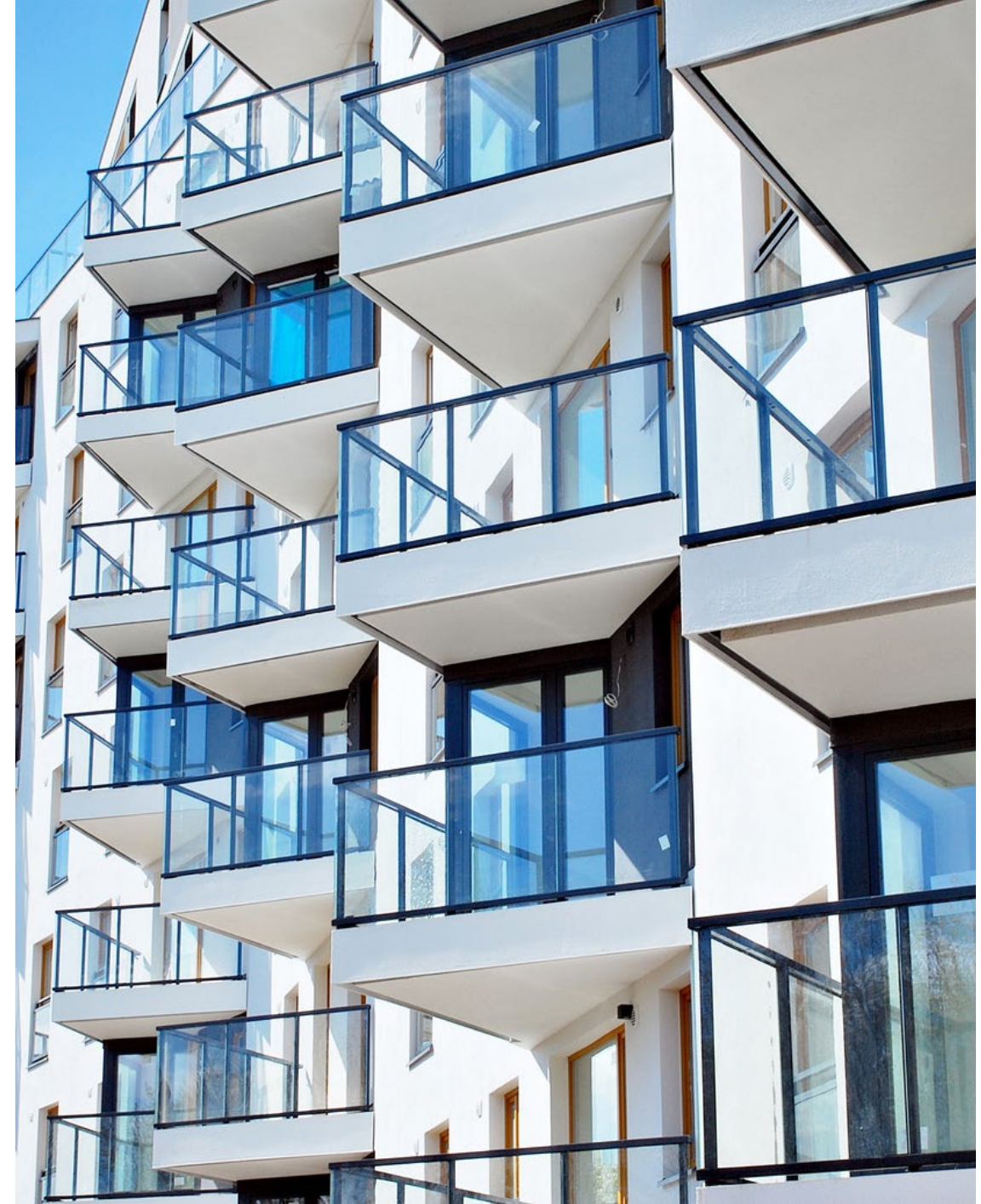




2025



Board of Directors Orientation



TEXAS APARTMENT ASSOCIATION



**RENEE ZAHN, CAM,
NALP, CPM, ARM**

Greystar
Austin
TAA President



CHRIS NEWTON

TAA Executive Vice President
chris@taa.org



TEXAS APARTMENT ASSOCIATION

2025 Sustainers

PLATINUM



Apartments.com™

HDSUPPLY®



reliant®
an NRG company

Chadwell
SUPPLY

REALPAGE®

GOLD

ALN
APARTMENT DATA
www.alndata.com



Grace Hill



Liberty Rent

LOWE'S
PRO SUPPLY

Rasa
FLOORS®



Valet Living

SILVER

CAMP Facility Services
Century Air Conditioning Supply
Comm-Fit
CORT
CSC Serviceworks
Cweren Law Firm, PLLC

