CITY OF MIRAMAR AFFORDABLE HOUSING ADVISORY COMMITTEE MEETING MINUTES

October 23, 2025	6:30 p.m.

A meeting of the City of Miramar Affordable Housing Advisory Committee (AHAC) took place at 6:45 p.m. on Thursday, October 23, 2025, at the Miramar Town Center, Development Services Building, Parks & Recreation Conference Room, 2nd Floor, 2200 Civic Center Place, Miramar, FL 33025.

I. CALL TO ORDER/ROLL CALL

The following board members were present:

Tamika Moses, Chairperson
Saran Earle-Cunningham, Co-Chairperson
Commissioner Avril Cherasard (Remote)
Stephanie Elvine-Presume
Ian Evans-Smith
Annette Payne
Matthew Thompson
Rose Thompson

The following board member was absent:

Ryan Coote (Excused)

A quorum was declared.

The following members of staff were present:

Carolyn Francis-Royer, Chief Housing Administrator
Natasha Babulal, Deputy Director, Marketing Department
Tamika Bell, Senior Marketing Manager
Delissa Corbin, Housing Analyst
Eva Petitfrere, Housing Analyst
Kevin Tamayo, Economic Development Analyst/Apprentice

Andrew Azebeokhai, Community Revitalization Associates

II. APPROVAL OF MINUTES

- **Minutes of June 26, 2025**

Mr. Thompson made a motion to approve the June 26, 2025, minutes, as presented, seconded by Ms. Payne; the motion passed unanimously

- **Minutes of July 24, 2025**
- **Minutes of September 11, 2025**

Deferred to the next meeting.

III. PRESENTATIONS

- **Marketing Procedures - City of Miramar Marketing Team**

Senior Marketing Manager Tamika Bell and other marketing staff gave a PowerPoint presentation on the department's marketing procedures, highlighting the following:

- Marketing worked with the elected officials, the City Manager's Office, and all city departments on their marketing needs; the assistance marketing staff rendered differed according to the needs of the requesters, and the audience they sought to reach
- Whether marketing business or leisure events, marketing staff sought to ensure the copy they put together, and the images they used were reflective of the goal sought, and the messaging was very clear, so as to connect with the target audience
- When connecting with a select audience, staff ensured the messaging sent out, particularly on social media platforms, garnered feedback, further extending their reach; users of these platforms were encouraged to share information, thereby reaching an even wider audience
- Marketing worked to ensure the branding was on point with the City of Miramar, and it was clearly illustrated in all marketing materials sent out; the branding included the City's logo, vanity links, the City's website, etc.
- Marketing recently update its website, promoting its use of a variety of digital platforms, including social media, and tracking the number of visits to those pages
- There were various digital screens located around the City, including Miramar Regional Park, Shirley Branca Park, and VMS boards at various city locations; these screens illustrated information on various City events

- Other marketing tools: Miramar TV; and Alert Miramar; the latter was utilized to disseminate emergency notifications, and allowed city staff to use direct messaging to notify specific areas of the City experiencing an emergency, such as flooding
- Print marketing included: print advertising, direct media campaigns, press releases, flyers, A-frames, and the City's quarterly newsletter
- Marketing staff was committed to posting on various community boards, particularly taking advantage of those with free advertising
- Marketing utilized some paid platforms, including: social media; Google Ads, where adhering to Meta's rule meant no posting of actual names of elected officials was allowed; advertisements in various paid publications, such as business journals, local newspapers, radio and television spots, for which, though there was a cost, it ended up being free via a revenue share that was based on availability, this included billboard, and bus bench advertising space
- Marketing used a work order system through which all city departments had to submit their with marketing requests, so marketing staff could monitor the City's marketing needs; once a request came in, the job was assigned to a designer, along with any marketing content included; each completed marketing job went through an internal review by the Marketing Director and Assistant Director before being sent to the requester for their review; once approved, staff created multiple sizes to ensure the material displayed properly regardless of the format in which it was viewed; the format could include flyers, social media, fence banners, A-frames, marquee signs, television, Eventbrite, etc.

Mr. Thompson asked about Alert Miramar's ability to target specific areas.

Ms. Bell explained that in the event of an emergency that only affected a specific area of Miramar, staff would use geo mapping to zone into affected areas, and, depending on how residents in that area signed up for messaging alerts, staff could notify them via text, email, landlines, etc.

Ms. Babulal added the City used an Everbridge system, a communication platform that could target by zip code, so any resident in that zip code who opted in to receive city notifications would receive alerts for their area.

Ms. Bell indicated her staff and she were always available to answer questions at 954-602-HELP, which was a 24-hour city service for any matter, including water, etc. to disseminate information to a wider audience.

Ms. Thompson questioned how staff knew where to send certain information; that is, did all information go out in all communication formats available, or did staff target certain information to only certain formats.

Ms. Bell responded that there was the City's main website, on which there was an events page with information on anything the City was doing, whether it was city business, or leisure/entertainment. Every event with a date was posted on the City's website on the calendar page. She said some city departments created their own material, and as long as it was sent to Marketing, staff could create the material, and post it once it gained approval; the two primary forma were social media, and flyer; the format was based on a requester's preference.

Ms. Babulal added that the medium used had to match the message.

