



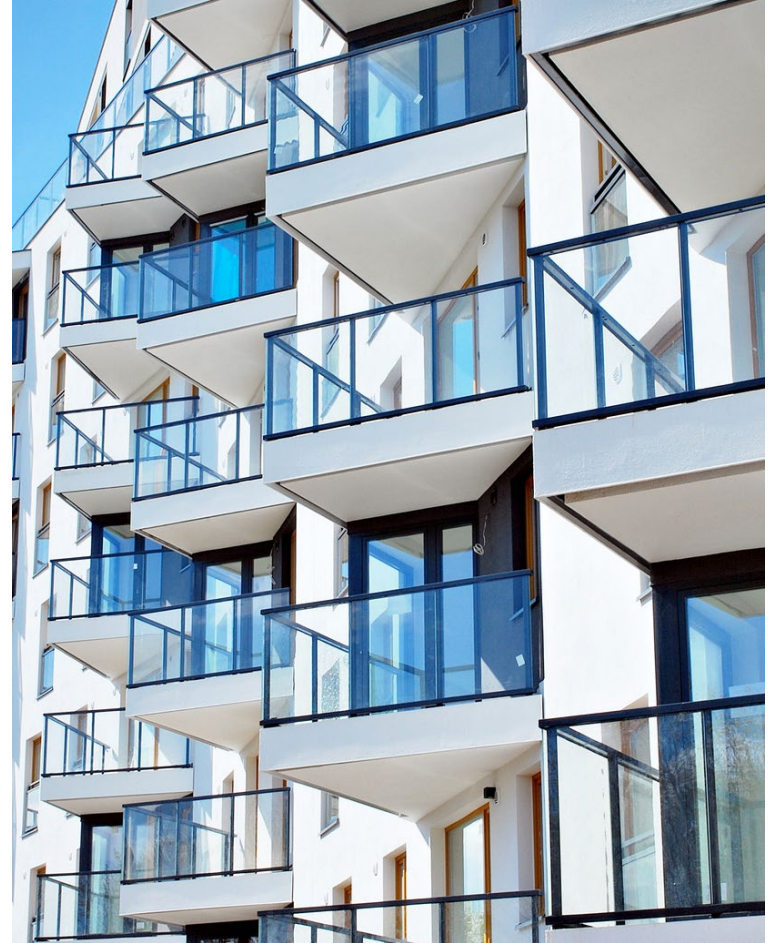
February 7, 2025

Downright Austin

Winter Board of Directors Meeting



Wi-Fi Network: Downright Conference | Passcode: downright25



TEXAS APARTMENT ASSOCIATION





Welcome

Renee Zahn

TAA President





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
Entrata
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

AAA Plumbers
Airbnb
BANYAN Utility

Blue Moon Software
Foundation Specialists
Massey Services, Inc.

MRI Software
The Guarantors
WeDoTrash

Board Meeting Furniture

Sponsored By:



