



**Minnesota**Community  
Land Trust Coalition  
A permanent solution for affordable housing

# 2023 Community Land Trust Conference

**Tuesday, October 10 – Thursday, October 12**

**Hilton DoubleTree Hotel, Downtown**

**411 Minnesota Street  
St. Paul, Minnesota**

**Conference Program**

**Tuesday October 10, 2023**

1:30-2:00	<b>Attendees Arrive</b>	
2:00-2:30	<p><b>Welcome and the State of MN Community Land Trusts</b>  <i>Community Land Trusts (CLTs) have been active in Minnesota for over 30 years growing to 13 organizations serving the majority of the state. In that time, the number of homes in trust across MN has expanded to over 1,400 properties with over 2,000 low-income households benefiting from CLT homeownership. This opening welcome session will provide attendees with an overview of the MN CLT Coalition, its member organizations, current accomplishments, and plans for the future.</i>                      Presenter: <b>Mikeya Griffin, Rondo CLT Executive Director &amp; MN CLT Coalition Board Chair</b></p>	
2:30-3:30	<p><b>Community Land Trusts (CLT 101)</b>  <i>Community Land Trusts (CLTs) are place-based, nonprofit organizations formed to hold title to parcels of land to preserve the long-term availability for affordably priced housing or other community uses. This session will provide a comprehensive overview of the CLT approach to affordable properties, with a focus on perpetually affordable homeownership. Attendees will learn about how a community land trust works, variations on the CLT approach, how they are funded, CLT governance, common myths of the CLT, and see how the CLT complements industry partners such as Realtors, Lenders, Appraisers, and Title Companies.</i>                      Presenter: <b>Sam McDonald, Cass Clay CLT</b></p>	<p><b>Roots of the CLT</b>  <i>This session is for Community Land Trust (CLT) stakeholders and industry partners interested in the connections between civil rights and housing justice. Through pictures and stories, the history of CLTs will be presented, describing the ideas, values, people and events that gave rise to the modern day CLT and nurtured its growth. What began as a bold experiment in 1969, a fragile product of the Southern Civil Rights Movement, has now spread to 48 states, Puerto Rico, and numerous countries around the world. Better understanding of the model's roots can help CLT supporters better explain the model's flexibility, resiliency, and worth.</i>                      Presenter: <b>Jim Philbin, 1 Roof Community Housing</b></p>
3:30-4:00	<b>Break</b>	
4:00-5:30	<p><b>“Keynote with Jenny Schuetz: Housing Strategies for a Better World”</b>  <i>Author of Fixer-Upper: How to Repair America’s Broken Housing System</i></p> <p><i>Fixer-Upper is the first book assessing how the broad set of local, state, and national housing policies affect people and communities. It does more than describe how yesterday’s policies led to today’s problems. It proposes practical policy changes than can make stable, decent-quality housing more available and affordable for all Americans in all communities.</i></p> <p><b>Co-sponsored with MN Habitat for Humanity</b></p>	
5:30 -7:00	<b>Habitat MN – MN CLT Coalition Reception</b> (Hilton DoubleTree – Downtown St. Paul)	

<b>Technical &amp; Nuanced Track</b>	<b>Operational Track</b>	<b>Program Track</b>
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**Wednesday, October 11, 2023**

8:00-9:00	<b>Breakfast (provided)</b>		
9:00-10:15	<b>Welcome/Introductions/Conference Overview</b>		
10:15-10:30	<b>Break</b>		
<p><b>Concurrent Sessions</b></p> <p>10:30–12:00</p>	<p><b>Buyer Processes, Education, and Selection Criteria</b>  <i>Most CLTs believe they have solid buyer education and requirements in place. The reality is the buyer market, funder expectations, and cost of housing all impact who and how we serve buyers. This session will discuss the development of a CLT buyer education program, including the development of materials, training curriculum, buyer requirements, and steps to get to the CLT closing. Specific attention will be paid to understanding emerging best buyer-selection criteria to ensure organizational mission aligns with opportunities for CLT homeownership.</i>                      Presenter: <b>Julie Bui, City of Lakes CLT</b></p>	<p><b>Responsibly Growing Organizational Capacity</b>  <i>As CLTs mature, it’s important to look beyond the next development and sale. How to ensure your CLT will be there as long as the 99-year ground lease. This session will take a look at how much we can expect from fundraising and some of the limitations of depending on earned revenue schemes to save the day. How does an organization grow its reserves, balance sheet, and lines of credit to get to greater scale responsibly? This session will also unpack the toolbox of mission-aligned programs and projects that are needed to weather varied housing and economic markets.</i>                      Presenter: <b>Jeff Corey, 1 Roof Community Housing</b></p>	<p><b>Marketing CLT Homes and Developing Program Design Responsive to Emerging Communities and Cultures</b>  <i>CLT work is complicated our work is increasingly more complicated with varied cultural/racial values and understandings of what it means to own the land, build generational wealth and own the history of discrimination in the United States. This session will ONLY begin to understand these challenges and opportunities while thinking through strategies to better connect with emerging communities and cultures.</i>                      Presenter: <b>Damon Mason, Rondo CLT</b></p>
12:00-1:00	<b>Lunch (provided)</b>		
<p><b>Concurrent Sessions</b></p> <p>1:00 – 2:30 p.m.</p>	<p><b>CLT Resales</b>  <i>In theory, CLT resales should be textbook transactions following a process detailed in the ground lease. In reality, most resales are nuanced with all sorts of unanticipated variables caused by housing market</i></p>	<p><b>Good Great Data: Essential for Marketing, Advocacy, and Fundraising for Your CLT</b>  <i>Data is so critically important to tell your CLT story to funders, policymakers, and other community stakeholders. This</i></p>	<p><b>Homeowner Support and Engagement</b>  <i>Ensuring the success of the CLT homeowner and their homes is ultimately tied to the long-term success of the CLT. The CLT and the households they serve are forever</i></p>

