



Texas Apartment Association Board Brief

Summer 2021 Board Meeting

A summary report for local association Boards of Directors

Highlights from the Texas Apartment Association Board of Directors meeting July 14-16:

- TAA Board and committee meetings were held at the Gaylord Texan Resort & Convention Center in Grapevine. This was the first fully in-person meeting of the Board and committees since February 2020.
- Recognized former **Apartment Association of Tarrant County Chief Executive Officer John Mitchell** on his retirement from the association after 29 years. TAA also made a contribution to the Union Gospel Mission in Fort Worth in John's honor.
- Recognized **TAA Vice President of Education & Meetings Donna Harbers, CMP** for 15 years of service to the association.
- Introduced the new 2022 ONE Conference & Expo schedule, with events Wednesday-Friday, concluding on Friday without any overlap into the weekend. (See the Education Conference Committee report.)

Board actions:

- Approved 2021 budget for the remainder of calendar year 2021 (June 1-December 31, 2021) and the FY21 year-end financials (June 1, 2020-May 31, 2021).
- Approved amending Standing Rule 8 to adjust performance review timelines to fit the calendar year and Standing Rule 4 to clarify that the Legislative Committee can endorse candidates for the Texas Legislature.
- Recognized the 2021 Expo sales challenge winning team, Hugh's Heroes, chaired by **Pat Busch**.
- Approved PAC contributions and candidate endorsements as recommended by the Legislative Committee (see Legislative Committee report).

TAA PAC Fair Share contributions received: \$507,578 (89 percent of 2019-2021 goal)

- **El Paso Apartment Association:** \$2,500
- **Lubbock Apartment Association:** \$6,722
- **San Angelo Apartment Association:** \$1,093

Community Service Stars recognized:

- **Apartment Association of Central Texas** *Blood Drive with Central Texas Home Builders*
- **Apartment Association of Southeast Texas** *HEARTS Committee 12th & 13th Annual Blood Drives*
- **Blaise Spitaleri, Gemstar Construction, Houston Apartment Association** *Houston Welcomes Refugees*
- **Lubbock Apartment Association** *CASAs for CASA; South Plains Food Bank Support*
- **Victoria Apartment Association** *Operation Firefighter and Operation Firefighter Estate Sale*



TEXAS APARTMENT ASSOCIATION

The Texas Apartment Association provides exceptional advocacy, education and communication for the Texas rental housing industry.

Committee Actions

Executive Committee

- Approved FY21 financials through May 31, 2021.
- Approved recommended changes to Standing Rules 4 and 8 (see Board Actions).
- Reviewed a proposed new schedule for the 2022 TAA ONE Conference & Expo in Houston.
- Heard an update from Leadership Initiative Chair Mark Hurley, CAPS on the TAA Leadership Initiative. The update addressed (1) “low-hanging fruit” actions to take now (2) adopting a Volunteer Human Resources Model; and (3) next steps related to volunteer opportunities, recruitment, selection and assessment. Implementation of the full plan would be in FY23.
- Heard an update on the TAA Lease 2.0, including workgroups focused on legal, operations and technology. This revamped lease will be reviewed by the Board in October and available in December. Key content changes contemplated include a 30 percent reduction in overall verbiage and a focus on simplified language, a new “lease details” section on page 1, removal of instructive content, inclusion of protections for management companies, more reliance on community policies to outline specific situations and a new “Force Majeure” provision to protect owners in situations that are beyond their control.
- The Executive Committee also met April 15 during the ONE Conference, and on May 21.

TAA Education Foundation (TAAEF) Board: Marc Ross presiding for Mike Clark, HCCP, President

- Noted that TAAEF will be celebrating its 20th anniversary next year; look for more information soon.
- Advised the Board that the workgroup considering funding solutions for the Foundation will make recommendations at the October meeting. This group has been meeting regularly.
- Announced a TAAEF Tour connecting Foundation representatives with all local affiliates to better inform members and meet needs.
- Reminded members to tune into TAAEF’s new “How to Speak Maintenance,” Facebook Live program offering important tips to help all members of the management team better understand the work and role of the maintenance staff and thus improve the overall resident experience. The next episode airs Wednesday, July 28 at 12:15 p.m. on TAAEF’s [Facebook page](#).
- Discussed TAAEF’s new Maintenance Council and plans from this group to develop tools to help elevate the perception of maintenance teams and their work within the industry.
- Reported on the start of the new Apartment Maintenance Professional training program in El Paso in coordination with the El Paso Apartment Association, Ft. Bliss and the Soldier for Life/Transition Assistance Program. Also noted that the Apartment Maintenance Professional program held in conjunction with the Houston Apartment Association and Goodwill Houston just celebrated the graduation of its latest class.
- The TAAEF Board will meet July 27 to review and approve the TAAEF FY2021 fourth quarter financial statements, and review and approve the 2021 seven-month budget from June 1, 2021-December 31, 2021.



Affordable Housing Committee: Theresa Ebner, Chair

- Heard a recap of affordable housing legislation considered during the regular session.
- Received updates on the Texas Eviction Diversion Program and the Texas Rent Relief Program.
- Discussed upcoming TDHCA compliance training programs, which will be offered virtually.
- Discussed initial plans for the fourth annual TAA Affordable Housing Awards Program. Applications should be open mid-October through November, with the awards presented at the Winter TAA Board meeting in February.