Consent Agenda



Meeting Minutes

September 20, 2024

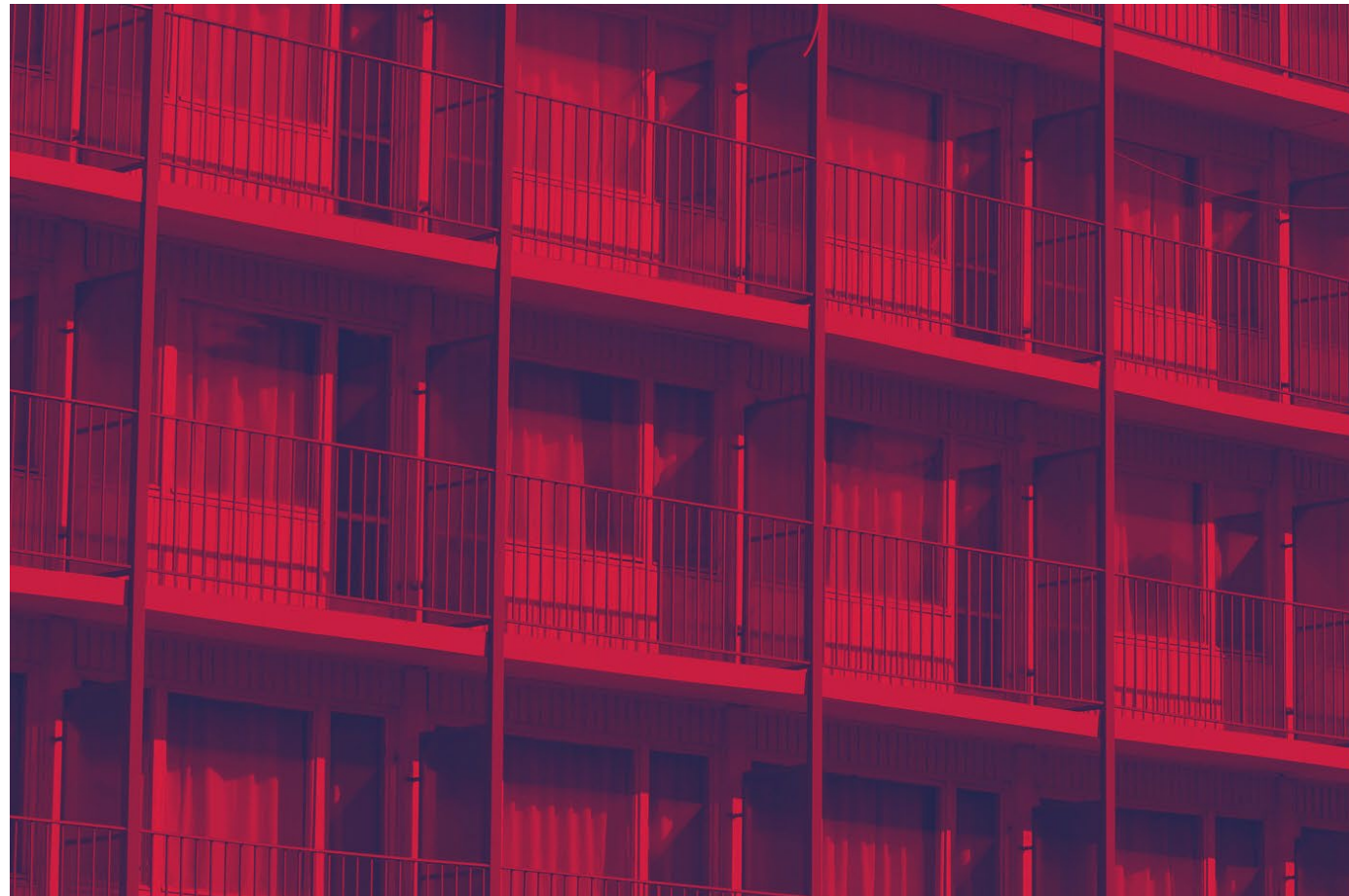


Financial Report

December 31, 2024

President's Report

Renee Zahn
TAA President





Recognizing Kelley Liserio

TAA Past President



Community Service Stars

TAA recognizes the local associations and their members who are making a difference in their communities.

Thank you for giving back and inspiring us all to do the same.



**TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:**

**Apartment Association of Central Texas
Community Outreach Committee**

At AACT's Annual Food Drive, participating apartment communities and individual members collected and donated 453 lbs. of non-perishable food to help the Food Care Center in Killeen.



COMMUNITY SERVICE STAR RECIPIENT



TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:

Apartment Association of Greater Dallas Community Service Committee

For AAGD's annual Community Service Volunteer Day at White Rock Lake, in partnership with the Dallas Park and Recreation service crew, supporting environmental preservation and community enhancement.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:

*Apartment Association of Greater Dallas
Education Department*

AAGD proudly sponsored Entryway and provided their educational platform to assist job candidates with the training necessary to “be the next” maintenance tech, leasing agent or groundskeeper at member properties.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:

*Apartment Association of Greater Dallas
NextGen Committee*

In partnership with Metrocrest Services, AAGD volunteered at the Clients Choice Food Pantry and Food Pantry Store, distributing a total of 33,969 lbs. of food to 540 families which made 28,305 meals for the community.



