






## PEP Highlights

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## Help Us Build Affordable Housing for Senior Fire Survivors

Donate today to PEP Housing for the development of The Linda Tunis Senior Apartments at 600 Acacia Lane, Santa Rosa.

Go to [pephousing.org/donate/](https://pephousing.org/donate/)  
or call (707) 762-2336

### PEP HOUSING

#### Executive Staff

Mary Stompe, *Executive Director*  
David Prince, *Director of Finance*  
Dominic Roybal, *Director of Property Management & Compliance*  
Jim Wallen, *Director of Development*  
Pam Lemos, *Director of Maintenance*

#### 2018 Board of Directors

Arthur Cooper, *President*  
Sean Pryden, *Vice President*  
Ben Pryden, *Treasurer*  
Mary Savage, *Secretary*  
Mary Stompe, *Assistant Secretary*  
Richard Rodkin  
Herb Lee  
Sid Lipton  
Anna Rose  
George (Kip) F. Sprague  
Joseph Tinney  
Harry Coffey  
Don Ross

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## PEP Housing's 2019 Masquerade Benefit

**Our annual fundraising event was a huge success and raised over \$60,000!**

The benefit was held at our new Event Center in Santa Rosa, formerly known as the Scottish Rite Center. This site will be converted into Linda Tunis Senior Apartments for senior fire survivors and is named after our Property Manager's mother who perished in the fires at Journey's End Mobile Home Park.



Our goal is to begin construction in the Spring. This will consist of 26 studio apartments. We are busy with our fundraising campaign and would like to acknowledge and thank our major contributors.

### A HUGE THANK YOU TO OUR 2019 BENEFIT MAJOR DONORS

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Summit State Bank  
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Sid Lipton  
Westamerica Bank

Precision General Commercial  
Contractors, Inc.  
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Bank of Marin  
Silicon Valley Bank  
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Nexus Realty Group, Inc.  
Art & Eva Cooper  
Herb Lee  
Kip & Mary Spragens

Building community from the heart 

OUR MISSION: PEP Housing is a non-profit corporation dedicated to providing limited income seniors access to affordable quality housing with supportive services and advocacy.

VISIT US ONLINE: [pephousing.org](https://pephousing.org) • 707-762-2336  [facebook.com/PEPhousing](https://facebook.com/PEPhousing)



## Executive Director's Message



With a housing crisis in full effect (a shortage of nearly 3000 homes in Sonoma County alone) and so many people homeless, I often wonder how developers can speed up the production of affordable housing. Many projects take 5-7 years or even longer. What takes so much time to get a project built? I will break it down here.

The first thing is to identify a site that would meet the criteria necessary to get the project funded down the road. It needs to be very close (in many cases ¼ - ½ mile) to amenities such as parks, grocery stores, a library, senior center, and transit services that run at least every 30 minutes during peak times and much more. Finding a site and negotiating the purchase can take some time. In many cases, you are asking for a very long closing period in order to secure the funding needed for the purchase of the property and complete environmental reviews. Entitlements take another year or more. Santa Rosa reported the time period needed to process entitlements as up to 18 months due to their backlog. While previously there was funding for pre-development when redevelopment funds were available in the state, nonprofits now have to carry very large lines of credit to fund predevelopment expenses necessary to get to entitlement. There is a public process that needs to be completed before entitlements are given. Typically projects are approved at the City Council level, a process that can take months to get on the agenda.

Financing is a whole different animal. Projects today are too expensive to fund with one source of funding. PEP Housing once built 13 units that required 19 sources of funding. When I first started in this business sixteen years ago, HUD and City funding were enough to get a 23-unit project built. Now it requires a combination of federal, state and local funds. Many small and medium-sized cities have no funding making it nearly impossible to secure funds. With the loss of redevelopment funds, not only are we not receiving much local funding, we are being charged full impact fees for our projects. It's not uncommon to see impact fees of \$1.2M for a 60 unit project. Recently, on a project PEP Housing is developing in the City of Vacaville, we are being charged an additional \$240,000 by the County of Solano for Public Facility Fees, a fee which in 42 years we've never seen applied to a project within city limits. Non-competitive sources are now competitive (4% tax credits) and these sources are so fiercely competitive, we find ourselves on our third round of applying for funding for two of our projects. Getting funded in the first round had been a norm for our organization. When there wasn't any State money available, projects started lining up for the eventual floodgate

to open. When it did, even perfect scores didn't get funded because you were often competing with projects where large city local funding was available making applications from cities with less available funds weaker and ultimately unfunded. We are having to apply for the next round of funding before the last round of awards have been announced. It a huge waste of our resources spent on consultants, application fees, legal fees and staff time. Fund a project with 4% bonds (they really aren't 4 percent, they are closer to 3%) and you are forced to issue bonds adding another half-million dollars to the project. Just because the City Notice of Funding Availability says funds will be awarded in December doesn't mean they won't push out awards by several months, citing not enough time to review. Just getting a project funded can take several years.