Association Executives Council: Judy Cmerek, Chair

- Heard updates from staff on TAA Performance Standards, the TAA Student Lease, the TAA Volunteer Initiative and REDBOOK seminars.
- Heard an update on legal, regulatory and legislative issues.
- Discussed a “PAC Roadshow” led by NAA Region 6 PAC Chair Char McCurdy to help smaller locals that are struggling to meet TAA/NAA PAC fair shares.
- Suzanne Comer and NAA Director of Association Resources Jen Schlueter, CAE updated the Council on NAA/NAAEI issues.
- Directed staff to look at ways to provide membership support and additional education or updated information to local associations through other avenues like Zoom meetings.

Education Committee: Darcy Bixby, Chair

- Discussed plans for TAA to provide more education and resources on mental health and wellness.
- Considered plans for the 2022 Professional Awards program and for 2022 REDBOOK seminars.
- Reviewed results of education courses held from March 2020-May 2021.

Education Conference Committee: Char McCurdy, CAPS and David Lindley, CAS, Co-Chairs

- Approved a new Conference schedule for the 2022 ONE Conference & Expo April 27-29 in Houston. The Conference will begin Wednesday afternoon with education and the kickoff party. Thursday will include education, the Expo, the general session and the Awards Gala Thursday night. Friday will feature the Expo and a closing speaker at a luncheon. Friday will also feature one cash giveaway in the Expo and one at the luncheon, with the TAAEF raffle winner announced at the luncheon.
- Heard reports from the Member Outreach, Expo and Career Development Subcommittees about their plans for 2022.

Independent Rental Owners Committee: Stephanie Petersen, Chair

- Discussed plans for IRO education to be held at the 2022 TAA ONE Conference & Expo.
- Looked at current trends affecting IRO membership levels at TAA and local associations.



Leadership Committee, Mark Hurley, CAPS, Chair

- Reviewed the highlights of the volunteer initiative report and next steps.
- Engaged meeting attendees in a discussion about their reactions to components of the initiative and ideas for achieving key objectives.
- Workgroups involved in the Leadership Initiative have been meeting regularly via Zoom.

Leadership Lyceum Committee: Christine Lewis, Chair

- Reviewed the July Lyceum class and discussed ideas for class/alumni activities in October.

Legislative Committee: Renee Zahn, Vice-Chair presiding for Mike Rust, Chair

- Reviewed the 87th Legislative Session and noted nothing adverse to the industry was approved.
- Approved recommendations that the TAA PAC make the following contributions: Gov. Greg Abbott (\$75,000); Lt. Gov. Dan Patrick (\$50,000); and Speaker of the House Dade Phelan (\$50,000). The Board will be asked to support these contributions and endorsements.
- The Legislative Committee met regularly via Zoom during the Legislative Session to discuss legislation and strategy and adopt positions on proposed bills.

NextGen Committee: David Lindley, CAS, Chair

- Heard an update on TAA's Leadership Initiative from TAA Leadership Committee Chair Mark Hurley and had a great discussion about how NextGen can be involved in next steps.
- Planned a follow-up Zoom call to focus on details of NextGen involvement in the Leadership Initiative.

Product Service Council: Dean O'Kelley, CAS, Chair

- Acknowledged Pat Busch's "Hugh's Heroes" team for winning the 2021 Expo sales challenge.
- Reported that 292 booths of 440 available have been sold for the 2022 Expo. Expo Subcommittee Chair Cindi Reed outlined her plan to sell out the Expo by October 1 and to encourage attendee registration.
- 2022 Expo sales teams will be led by Laura Lestus, Nancy Payne, Jan Villanueva and Tina White. Volunteers will attend the Austin, Dallas, Houston and San Antonio trade shows to sell the TAA Expo.
- Heard reports from the Education Opportunities, Expo Video Training and TAA PAC Ambassadors subcommittees.
- Solicited volunteers to serve on a TAAEF Awareness and Involvement Subcommittee.

Public Affairs Committee: Colleen Grahn, Chair

- Updated members on the association's COVID response, media coverage and what is anticipated next.
- Discussed results of the Housing for Texans campaign to support TAA's legislative efforts, including Texas Tribune ads, social media posts and a new Housing for Texans microsite on our website.
- Reported on the work of the Positive Stories Initiative Subcommittee, and showed three example stories highlighting positive industry and member efforts. The subcommittee has developed goals and objectives, a submission form for positive stories, and laid the foundation for launching this campaign.
- Discussed needs to expand the volunteer spokesperson team.



Meeting by conference call in advance of the Board meeting:

Budget & Finance Committee, Demetrio Jimenez, Chair

- Approved the June 1-December 31, 2021 budget on May 12, and recommended its adoption to the Executive Committee. The Executive Committee approved that budget May 21, and the Board approved it July 16.

TAA Click & Lease LLC Board, Mark Hurley, CAPS, President

- The TAA Click & Lease Board met virtually May 11 and reviewed and approved the FY21 Q3 financials and the 2021 budget for June 1-December 31, 2021.

Committees/Boards not meeting or reporting:

Ethics Committee, Beth Van Winkle, CAM, CAPS, CPM, Chair