- **Live Local Act (LLA) - Building, Planning, and Zoning (BPZ) with City of Miramar Attorney**

Chairperson Moses stated the subject presentation would be postponed to a future 2026 meeting.

IV. CONFIRM SUGGESTIONS FOR AFFORDABLE HOUSING STRATEGIES FOR 2025

Chairperson Moses invited input on the strategies the board wished to keep, and/or add to the City's affordable housing strategies for 2025.

Chief Housing Administrator Carolyn Francis-Royer remarked the board was being asked if they wished to make revisions to already implemented strategies, or to add new ones. For voting purposes, the board could vote to approve keeping existing strategies as is in one vote, and then consider which, if any, new strategies should be added, and, in one vote, approve any new strategies.

Ms. Thompson made a motion to retain the previously approved strategies from 2024, as presented, seconded by Ms. Payne; the motion passed unanimously

Commissioner Cherasard commented, with regard to proposed new strategies one, two, and three, as detailed in the backup, she felt strategies one and three needed more board discussion, so they should not be included in the new strategies. She supported including strategy two.

Mr. Thompson concurred as to only adding strategy two for 2025, noting this was supported by prior board discussions to add it; for strategy one, the board needed the LLA presentation, and strategy three just needed more board discussion. Thus, one and three should be deferred to 2026.

Ms. Francis-Ryoer indicated she put together a draft of strategy two for efficiency

purposes; instead of processing applications for folks who might not be qualified, she proposed having interested applicants present two key documents, one being a preapproval from a lender, and the second being a purchasing sales contract to indicate they were ready to proceed. With the two documents, applicants could fully fill in an application, so staff could complete the income certification process, which would indicate they were ready to buy, thus avoiding wasting both the buyer's and staff's time.

Mr. Thompson concurred, as the board discussed factors that could help speed up the process.

Chairperson Moses agreed; getting those two documents definitely facilitated the possibility of applicants getting approved.

Commissioner Cherasard affirmed getting the two documents aligned more with similar assistance programs. With regard to the notice for those who came in at the same time, it was likely that funding could be available if it was disbursed wisely. She mentioned sharing the message with people that though having the preapproval helped the buyer owe less, it would not help them qualify for a purchase; this was a grey area for persons seeking purchase assistance. Thus while streamlining the process, it was important to streamline the message for those who thought to hold out for the purchase assistance to quality for more.

Ms. Francis-Royer agreed, stating this was also a guidance for lenders when preapproving buyers; that is, that they only consider a buyer's income, and not the subsidy.

Ms. Thompson wondered, if money was going to be set aside for a buyer presenting the two documents, could language be added that they also provide specific documents upfront for city staff's review before funding was earmarked for a buyer.

Ms. Francis-Royer restated the only documents that started the process were the preapproval, and the sales contract, as they allowed for the full application to be completed, and the latter required the applicant to submit such documents as bank statements, tax returns, etc. It was only after they successfully completed the application that the funds would be set aside for them. Everyone would go through the same process.

Chairperson Moses wished to know some of the factors that might disqualify an applicant after they submitted the required two documents to start the application process, or could lead to a denial.

Ms. Francis-Royer replied the main disqualifier was if the applicant(s) failed to

meet the income criteria. There were other issues that could lead to a denial, such as debt-to-income ratio, inability to satisfy a realtor's requests, etc.; the application would provide the guidance for both the buyer and the lender.

Chairperson Moses made a motion to table proposed strategies one and three to 2026; and to approve forwarding strategy two as discussed above, and as presented, seconded by Co-Chairperson Earle-Cunningham; the motion passed unanimously

V. COMMENTS/QUESTIONS

- **Staff Comments/Updates: Carolyn Francis-Royer, Chief Housing Administrator:**

Ms. Francis-Royer mentioned that the HOPP (Homeowner Property Preservation) now provided funding up to $15,000.00. In a few weeks, the City would be launching the Senior Emergency Funding Assistance (SEFA) program for Miramar residents 60 years and older; the funding was specifically to help fund roof, and air conditioning (AC) replacement. Her staff and she would work with Marketing Department staff to get the information out to the Miramar community. Funding for AC replacement was a maximum of $3,500.00, and for roof replacement, the maximum funding was $20,000.00 with the possibility of going up to $25,000.00 if approved by the City Manager.

- **City Attorney Comments:** NONE

- **Member Comments:**

Commissioner Cherasard stated she perused the 2024/2025 incentives, and she wished for the board, in preparation for AHAC work in 2026, to take a thorough look at them to determine if they were still relevant, and aligned with the goals of the current AHAC going forward. She already saw one or two incentives that were misaligned based on board discussions over the last few months.

- **Public Comments:** NONE

VI. FINAL AHAC MEETING FOR 2025:

- **November 17th** - Commission Meeting (No Board Meeting)
- Meetings will resume in March of 2026

Chairperson Moses noted the present meeting was the last AHAC meeting for 2025; meetings would resume in March 2026.

Ms. Corbin reminded board members that staff liaisons remained available to accept their email or phone calls if they had requests for information or guidance. She would continue to forward information to board members as it was gathered.

VII. ADJOURNMENT:

The meeting was adjourned at 7:25 p.m.

Tamika Moses, Chairperson
TM/cc