	<i>shifts, realtor influences, and potential for miscommunication between seller and CLT. This session will “go deep” on resale policies and best practices with the goal of participants walking away from the session with solid ideas and examples of how to improve their resale policies and procedures.</i> Presenters: <b>Jim Philbin, 1 Roof Community Housing; Charlesha McRoy, City of Lakes CLT</b>	<i>session will show how a combination of Homekeeper data, excel formulas, and homeowner survey information can build a compelling narrative for your CLT. Attention to developing a culture of data within your organization will also be discussed.</i> Presenter: <b>Jeff Washburne, MN CLT Coalition</b>	<i>linked through the terms of the Ground Lease. This session will provide examples of how to create and solidify relationships with CLT homeowners while recognizing the dynamic between the CLT and households it serves is constantly changing. This will be a generative session with participants sharing their successes and lessons learned in building and maintaining connections to the households living in CLT homes.</i> Presenter: <b>Sheng Vang, City of Lakes CLT</b>
2:30-2:45	<b>Break</b>		
<b>Tours</b> 2:45-5:15	<b>Minneapolis Bus Tour</b>	<b>St. Paul Bus Tour</b>	<b>West Metro Bus Tour</b>
5:15-	<b>Free Evening (dinner on own)</b>		

**Thursday, October 12, 2023**

	<b>Breakfast (provided)</b>		
<b>Concurrent Sessions</b>  9:00–10:30	<b>Qualified Capital Improvements (QCIs)</b> <i>It doesn't seem like any CLT is presently content with their current Qualified Capital Improvement (QCI) process and/or procedures. This session will provide examples of numerous CLT QCI policies and procedures, providing some thoughts on best practices, but really devoting much of the session for group think around working toward developing a solid QCI policy and procedures document as a whole and providing guidance on how best to communicate and ensure homeowner understanding of the policy and process.</i> Presenter: <b>Brenda Lano, Homes Within Reach; Sherry Timmerman-Goodpaster, Two Rivers CLT</b>	<b>Earned Revenue Opportunities</b> <i>This session will explore several different types of earned revenue strategies; including different ways to structure a real estate entity, a construction entity, contract services, and other fee for service endeavors to financially support your CLT while keeping the focus on your organizational mission. The presentation will provide specific recommendations on how to structure and market each of these earned revenue functions within your CLT, what it costs to start and maintain them, what one can expect to see in revenue over time and how to integrate into your organizational offerings to the community.</i> Presenter: <b>Jeff Corey, 1 Roof Community Housing</b>	<b>Buyer-Driven Programs</b> <i>Here in MN, Buyer Driven, or Buyer-Initiated Programs, have been in existence since the mid-1990's. Since that time well over 500 low-income buyers have purchased CLT homes through a Buyer Driven program. This session will go deep on all things “buyer-driven” with experienced practitioners of these programs. If your CLT is considering a buyer-driven program, what do you need to know to make it successful? What are the best practices learned over time? How best to structure the program? How to fund it? How to modify it as the market conditions shift?</i> Presenter: <b>Staci Horwitz, City of Lakes CLT</b>
	<b>Break</b>		
<b>Concurrent Sessions</b>  10:45- 12:15	<b>Commercial CLTs</b> <i>Commercial Land Trusts are beginning to emerge in communities across the country. What are Commercial Land Trusts experiencing in this new space. Where are the similarities and differences between commercial and residential land trusts? What are challenges and rewards in the commercial land trust space? How should they be structured relative to the residential CLT? If your CLT is thinking about commercial properties, what do you need to know and consider before beginning a commercial land trust.</i> Presenter: <b>Elizabeth Coco, Rondo CLT</b>	<b>Public Sector &amp; Developer CLT Partnerships</b> <i>This session will look at multiple ways of developing and maintaining development relationships with both partner developers and local government (both city and county partners) Developing a strong relationship with local government is critical in creating funding and policy opportunities for CLTs to grow their CLT to scale in the communities they serve. Additionally, non- and for-profit development partnerships can limit CLT risk and significantly expand the number of CLT homes in trust.</i> Presenter: <b>Staci Horwitz, City of Lakes CLT; TBD</b>	<b>Seller-Leveraged Program (discount sales)</b> <i>More than likely, your CLT has been approached about purchasing a home and converting it to a CLT home, but there are opportunities to benefit from seller discounts in these transactions. This session will provide the tools necessary to develop a seller-leveraged program for your CLT. This session will explain the legal, tax, funding, marketing, and deal structure necessary to develop a seller-leveraged program for your CLT. Whether or not you create a seller-leveraged program, this course will provide additional tools that can be utilized as you negotiate acquisitions for your CLT.</i> Presenter: <b>Jeff Washburne, MN CLT Coalition</b>
	<b>Lunch (provided)</b>		
<b>Concurrent Sessions</b>  1:30 – 3:00 p.m.	<b>Co-ops, Co-Housing, Lease-to-own, Contract for Deeds, RIBA-free, and alternative buyer “partnerships”</b> <i>As inflation, interest rates, and other barriers to achieving homeownership increase, households are seeking and needing alternatives to the traditional 30-year first-time buyer</i>	<b>Building green and sustainably in an era of escalating construction costs</b> <i>How do we find the funding to achieve ambitious green building goals when it's tough to find the funds just to build to code? How our commitment to long-term affordability connects us to building</i>	<b>Homeowner Assisted Programs</b> <i>Interest rates, property taxes, building materials and the general cost of living is increasingly crushing lower-income households. This session will provide an in-depth overview and summary of real CLT experiences in assisting more than 20 existing low-income homeowners</i>

