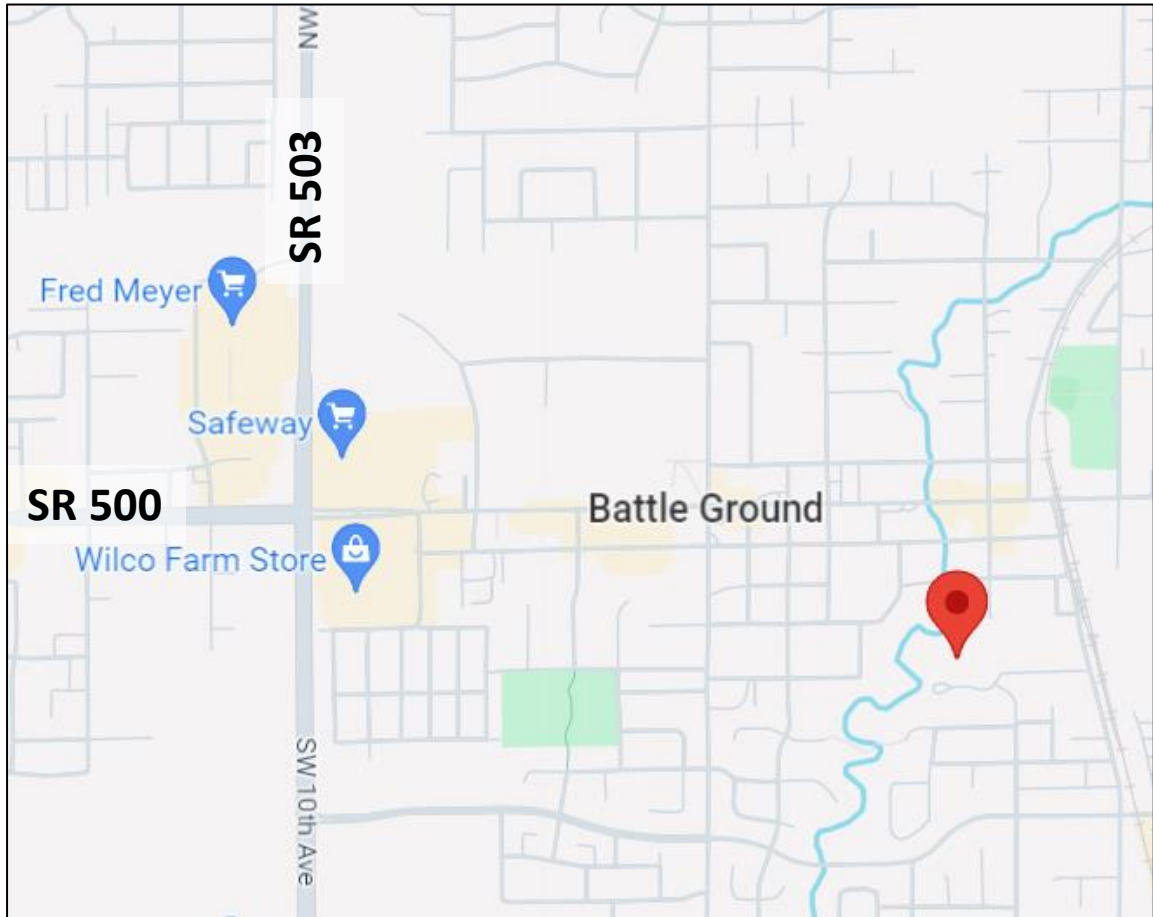


Vancouver Housing Authority



“Provide opportunities to people experiencing housing barriers while honoring their personal dignity and maintaining public trust”





Background

- Local Housing Needs
- 306 SE Clark Ave, Battle Ground
- Centrally Located 4 Acres
- Peace NW and BG Education Foundation

