

FAQS

FOR HOUSING FIRST MINNESOTA AND HOUSING INDUSTRY NEWS

Why is BATC rebranding the advocacy program as Housing First Minnesota?

To advance the housing industry, we need all hands on deck. Housing First Minnesota invites the entire industry to engage in our modern, comprehensive advocacy program. What BATC members have built over the years is now positioned to take the housing movement to new heights.

Are all BATC members part of Housing First Minnesota?

Absolutely. In addition, this new brand will allow us to engage with a broader industry audience, subcontractors, suppliers, builders and remodelers, across the state and grow the housing movement. A more powerful advocacy program provides a more favorable regulatory environment to help you grow your business.

How will non-BATC members engage with Housing First Minnesota?

To better communicate with the industry, Housing First Minnesota is producing a quarterly newspaper mailed to the housing industry across Minnesota. They will be invited to participate in the Housing First Advocate Network and to become subscribers.

We will also encourage every Housing First Minnesota subscriber to join their local home builders association.

What can BATC members expect?

BATC members have seen what can happen as the housing industry continues to rise as a major player at the Minnesota State Capitol and with regulatory agencies. In the future, when members or staff testify before the legislature or before a city council, they will do so using the Housing First Minnesota name. Advocacy materials will be rebranded using the Housing First Minnesota name, and we will seek out participation from the housing industry throughout the state who are not currently engaged in Housing First activities.

Events like the Big Night, member mixers, golf events and the Parade of Homes will continue under the BATC name.

Should I describe myself as a Housing First Minnesota member or BATC member?

Both! You are a BATC member and are part of the industry movement in Housing First Minnesota. When we advocate for our industry at events like Housing Day at the Capitol or Housing Day at the State Fair, you'll identify yourself as a member of Housing First Minnesota.

Why now?

Our industry now has the opportunity to make long term, systemic changes to how Minnesota regulatory and elected officials view housing. Rebranding is a necessity as we elevate and grow the housing movement to include the whole of our industry, regardless of the size and location of each company.

Are you going to ask me for more dues money?

No. The Housing First Minnesota re-branding of our advocacy program and will not increase BATC member dues. As a BATC member, you'll get all the advantages of Housing First Minnesota at no extra cost. Non-BATC members may be asked to support Housing First Minnesota through a subscription, providing them Housing Industry News and a few other limited benefits.

What about BATC's other programs?

BATC is changing the name of our advocacy program to Housing First Minnesota, which currently does not have its own identity. The rest of BATC's programs will retain their brands, including the Parade of Homes, Remodelers Showcase, Artisan Home Tour, BATC awards and Contractor University.

How can I engage with Housing First Minnesota?

Like us on Facebook. Follow us on Twitter @HousingFirstMn. Subscribe for email updates at [HousingFirstMN.org](mailto:Info@HousingFirstMN.org). Attend our events.

Can you tell me more about which programs will be branded BATC and which will be branded Housing First Minnesota?



Membership
Parade of Homes
BATC Awards
Remodeler's Showcase
Artisan Home Tour
Builders & Remodelers Show
Voice Emails (Tuesdays)
BATC Deck
BATC Digest
Member-Focused Social Media
Big Night
Golf Events
Clay Shoot
Member Bash
Kickstart
Launch Party
IBS Reception
BATC Foundation
Contractor University
Green Path



Legislative Advocacy
Regulatory Advocacy
Legal Advocacy
Issue Advocacy
Electoral Advocacy
Industry Media Relations
Advocacy Emails (Fridays)
Housing Day at the Capitol
Quarterly Advocacy Updates
Housing Day at the State Fair
Housing First Advocate Network
Communications with Elected Officials

Will Housing First Minnesota compete for association membership throughout Minnesota?

No. In fact, we are encouraging all Housing First Minnesota subscribers to join their local home builders' association, because we believe it serves an important advocacy function for our industry. However, this is bigger than any association. This is an industry movement.

Does Housing First Minnesota compete with any existing advocacy efforts in Minnesota?

No. There is no other housing movement that strategically integrates modern communications, lobbying, electoral strategies, issue advocacy campaigns, major engagement events, grassroots networks and dynamic social media presence. We know that these essential elements are necessary for a comprehensive, modern advocacy program that our industry requires for success.

Who is Housing First Minnesota speaking for?

We are speaking for the housing movement, which is larger and more important than any one company or association.

Will staff be identified as BATC, or Housing First Minnesota?

Our advocacy staff and leadership team managing our advocacy programs will be identified as Housing First Minnesota:

- James Vagle, Director of Advocacy, Housing First Minnesota, james@housingfirstmn.org
- Katie Elfstrom, Press Secretary, Housing First Minnesota, katie@housingfirstmn.org
- Nick Erickson, Regulatory Affairs Manager, Housing First Minnesota, nick@housingfirstmn.org
- Mark Foster, Political Engagement Manager, Housing First Minnesota, mark@housingfirstmn.org

Additionally, BATC's President, Board of Directors and Executive Director will have titles with both organizations:

- David Siegel, Executive Director, BATC & Housing First Minnesota
- Bob Michels (Michels Homes), 2017 President, BATC & Housing First Minnesota