Dixie Interiors
Ferguson Facility Supply
FSI Construction
Gemstar Construction
Genesis
Green Mountain Energy

Guardian Construction
Impact Property Solutions
The Liberty Group
Redi Carpet
Rent.
RentDebt Automated Collections

Sherwin-Williams
Smart Apartment Data
Spherexx
Yardi
Zillow Rentals

BRONZE

Entrata
AAA Plumbers

Airbnb
BANYAN Utility

Blue Moon Software
Foundation Specialists

Massey Services, Inc.
MRI Software

The Guarantors
WeDoTrash



Our Mission & Purpose

Mission Statement

TAA Provides Exceptional Advocacy, Education & Communication for the Texas Rental Housing Industry.

TAA's purpose is to serve as the statewide voice for the Texas rental housing industry. Our voice includes advocacy, education, communications, as well as our lease program – TAA Click & Lease.



Your Role as a Board Delegate



Expectations

- (a) Represent your local association at TAA
- (b) Represent TAA at your local association
- (c) Participate – Engage
- (d) Support the TAA PAC
- (e) Engage with the TAA Education Foundation (TAAEF)

2025 TAA Officers



President
Renee Zahn
CAM, NALP, CPM, ARM
Greystar
Austin



President-Elect
Mike Rust
CAMT, CAPS
Highland Commercial Properties
San Antonio



Secretary
Cayce Coon
CAM, CAPS
Madera Residential
Fort Worth



Treasurer
Matt Jones
AMLI Residential
Dallas



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

2025 TAA VICE PRESIDENTS AT LARGE



Stephanie Graves

CAPS, CAM, IROP

Q10 Property Advisors
Houston



Ian Mattingly

CPM

Luma Residential
Dallas



Mont McClendon

McDougal Companies
Lubbock



Danny Perea

Tropicana Properties
El Paso



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

2025 TAA VICE PRESIDENTS AT LARGE



Jodi Spurrell

CAPS

WAK Management
Dallas



Patty Utley

Portico Property Management
Fort Worth



Debbie Wiatrek

Summit Property Management
San Antonio



Katya Watson

Cushman & Wakefield
Austin



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

2025 TAA EMERGING LEADER REPRESENTATIVES



Makenna Caffey

Greystar
Central TX



Patton Locke

AMLI Management Company
Dallas



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

TAA PAST PRESIDENTS



Kelley Liserio
CAPS, CPO, NCP

HomeSpring Residential Services
San Antonio



Demetrio Jimenez

Tropicana Properties
El Paso



Clay Hicks
CPM

TDC Management
Houston

NAA LEADERS



Regional Vice President
Bobby Griffith
JL Gray Company
Albuquerque, New Mexico



Regional Vice President
Char McCurdy, CAPS
Summit Property Management
Dallas



Regional Vice President
Jackie Rhone,
CAPS, CPM
Greystar
Houston



Regional Vice President
Demetrio Jimenez
Tropicana Properties
El Paso



NAA Secretary
Mark Hurley
Highland Commercial Properties
San Antonio

Mobile App



SCAN HERE

**To download or search Texas
Apartment Association in your app
store. (Apple and Android)**

- If you've downloaded the app for the TAA ONE Conference & Expo or a previous Board app, you'll need to uninstall and reinstall the app to make sure you've got the latest version.
- Search your app store for Texas Apartment Association and then choose the Feb 2025 BOD meeting.
- Click Create Account and enter event code FEB25BOD
- The app will lead you through the account creation process. Note that this app is not connected to your TAA website login, and you'll have to create a new account with the password of your choosing.



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION



What Can You Do?

- Review the agenda and Star the sessions you will attend.
- Use My Schedule to see what you session you are attending.
- Click on Maps to see where the rooms are located.
- The Presentation button will show you Agenda and slides for all sessions, or visit <https://bit.ly/4gcMfbk>
- Find contact information on attendees.
- Take notes on your sessions and email them to yourself.
- Click the center button to see updated information about the ONE conference.