COMMUNITY SERVICE STAR RECIPIENT

★ ★ ★
FEB.
2025
★ ★

TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:

*Apartment Association of the Panhandle
Community Service Committee*

AAP hosted bake sales at each of the General Membership Luncheons to raise funds for Family Support Services and the Make-A-Wish Foundation, contributing to both through volunteer efforts and a donation of \$3759.00.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Big Country Apartment Association

BCAA held a Thanksgiving Meal Drive and members collected enough donations to provide 30 local families with an entire Thanksgiving meal.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Big Country Apartment Association

BCAA held a food drive and collected over 400 non-perishable canned goods that were donated to the 25th Annual 2024 Mission Thanksgiving Food Drive benefitting Love & Care Ministries.



COMMUNITY SERVICE STAR RECIPIENT

★ ★ ★
FEB.
2025
★ ★

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Big Country Apartment Association

BCAA held a toy drive at their year-end awards dinner and collected over 200 toys including board games, Legos, Play Doh, jump ropes, sidewalk chalk and many more that were donated to the Boys & Girls Clubs in the Big Country area.



COMMUNITY SERVICE STAR RECIPIENT

★ ★ ★
FEB.
2025
★ ★

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Permian Basin Apartment Association's Ashley Jenkins

For volunteering with the Midland County Sheriff's Crisis Intervention Unit by responding to and assisting victims during crises. In situations where families have been displaced from their homes due to fire, domestic violence, and eviction, Ashley helps victims navigate the application and lease termination process so they are informed of their options.



COMMUNITY SERVICE STAR RECIPIENT

FEB.
2025

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Permian Basin Apartment Association's Ashley Jenkins, Misty Portillo, Jason Simpson and James Elliott

Ashley Jenkins with Monaco & Misty Portillo with Oasis apartment communities raised a total of 81 blankets and fuzzy socks to donate to Polo Park Estates – Active Living home. Jason Simpson with Flatz 432 apartment community and James Elliott with FGH Management Group donated a truckload of thick blankets for Family Promise of Midland.



COMMUNITY SERVICE STAR RECIPIENT

★ ★ ★
FEB.
2025
★ ★



TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Permian Basin Apartment Association

Partnered with Carpet Tech, Amanda Schneck, at a luncheon in November to raise toys to benefit Bucker Ranch.



COMMUNITY SERVICE STAR RECIPIENT



TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Rio Grande Valley Apartment Association Community Service Committee

For organizing a BBQ fundraiser that raised \$2,800 in donations that was distributed to impactful local organizations including The Food Bank of RGV, Vive La Cultura en Brownsville, the RGV Humane Society and Friendship of Women.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Rio Grande Valley Apartment Association Community Service Committee

For mobilizing 70 members, family, and friends to participate in the Texas Adopt-a-Beach Coast-Wide Clean-Up, contributing to the collection of 63,647 lbs. of trash and the cleaning of 140 miles of Texas beaches.



2024 Fall Cleanup Totals

Volunteers
7,166

Miles Cleaned
140

Pounds of Trash
63,647



Texas General Land Office
Commissioner Dawn Buckingham, M.D.