The affordable housing business has become extremely competitive and expensive due to regulations and governments imposition of impact fees. We've never had to pay school fees for any of our projects in Petaluma, until this year. Our seniors have zero impact on the school system but everyone is looking for an extra buck to balance their own budgets.

If you are lucky enough to get all of your funding in place, congratulations. Now you get to start construction, right? Not so fast. Have you completed your full environmental review? If not, add several months to your project. The public gets to comment on the environmental assessments and that might lead to a lawsuit against the project.

You are finally ready to start construction but you can't because there is a protected species or perhaps it is nesting season in the trees on the property. Wait another six months and now your costs have increased another 10%. With unit costs skyrocketing due to labor demands and the fires, tariffs on some building supplies, increasing insurance costs, and much more, the cost per unit could buy three houses in other parts of the country. The delays are endless. As an affordable housing developer, all you want to do is to give someone a new home so they can live their life with dignity. Each day you get up and start the fight all over again so that someone can have a place to call home.

*Mary Stompe*

Mary Stompe, Executive Director, PEP Housing

“As an affordable housing developer, all you want to do is to give someone a new home so they can live their life with dignity.”

– Mary Stompe, PEP Housing's Executive Director



## PROJECTS IN DEVELOPMENT

### Pony Express Senior Apartments

The City of Vacaville is excited that PEP Housing is coming to town! We have been approved for "Building Permit Readiness" and the 60-unit low-income senior housing is now "shovel ready." PEP is also seeking tax credit funding for this project and hopes to break ground in late 2020. *Pictured above.*

### Linda Tunis Senior Apartments

PEP Housing purchased the former Scottish Rite Masonic Hall at 600 Acacia Lane in Santa Rosa in August 2019. PEP will remodel the 20,400 sq. ft. former event center into 26 affordable studio apartments (385-400 sq. ft. each) for low-income seniors and will be named the Linda Tunis Senior Apartments. The project will help meet the needs of the housing shortage exacerbated by the 2017 and 2019 fires in Sonoma County and other disasters throughout the state. Many seniors lost their mobile homes and are now living in substandard conditions, or worse, are homeless. As sponsor and developer, PEP Housing is conducting all predevelopment activities of design planning, obtaining permits, securing financing and providing construction management of the

project. In compliance with Fair Housing, the units will be made available to any qualifying senior with priority given to those displaced by a federally declared disaster.

### River City Senior Apartments

The development at 951 Petaluma Blvd. S. has progressed to "shovel ready" status. The Petaluma City Council approved the 54-unit low-income senior and senior veteran housing project in August 2018. As planned, PEP Housing has relocated its corporate offices to 625 Acacia Lane in Santa Rosa to prepare for the demolition of the previous offices and paving the way for River City Senior Apartments. PEP appealed to the California Debt Limit Allocation Committee and won approval of a bond-allocation and tax credits. We hope to begin construction later this summer. The property adjoins the Petaluma River and will introduce PEP's first Wellness Center in the Community portion of the building, allowing our residents to access health care and professional services onsite with participating service providers. Look for River City Senior Apartments coming soon with the amenities and services PEP's residents have enjoyed at our properties. ▲

## PEP Moves Corporate Office to Santa Rosa

While PEP continues to have a presence in Petaluma, the majority of the administrative employees moved to the building annex, adjacent to the Scottish Rite Masonic Hall. The Maintenance Department will continue to have offices in Petaluma and the former office building will be utilized until it is demolished to make room for housing for senior veterans.

While PEP was at the Petaluma location, we were able to offer space to both Village Network and Christmas Cheer free of charge. Christmas Cheer was able to provide gift cards and toys

to 597 families and deliver food boxes and stockings to 80 shut-in seniors this year out of our building. The Petaluma Village Network have used the space as their site for over a year.

When the opportunity to purchase the Scottish Rite Masonic Building became available and already had an annex that could be used as an office building, it made sense to relocate.

**Our new offices are at 625 Acacia Lane, Santa Rosa, CA 95409. Our phone number is still 707-762-2336. ▲**

## Joe Rododa Trail

On a cold morning after the holidays some of PEP Staff delivered socks, sleeping bags and dog treats to over 200 homeless people living on the Joe Rododa Trail. This experience was a great reminder of staying in gratitude and the need for more affordable housing. ▲





# MEET THE PEP 2020 BOARD OF DIRECTORS



**ART COOPER** has served on PEP Housing's Board of Directors since 2005. Mr. Cooper has served in several Board positions and is currently President. Mr. Cooper is a retired IRS Manager.