TAA STRATEGIC PLAN- SWOT Analysis

TAA STRENGTHS

- High level of volunteer leader engagement
- Fiscal health
- Professional staff
- Advocacy
- Click & Lease
- Credible source of information and expertise

TAA WEAKNESSES

- Reluctance to change or challenge status quo
- Complacency
- Undefined brand strategy
- Technology utilization
- Stagnant governance / volunteer process

TAA OPPORTUNITIES

- Leverage growth of rental housing market in Texas
- Capture more opportunities to demonstrate thought leadership on industry issues
- Deploy technology advances to enhance member experience and preserve market leadership for Click & Lease

TAA THREATS

- Lack of relevance to young, emerging professionals
- Increasing availability of alternative sources of information
- Advocacy / communications from groups opposed to TAA member interests



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

TAA GOVERNANCE

BYLAWS

STANDING RULES



BOARD ATTENDANCE POLICY

Who can attend TAA Board meetings? (Standing Rule 1)

- Voting and alternate delegates to the TAA Board of Directors
- TAA Past Presidents
- Members of any current TAA committee, council or task force
- Local association officers, executives, staff and designated attorneys representing local associations
- Members of the TAA Education Foundation Board of Directors
- NAA leadership and staff
- TAA staff and legislative consultants

BOARD ATTENDANCE POLICY

Who can attend TAA Board meetings? (Standing Rule 1)

- Past recipients of the Olin Steele, Frank Finch and Jennette Hunnicutt awards
- Local board members in the host city (not TSC board)
- Guests invited to attend by the TAA President or Executive Vice President – for example, local association Lyceum candidates
- Representatives designated by sponsor companies per their sponsor tier
- Spouses or significant others of eligible attendees are also welcome to attend social functions.



PURPOSE OF TAA BOARD

Article I, Section III, TAA Bylaws

The TAA Board of Directors shall have general supervision of TAA's activities and business affairs provided such general powers shall be exercised to further the declared objectives and purpose of TAA.



**GENERAL
SUPERVISION**



**FURTHER TAA
OBJECTIVES &
PURPOSES**



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

BOARD OF DIRECTORS AUTHORITY

Exclusive Authority – Article III, Section 1(b) of TAA Bylaws

- (1) Amend TAA Bylaws and Standing Rules;
- (2) Recommend changes to a Local Association territory to the National Apartment Association;
- (3) Review and approve reports of officer slates from the Leadership Committee;
- (4) Consider and approve any changes to membership dues no sooner than the next quarterly meeting of the Board following the release of any proposed new dues schedule from the Executive Committee;
- (5) Approve forms officially published by TAA and made available for use by the Members.
- (6) Approve substantial commitments and revenue sources which are not part of and are in excess of 10% of any pre-approved annual budget;
- (7) Endorse candidates for statewide office; and
- (8) Approve strategic plan for TAA.



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

BOARD MEMBER DUTIES

Fiduciary Duties – Article III, Section 1(c), TAA Bylaws

On all issues, the Directors shall be free to cast their vote(s) according to what they personally believe is in the best interest of the multi-housing industry in Texas, after due consideration for local, state and national concerns.

Members of the Board of Directors shall discharge their duties in good faith, with ordinary care, and in a manner, they reasonably believe to be in the best interest of TAA.





TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

BOARD COMPOSITION & VOTING



- Each local association is entitled to appoint voting directors to the TAA Board of Directors based upon the membership size of their association.
 - 75% of each association's delegation must be owners/managers
- Each local association is entitled to alternate voting directors based upon their number of voting directors.
- Board votes are weighted.
- Local association AEs serve on the TAA Board of Directors in an ex officio capacity unless they are not compensated by the local association.