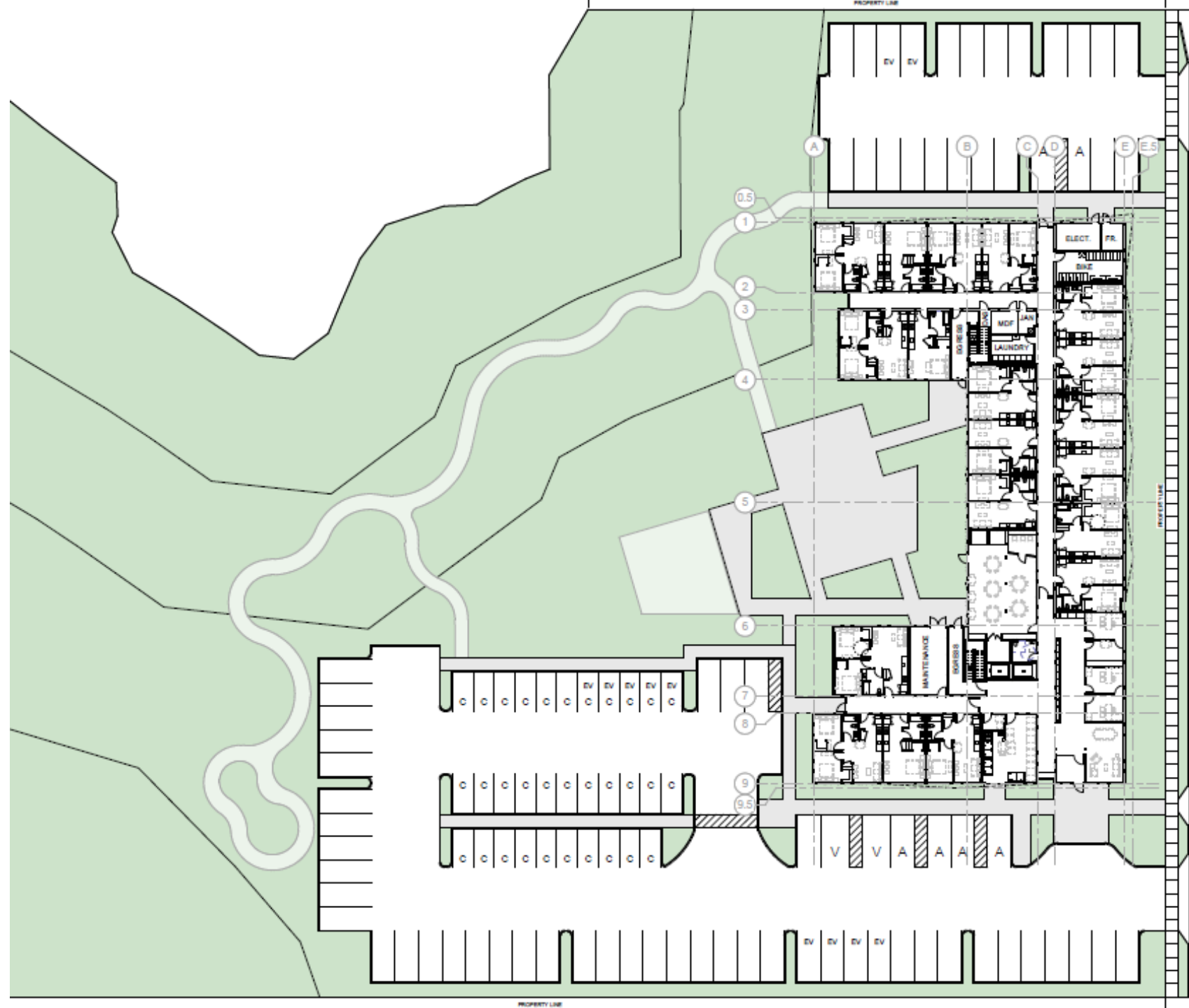


Project

- 4-story, elevator operated
- **100 units**
 - 12 studios
 - 72 one-bedrooms
 - 16 two-bedrooms
- **60% AMI and 50% AMI** income restrictions
- **12 units** for households with I/DDs
- **16 units** for households exiting homelessness

Programming

- Playground, walking trails, dog run
- Community room, central laundry, storage lockers, bike room, dog wash station
- Rooftop PV solar system
- On-site property management, maintenance, and resident services staff



Sources and Uses

Sources	
4% LIHTC Equity	\$12,738,260
Tax Exempt Bond	\$12,600,000
Housing Trust Fund	\$5,000,000
Sponsor Loan (VHA)	\$5,474,126
Clark County Sales Tax	\$901,863
HOME	\$1,377,301*
Connection Housing to Infrastructure Program	\$546,657
Deferred Developer Fee	\$2,500,000
TOTAL	\$41,138,207

