



Agenda Item Summary

File #: RES 17-663, **Version:** 1

Submitted By

Tammie Grossman, Director of Development Customer Services

Reviewed By

LKS

Agenda Item Title

A Resolution Authorizing the Execution of a Marketing Services Agreement (MSA 1736)

Overview

This Resolution would authorize the execution of a one-year Marketing Services Agreement, which would allow the building owner to receive affirmative marketing services from the Oak Park Regional Housing Center.

Staff Recommendation

Approve the Resolution.

Fiscal Impact

There is no impact on the General Fund.

Background

The Neighborhood Services Division of the Development Customer Services Department administers the Multi-Family Housing Incentives Program, which was established by Ordinance in 1984. The program is open to owners of multi-family buildings with four or more units. The program has two major purposes: (1) to upgrade the physical conditions of multi-family buildings; and (2) to expand the housing choices of renters to encourage diversity. The program has two different types of assistance: (1) Grants of up to \$10,000 for building or unit improvements; and (3) Marketing Services whereby the Oak Park Regional Housing Center affirmatively markets their units.

On July 6, 2017, the Village received an application from an owner of a multi-family building who was applying for a Marketing Services Agreements. On September 26, 2017, the Housing Programs Advisory Committee (HPAC) reviewed the submitted application and recommended approval of this request by the Board.

Alternatives

The Board may delay action on the item and seek additional information.

Previous Board Action

The program guidelines were adopted by the Village of Oak Park Board of Trustees on February 2, 2009 and

amended on March 16, 2009, October 18, 2010, December 5, 2011, January 8, 2013, and October 5, 2015 to further define the provisions of the Village Ordinance enacting the Multi-Family Housing Incentives Program and to provide guidance to staff in administering the program.

Citizen Advisory Commission Action

All applications for Marketing Services Agreements are reviewed by the Housing Programs Advisory Committee (HPAC) before they are presented for Board approval. This application was reviewed by HPAC on September 26, 2017 and recommended for approval.

Anticipated Future Actions/Commitments

N/A

Intergovernmental Cooperation Opportunities

N/A

Performance Management (MAP) Alignment

A Governance Priority established for the Development Customer Services Department is Community Diversity.