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

COMMITTEES – SELF-NOMINATED

AFFORDABLE HOUSING

**INDEPENDENT RENTAL
OWNERS**

NEXTGEN

EDUCATION

LEADERSHIP LYCEUM

PUBLIC AFFAIRS



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

APPOINTED COMMITTEES AND COUNCILS

Composition is defined in Standing Rule 4

BUDGET & FINANCE

LEADERSHIP

**ASSOCIATION
EXECUTIVES COUNCIL**

ETHICS

LEGISLATIVE

TEXAS SUPPLIERS COUNCIL

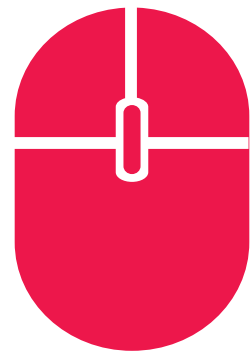
ONE CONFERENCE



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

WORKGROUPS – APPOINTED



**Operators/Managers
for TAA Click & Lease**



Attorney/Legal



Education Strategy



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

WHAT CAN I ATTEND

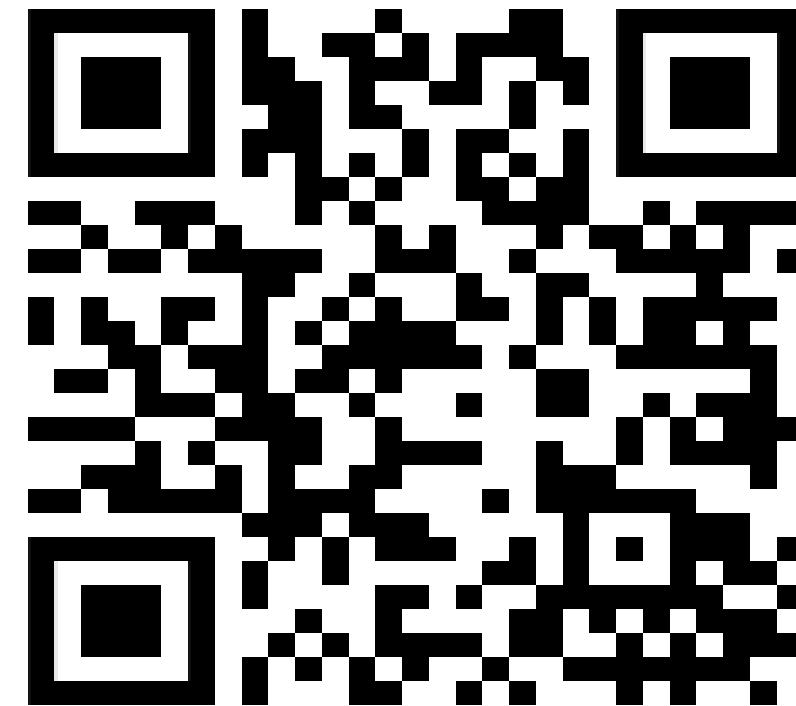
- All open committee meetings
- TAA Board of Directors Meeting
- Evening networking functions and those associated with the board meeting

You are encouraged to participate in all open meetings and the TAA Board Meeting.



TEXAS APARTMENT ASSOCIATION POLITICAL ACTION COMMITTEE

- #1 way the GR team advocates for your industry
- Ranks in Top 10 of trade association PACs in Texas
- Contributes around \$650,000 to candidates in two-year election cycles
- Bi-partisan contributions



SCAN HERE

**To donate securely online or visit:
www.taa.org/advocacy/pac**

The Texas Apartment Association Education Foundation connects job seekers to the rental housing industry and help TAA members recruit, retain and advance their most important resource – **their people.**



The public is more aware of career opportunities in the Texas rental housing industry.



TAA members and their locals value and utilize TAAEF's offerings.



Develop a larger pool of engaged emerging talent in the industry.



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

UPCOMING MEETINGS

WINTER BOARD OF DIRECTORS MEETING

February 5-7

Downright Austin, Austin

ONE CONFERENCE & EXPO

May 7-9

George R. Brown Convention Center, Houston

SUMMER BOARD OF DIRECTORS MEETING

July 23-25

San Luis Resort Spa & Conference,
Galveston

FALL BOARD OF DIRECTORS MEETING

October 21-23

The Westin Riverwalk, San Antonio



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

UPCOMING MEETINGS



First-Time Board Members Meet & Greet
Thursday, February 6
8:30 - 9 a.m.
Capitol AB
Downright Austin, Austin



TEXAS APARTMENT ASSOCIATION

BOARD OF DIRECTORS ORIENTATION

COMMON QUESTIONS

- ? What do I wear?**
- ? What meetings can I attend while at the TAA Board meeting?**
- ? How do I register?**
- ? How can I get a copy of the meeting agenda?**
- ? How can I join a committee?**

COMMON QUESTIONS Cont.

- ? How do I meet other board members?**
- ? Who do I reach out to if I have a question?**
- ? Can I share information I learn as a TAA Board member with my local association?**
- ? Where do I update my information with TAA, and why should I do it?**



ADDITIONAL QUESTIONS?