Uses	
Acquisition	\$1,523,708
Pre-Development	\$8,142,458
Construction	\$27,256,816
Architect/Engineer	\$1,614,276
Other (Financing, Reserves, etc.)	\$2,600,949
TOTAL	\$41,138,207

**Includes 2022 and 2024 commitments plus \$400,000 request*

SCHEDULE

UCPB Presentation
2.10.25



Construction Begins
June 2025

15 MONTH CONSTRUCTION PERIOD



Placed in Service
Fall 2026

Project Outcomes



- Addresses the needs of the local community and reflects their values
- Introduces new units for Clark County's I/DD community
- Central location encourages residents to be active in local economy and community

Thank you!

Questions?



Tenant-based Rental Assistance Overview



Clark County's Tenant-based Rental Assistance

- Operates on a calendar year with some flexibility
- Uses a Rapid Re-housing program model
 - Best practice for rate of success
 - Cost effective
 - Aligns with Washington State Strategic Plan to End Homelessness
- Provides rent and supportive services
 - HOME funds = rent assistance
 - CDBG funds = housing case management and support services
- Allows for up to 24-months of assistance (HUD requirement)
- Referrals come through the Housing Solutions Center (except YWCA)



What is Rapid Re-housing (RRH)

- A housing with supports intervention designed to help individuals and families quickly exit literal homelessness and return to permanent housing
 - Literal homelessness = living in a shelter, hotel paid by someone else or in a place not meant for human habitation OR persons fleeing domestic violence situations
- Assistance is offered ***without preconditions*** (such as employment, income, absence of criminal record, or sobriety)
- Resources and services provided are *tailored to the unique needs of the household*
- Has three core components but it is not a requirement that a household utilize them all
 - Housing identification
 - Rent and move-in assistance
 - Case management and services - SUPPORTS



RRH Components

1. Housing identification

- Recruit landlords to provide housing opportunities for individuals and families experiencing homelessness.
- Address potential barriers to landlord participation such as concern about short term nature of rental assistance and tenant qualifications.
- Assist households to find and secure appropriate rental housing.

2. Rent and move-in assistance

- Provide financial assistance to help with move-in costs, deposits and rental and/or utility assistance necessary to allow households to move immediately out of homelessness and stabilize in permanent housing.



RRH Components

3. Case management and supports

- Help households identify and select among various permanent housing options based on their unique needs, preferences, and financial resources (tenant-based)
- Help households address issues that may impede access to housing (such as credit history, arrears, and legal issues)
- Help households negotiate manageable and appropriate lease agreements with landlords
- Make appropriate and time-limited services and supports available to households to allow them to stabilize quickly in permanent housing
- Monitor participants' housing stability and be available to resolve crises, at a minimum during the time Rapid Re-housing assistance is provided
- Provide or assist the household with connections to resources that help them improve their safety and well-being and achieve their long-term goals. This includes providing or ensuring that the household has access to resources related to benefits, employment and community-based services (if needed/appropriate) so that they can sustain rent payments independently when rental assistance ends.
- Ensure that services provided are client-directed, respectful of individuals' right to self-determination, and voluntary



Janus Youth Q&A

Population: youth ages 18-25

Proposes to serve: 20 households

Requested Amount: \$169,350 HOME; \$45,000 CDBG



Share Q&A

Population: families and individuals

Proposes to serve: 15 households

Requested Amount: \$287,500 HOME; \$75,000 CDBG



YWCA Clark County Q&A

Population: domestic violence survivors

Proposes to serve: 12 households

Requested Amount: \$276,000 HOME; \$72,000 CDBG



Item IV. Program Updates (action)

- Policy update to help with timeliness issues
- Select one contingency application per category to include in the Action Plan
 - By including in the award process, reduces administrative requirements to move forward with that project quickly if needed
- Focus on funds that become available before the start of the next application cycle
- UCPB Application and Funding Guidelines to be adopted at March meeting



Wrap Up

V. Other

- Public Comment
- Good of the Order

***Save the Date - next UCPB meeting: Application Recommendations
March 10, 2025, 9:30am – 11:00am***

