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TOWN OF BURLINGTON  
NORTHWEST PARK HOUSING COMMITTEE  
FEBRUARY 16, 2021

**Members Present:** Marge McDonald, Chair, Betsey Hughes, Shari Ellis, Angela Wells-Bean, Barbara L'Heureux, Ernie Covino

**Not Present:** Michael Runyan, Dan Ditucci, Chris Hannafin,

**Staff Present:** Planning Director Kristen Kassner, Senior Planner Elizabeth Bonventre, Assistant Planner Brady Caldwell

**Consultants:** Judi Barrett, Alexis Lanzillotta from Barrett Planning Group

**Development Team:** Todd Fremont-Smith, Nordblom, John Costell, Maloney Properties, Jonathan Diffenbach, Maloney Properties, Marisa Stafford, Maloney/Nordblom, Robert Buckley, Esq, Riemer and Braunstein LLP

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Meeting began at 11:00 AM

Maloney Properties, residential real estate consulting firm used by Nordblom, gave a presentation on their vision and management approach for the entire property and the subsidized units.

- Maloney has been hired by Nordblom to conduct the initial lotteries for subsidized units as well as manage the annual recertification process for tenants residing in those units.
- Maloney also manages their own portfolio of properties throughout the Boston area, many of which have a subsidized component
- Their process for conducting the initial housing lottery:
  1. Market the property for 60+ days on various websites, in newspapers, etc.
    - Their team will have staff available in-person to assist with the application process.
  2. Host two informational meetings within Burlington to inform the public as well as assist with the application process



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3. Provide tours of the property
  4. Application deadline
  5. Pull names from the lottery pool(s)
  6. Verify tenant suitability with the property owner
  7. Chosen applicants can choose their floorplan
- The marketing for the subsidized units would be conducted in the same manner as the market rate units
  - They usually get 50% of the applicants for the subsidized units through the lottery process and the rest through the general application pool
  - They would plan to target Facebook for the senior demographic
  - Once the initial lottery is complete, DHCD allows property owners to maintain a waitlist or take applicants as they come in
  - Maloney is open to being more creative with the initial lottery documentation requirements, so the process is less daunting. Eg. If you are initially picked, you will be required to provide additional documentation.
  - Generally require proof of the last six months of income (401k etc.) and a copy of taxes
  - Bob will work out concerns regarding the deed restriction not being endorsed by DHCD. Want the deed to have language that the units must remain subsidized in perpetuity.
  - The committee would like more clarity on the level of flexibility that is allowed with regards to the leasing process.
    - Can there be tiered marketing schemes?
    - What must we do for marketing to meet the standards of federal fair housing?
  - The committee would like to see example marketing plans from Maloney, specifically from The Huntington and any condos they've marketed toward seniors.

The meeting adjourned at 12:25 PM