TEXAS APARTMENT ASSOCIATION

2025 Sustainers

PLATINUM



GOLD



SILVER

CAMP Facility Services
Century Air Conditioning Supply
Comm-Fit
CORT
CSC Serviceworks
Cweren Law Firm, PLLC

Dixie Interiors
Ferguson Facility Supply
FSI Construction
Gemstar Construction
Genesis
Green Mountain Energy

Guardian Construction
Impact Property Solutions
The Liberty Group
Redi Carpet
Rent.
RentDebt Automated Collections

Sherwin-Williams
Smart Apartment Data
Spherexx
Yardi
Zillow Rentals

BRONZE

Entrata
AAA Plumbers

Airbnb
BANYAN Utility

Blue Moon Software
Foundation Specialists

Massey Services, Inc.
MRI Software

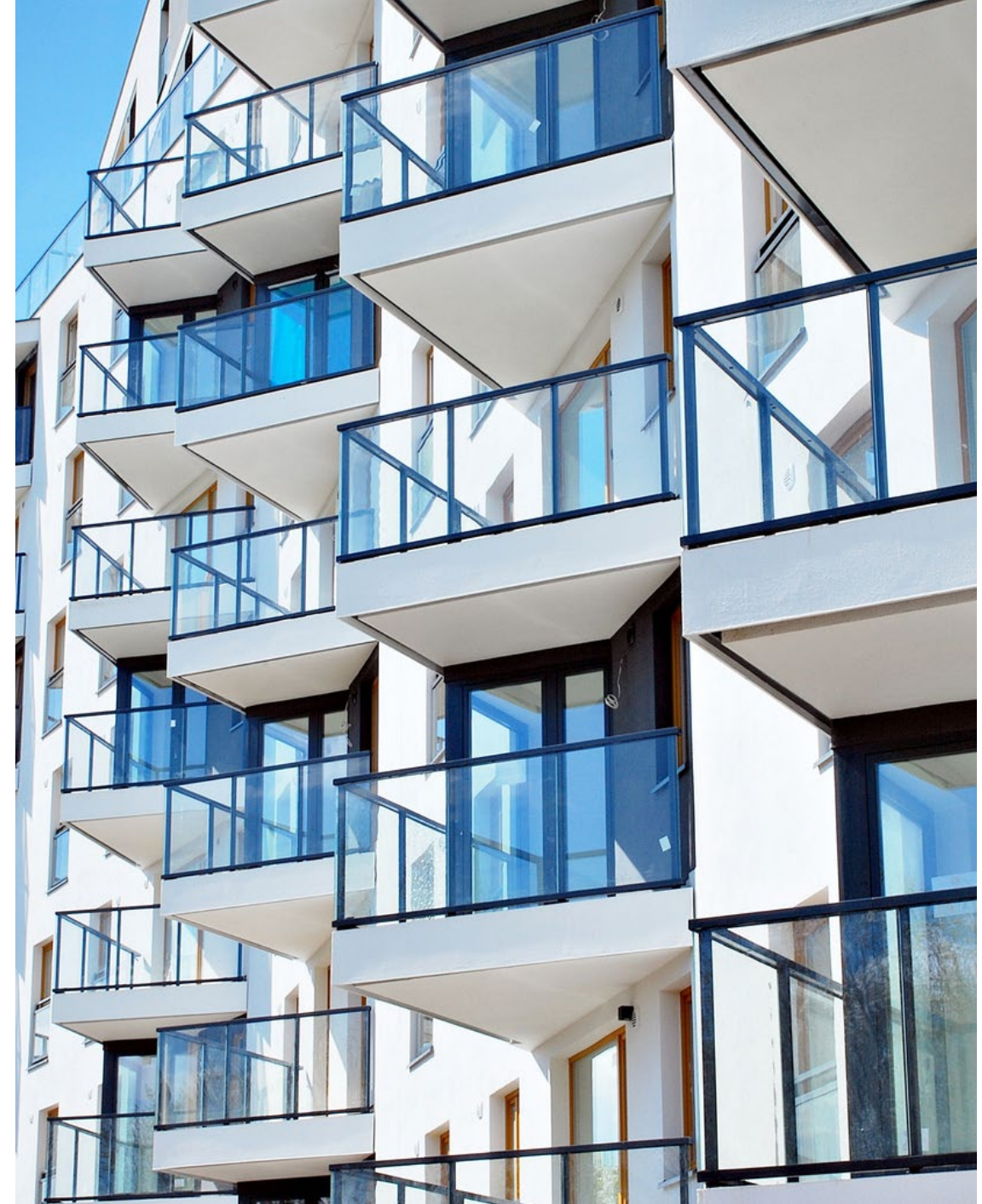
The Guarantors
WeDoTrash



2025



Board of Directors Orientation



TEXAS APARTMENT ASSOCIATION