**SEAN PRYDEN** has served on PEP Housing's Board of Directors since 2011. Mr. Pryden currently serves as the Vice President of the Board. He is a Vice President with Wells Fargo.



**BEN PRYDEN** joined PEP's Board of Directors in 2018. Mr. Pryden currently serves as the Treasurer. He is a Premier Banker at Wells Fargo.



**SID LIPTON** has served on the Board of Directors since 2003. Mr. Lipton serves on the Board of Development Committee. He is a Retired General Contractor from Wright Contracting Inc. and was Company President for ten years before retiring.



**RICHARD RODKIN** has served on PEP Housing's Board of Directors since 2005. Mr. Rodkin has previously served as President and Vice President. Mr. Rodkin is the co-founder of, Illingworth & Rodkin, Inc., in Petaluma, an acoustics and air quality consulting firm.



**HARRY COFFEY** joined PEP's Board of Directors in 2018. He is a licensed California Real Estate Broker and managed a twenty-five office Mortgage Banker/Brokerage firm for 20 years.



**MARY SAVAGE** has served on PEP Housing's Board of Directors since 2004. Mrs. Savage has served as Board Secretary for many years. She is a retired Pharmacist.



**MARY STOMPE** Executive Director serves as Assistant Secretary on the Board of Directors. She has been PEP's Executive Director since 2004.



**ANNA ROSE** has served on the Board of Directors since 2010. She is the Board's Resident Representative.



## Introducing Our New Board Member!

**DON ROSS** is currently self employed as a certified Business Broker with Exit Strategies Group, Inc. in Petaluma. He has owned and operated several businesses including farm and industrial equipment dealerships, a chain of retail stores, and a direct marketing catalog company. Don worked as a regional director of the legal publishing division of McGraw-Hill and was a marketing consultant to the 1996 Atlanta Olympics Venue Management Group. Don graduated from Stanford University in 1971. He has 3 children, 6 grandchildren (and counting), and lives in Sonoma County with his wife, Michele and Standard Poodle, Sammy. He enjoys travel, gym workouts, is an avid reader, and regularly participates in the Petaluma Ecumenical Food Pantry.



**GEORGE (KIP) SPRAGENS** has served on the Board of Directors since 1998. Mr. Spragens has served as the Development Committee Chair for many years. He is a retired Civil Engineer with East Bay MUD.



**JOSEPH TINNEY** has served on the Board of Directors since 2015. He is a Self-Employed Attorney.



**HERB LEE** has served on the Board of Directors since 2004. Dr. Lee has been the Administrative Committee Chair for many years. He is a retired Physician.

## STAFF'S CORNER • UPDATES

### Welcome to Our New Director of Finance, David Prince.

David joined PEP Housing in July 2019. David has worked in The Salvation Army's Divisional Headquarters Finance Department for 25+ years over-seeing all aspects of accounting, financial reporting in Northern and Central California. David states "returning to an organization with PEP Housing's Mission Statement of being "dedicated to providing limited income seniors access to affordable quality housing with supportive services and advocacy" is doing a "full circle" in my working life". David currently leads a Brass Band of the Salvation Army and has volunteered for the past 40 years teaching children in Oakland, Concord and taught at many music camps. We are thrilled to have David join our PEP Housing family.

### Promotions

**Jennifer Harris** - Promoted to Operations Manager, overseeing all PEP Housing properties, staff and residents while ensuring PEP's high standards are met. Great job and congratulations to Jennifer!

**Kathryn Gross** - Promoted to Executive Assistant, providing support to the Executive Director and the Leadership team. Congratulations, Kathryn!

### Welcome New Employees

- George Blount, Maintenance Tech
- Syd Graves, Receptionist
- Jennifer Rahman, Property Compliance Specialist
- Maribeth A'mato, Property Manager
- Lisa Sampaio, Property Manager
- Krista Fotou, Development Coordinator
- Erin Rehberg, Property Manager

### Burbank Heights & Orchards Staff

- Lisa Henning, Property Manager
- Tammy Stover, Asst. Property Manager
- Michael Sanchez, Maintenance Tech
- Jose (Angel) Ponce, Maintenance Tech
- Beverly Ackerman-Bodmer, Occupancy Specialist
- Karla Ventura-Ruiz, Resident Services Coordinator



**RESIDENTS' CORNER**

**PEP Takes on Disaster Preparedness for Residents and Staff**

We know how important it is to “Be Prepared” On January 23, 2020 Mary Stompe, Jim Wallen, Dominic Roybal, David Prince, Sharon Redman-Patchin, Pam Lemos, and Jennifer Harris attended the Disaster & Crisis Planning Workshop hosted at Pepperwood Preserve in Santa Rosa. Pepperwood Preserve was used as a fire center for the first responders to make breaks in the fires during the 2017 fires that raged through the Calistoga and Mark West areas to include Coffey Park and most recently the fires in October of 2019. This served as a great location to present a workshop on disaster and crisis preparedness. The attendees learned some very valuable tips on helping define our current Emergency Preparedness Action Plan for staff and residents.

