



# HOUSING AFFORDABILITY SEMINAR

## AGENDA

8:00 AM - 8:30 AM: Registration

8:30 AM - 8:45 AM: **Welcome**  
*David Zook*

8:45 AM - 9:30 AM: **Housing by the Numbers**  
*Eric Allen | Jeff Jackson*

9:35 AM - 10:25 AM: **Cost Drivers**  
*Ross Ford | Justin Maughan*

10:25 AM - 10:35 AM: **Break**  
*Snacks and Drinks Available*

10:35 AM - 11:15 AM: **Panel - Who is looking for Housing?**  
*Brian Carver | Tricia Post | Angi Bair | Russ Truman*

11:20 AM - 12:00 PM: **Interactive Exercise**  
*Alex Bearnson | Matthew Starley*

12:05 PM - 12:30 PM: **Tools for Change**  
*Japheth McGee | Benj Becker*

12:35 PM - 1:30 PM: **Lunch and Networking**

1:30 PM - 3:00 PM: **Charette**

### THANKS TO

The Cache Summit Committee



# SPEAKERS

## **DAVID ZOOK** | *Executive, Cache County*

David Zook served as the Nibley City Manager for 8 years before taking the role of Cache County Executive in 2020. Prior to that, he spent 15 years working for San Bernardino County, California, where he served as economic development and Chief of Staff. He is the Founding Chairman of the Cache Valley Economic Development Alliance, an organization he helped create in 2017 while serving as Chairman of the Cache Chamber of Commerce. David has a Master's Degree in Public Administration from Southern Utah University, where he serves as an adjunct professor in the MPA program. He has a graduate certificate in Economic Development from Western New Mexico University and holds the Credentialed Manager designation from the International City/County Management Association.

## **JEFF JACKSON** | *CEO, Visionary Homes*

A Cache Valley native, Jeff received his BS in Construction Management, with a minor in Business Management, from Brigham Young University in 2000. Jeff is a founding principal of the Sterling Group family of companies, including Ironwood Development, Ironwood Construction, Visionary Homes, Mt. Sterling Homes, and Knooby, LLC. Jeff is passionate about developing and constructing projects that are visually stimulating, and that promote wellness and human connection. Jeff has directed the development and construction of several multi-family communities, and has also overseen construction for reputable health professionals.

## **ERIC ALLEN** | *Regional Director, Zonda*

Eric began his real estate career in 1998 working for an appraisal firm, researching and writing market studies. Eric has been the Regional Director for Zonda's Utah and Idaho operations since 2001 and is responsible for research, consulting and managing client relationships. Eric led Metrostudy's (now Zonda) expansion of the Salt Lake City market in 2001, later opening the St. George/Mesquite market area in 2005, and the Boise, Idaho market in 2006. Eric currently sits on the Board of Directors for the Salt Lake and Northern Wasatch Home Builders Associations, and was the Associate Vice President for the Northern Wasatch HBA in 2007 and 2008.

## **JUSTIN MAUGHAN** | *City Manager, Nibley City*

Justin has been with Nibley City for nearly 7 years. Much of that time he served as the Public Works Director, and has recently become the City Manager. Previous to Nibley, he worked for Logan City in the Engineering department. Justin has a Master's and a Bachelors from Utah State University in Civil and Environmental Engineering.

## **ROSS FORD** | *Executive VP, Utah Home Builders Association*

Ross has been a general contractor since 1985. He also owned and operated a wood mill that shipped high-end custom work all over the country and to several other countries. After selling his wood shop, he worked at UVU where he was responsible for many construction-related programs. He now focuses his knowledge and efforts helping HBA members improve the quality of their projects.

## **BRIAN CARVER** | *Community and Economic Development Director, Bear River Association of Governments*

Brian has supported regional and local planning efforts in rural communities of Northern Utah for 15 years, on issues such as capital infrastructure investment, affordable housing, and transportation. He earned a degree in Landscape Architecture and Environmental Planning from Utah State University in 2001. He lives in Hyrum, Utah with his wife Stephanie. They have three children.

## **ANGI BAIR** | *Broker, My Utah Agents*

Angi is a Realtor, Broker, and Certified Residential Appraiser with over 25 years of experience. She is the Utah State President for the Women's Council of Realtors. Angi and her family live in Hyrum. They love living in Cache Valley and everything it has to offer.

## **RUSSELL TRUMAN** | *Loan Officer, Wasatch Mortgage Solutions*

Russ has been securing loans for people in Logan for 24 years and has lived in Cache valley since 1983. His 3 children all live in Logan.

## **TRICIA POST** | *Housing Authority Director, Bear River Association of Governments*

Tricia has worked for the BRAG organization for 30 years. She began her work as the Intake Specialist for the Housing and Human Services Department. For the last 25 years she has helped administer the Housing Choice Voucher Program and enjoys working with individuals and families to improve their quality of life.

## **ALEX BEARNSON** | *VP Development, Nixon & Nixon Inc.*

Alex started with Nixon & Nixon in 2020 with a focus on new development activities. He is responsible for acquisition, entitlement, design oversight, leasing, and asset management of current and future projects. Alex is currently working with local communities to create landmark developments that provide a positive impact.

## **MATTHEW STARLEY** | *Regional Planner, Bear River Association of Governments*

Matthew grew up on the Wasatch Front in the Ogden area. He attended graduate school at Utah State University earning degrees in Landscape Architecture and Bioregional Planning. As a Regional Planner at BRAG, he hopes to promote greater connectivity between our local communities and the natural landscapes that sustain them. He loves to ski, hike, mountain bike and backpack in our local mountains.

## **BENJ BECKER** | *Vice President, Zions Bank Public Finance*

For the past 20 years, Benj has specialized in real estate consulting and advisory services. His expertise includes in-depth consulting for highest and best use analyses, development feasibility studies, land development, rent arbitrations, value-add of transportation, housing studies, and land use planning issues.