	<i>mortgage. This session will explore the real possibilities and challenges associated with each of these alternative financing tools.</i> Presenter: <b>TBD</b>	<i>housing that will work long into the future. This session will also unpack the various opportunities for emerging Inflation Reduction Act (IRA) funding that will soon be making its way into our local communities.</i> Presenter: <b>Marnie Peichel, Architect; TBD</b>	<i>previously facing foreclosure/forfeiture remain in their homes utilizing a CLT intervention. Learn the similarities and differences of each of these high-touch interventions that require partner relationships and trust with the homeowner.</i> Presenter: <b>Staci Horwitz, City of Lakes CLT</b>
	<b>Break</b>		
	<b>Wrap-up/Take-aways/Next Steps</b>		
	<b>Attendees Depart</b>		

<b>Technical &amp; Nuanced</b>
<b>Operational</b>
<b>Program</b>

Conference Fee: \$350/per person (non-MN CLT Members) by **September 17, 2023.**

If paying by check. If so, please make check out to "MNCLTC" or "MN CLT Coalition" and mail to:  
 MNCLTC, c/o Jeff Washburne  
 3613 15<sup>th</sup> Avenue South  
 Minneapolis, MN 55407

If paying by credit card, please register per the eventbrite link below. Please note registration fee will be \$375.32 (\$350/per person fee plus \$25.32 in processing fees)

<https://www.eventbrite.com/e/698460202267?aff=oddtcreator>

**NOTE: There is no cost for anyone wanting to attend ONLY the first ½ day afternoon (10/10/23) of the conference.**

Hotel Rooms: \$115/night, plus applicable taxes and fees. Hilton DoubleTree MN CLT Coalition Conference Room Rate.

Hotel Phone: 651-291-8800

Group dates: October 10, 2023 (arrival) - October 13, 2023 (departure)

Group code: 90D

Web Link: <https://www.hilton.com/en/attend-my-event/mn-community-land-trust-coalition/>

**Reservations must be made by September 17, 2023 to receive above room rate**

Parking and Transportation (from the airport)

Parking: Parking garage below the hotel with several other parking ramps/lots nearby. Parking is the responsibility of the attendees.

Light Rail: Hotel is situated two blocks from the Central Stop on the light rail Green line. From the airport, one can take the Blue line to US Bank Stadium stop and then take the Green line to St. Paul to the Central Station stop. Approximately 50-minute trip. \$1.50 - \$2.50, depending on time of day.

Bus: Take the number 54 bus from terminal 1. Approximate 30-minute trip. \$1.50 - \$2.50, depending on time of day.

Uber/Lyft: From either terminal. Approximate 15-minute trip. \$20 - \$40, depending on time of day.