*Did you know there are more than 100 ways to use a 1 gallon Ziploc bag for an emergency situation? ▲*

**PEP Partners with Good 360 to Put Easy-to-Read Computers in Every Community Room**



Our residents at Acacia Lane Senior Apartments have been using a new easy to read oversized tablet in their community room, and they are LOVING it! With a generous donation from PEP Housing and partnering with Good 360, PEP was able to purchase a device for all of our communities which will be distributed this month. Good 360, a company that supports non-profits, has made it possible for our communities to enjoy this new device. ▲

**PEP is Now Managing Burbank Heights and Burbank Orchards in Sebastopol**

PEP Housing is pleased to announce that we have taken over as the Management Agent for Burbank Heights and Burbank Orchards in Sebastopol. All of the residents have welcomed PEP Housing with open arms. We have now been managing the properties for the last 4 months and boy has it gone quickly. We look forward to working with all 209 residents. ▲

**Secret Santa Makes Holidays Brighter for PEP Residents**

For the 4th year, 182 PEP Housing Residents were grateful participants in the Secret Santa Program offered through the Volunteer Center of Sonoma County.

This program offers Residents the opportunity to ask for a gift of their choice, valued between \$25.00 and \$40.00. All Residents are welcome to participate. Residents submit their wishes, and the Resident Services Department gives the wishes to the Volunteer Center. The Volunteer Center then creates a heart-shaped tag with the Resident’s name, age and a few words describing the Resident. These tags are then hung on Christmas trees put in different businesses within Sonoma County.

Sonoma County Community Members select wishes

off the trees and purchase the desired gifts. The Volunteer Center sorts the gifts, which are picked up by PEP Staff, who sort and distribute the gifts for each participating PEP Resident. PEP has a wonderful team of employees, and it takes all hands on deck to get this program to run efficiently and get all gifts distributed by Christmas.

Secret Santa is a true blessing for our seniors and especially our isolated seniors. Receiving a gift – food basket, books, art and gardening supplies – are items that oftentimes Residents could not afford. Residents will share with us what they received, and we are overwhelmed at the generosity of the Community. This program makes our Residents’ holidays a bit brighter. ▲



**Honor Roll of Donors ~ 7/1/19–1/31/20**

**Master Builders (\$10,000+)**

Arthur J. Gallagher & Co.  
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**Donations (\$5,000 - \$9,999)**

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Coffey, Harry and Judy  
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Elim Lutheran Church  
Exchange Bank  
Hobson/Lucas Family Foundation  
Imm, Gary and Lynn  
Kaiser Permanente  
McNear’s Restaurant  
Precision General Commercial Contractors, Inc.  
Richards, Brian & Betty  
Rodkin, Richard & Susan  
Savage, Mary  
Steven J. Lafranchi & Associates, Inc.  
Summit State Bank  
Westamerica Bank - Petaluma  
Williams, Carol

**Supporters (\$500 - \$999)**

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B’nai Israel Jewish Center  
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Cline Cellars  
Collins, Stephen  
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Dunbar, Ulric and Rita  
Enescu, Gabriela  
Fanucchi, Art  
Fetch! Pet Care  
Flamingo Conference Resort & Spa  
Friedman’s Home Improvement  
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Gates, Joan  
Gloria Ferrer  
Gorin, Susan  
Gudjones, Mary Erin  
Harrah’s Northern Nevada  
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Hermanson, Kristin

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Joe’s Plumbing  
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Kunde Estate Winery  
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Tange, Michael  
Taylor, Henry and Anna  
The Green Music Center  
Thuesen, Victor  
Tinney, Joe  
Trim and Proper Grooming Parlor  
TRX Norcal  
Wallen, Jim  
Wells Fargo

**HOLIDAY LETTER CORRECTION – We mistakenly thanked the wrong Rotary for the very generous \$50,000 donation received by Rotary 5130 (not 5150) that will be used in our Linda Tunis project. Our apologies for the mistake.**

**Thank You!** We make every effort to ensure the accuracy of this list. If you notice an error, please accept our sincere apology and alert us by calling 707-762-2336.