COMMUNITY SERVICE STAR RECIPIENT

FEB.
2025

**TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:**

**Rio Grande Valley Apartment Association
Community Service Committee**

For organizing a toy drive during their annual Holiday Banquet in December 2024, with members generously donating over 130 toys for the children of Su Casa de Esperanza.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY
RECOGNIZES:

*San Antonio Apartment Association
2024 Membership Committee*

With over 175 in attendance at the 2024 FREE Member Holiday Mixer, SAAA filled two trailers full of toy donations benefitting FVPS, The Battered Women and Children's Shelter.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

San Antonio Apartment Association Community Initiatives Committee

Presented a check totaling \$11,000 to the The 100 Club of San Antonio for 2024 fundraising efforts with the Fallen Heroes Program. The One Hundred Club of San Antonio is organized to engage in all necessary, useful or expedient activities to encourage, promote and further Law Enforcement and Firefighting in Bexar County.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

San Antonio Apartment Association NextGen Committee

For volunteering at the San Antonio Food Bank Community Kitchen in partnership with Haven for Hope. The group washed dishes, prepared meals and served the less fortunate in the local community, making a total of 1,680 sandwiches for the weekend.



COMMUNITY SERVICE STAR RECIPIENT

TEXAS APARTMENT ASSOCIATION PROUDLY RECOGNIZES:

Victoria Apartment Association's Community Service Committee

VAA and the Victoria Country Fire Marshall's Office partnered for Operation Firefighter and collected over 245 toys and food items, and \$2,218.47 was raised which supported 15 families, a total of 32 children, and 11 senior residents.



COMMUNITY SERVICE STAR RECIPIENT

★ ★ ★
FEB.
2025
★ ★



Review of 2024-2026 Strategic Plan



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

**The strategic
planning process
identified six core
TAA functions
including:**

01 TAA Click & Lease

02 Marketing & Communications

03 TAA Local Associations

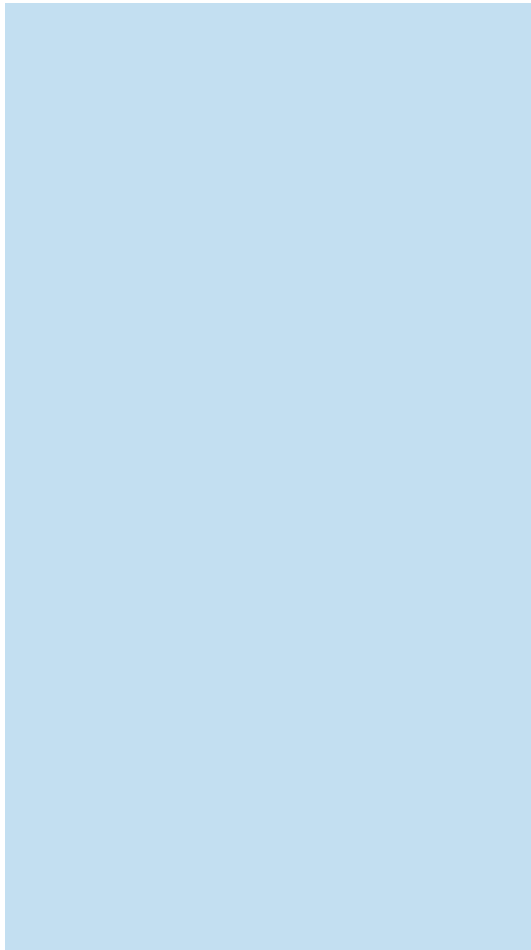
04 ONE Conference & Expo

05 Leadership Development

06 TAA PAC



2024 Strategic Initiatives



TAA Click & Lease



- 01** Content Analysis and Organization
- 02** Updates to RBO Content and Functionality
- 03** Data Initiative

Marketing & Communications



01 Marketing & Communications Audit

02 Marketing & Communications Strategy Playbook

03 14 Brand Refreshes

04 Print and Digital Collateral Brand Refreshes

05 New ONE Conference Website Build & Launch

Local Associations



01 Performance Standards Compliance

02 Local Association Workgroup

ONE Conference



01 Best-in-class Event

02 Technology and Modernized Systems

03 FOMO-worthy Events

04 Enhanced Design and Creative Elements

Leadership Development



- 01** Mentorship Program
- 02** Volunteer Pathway & Matrix
- 03** Continued focus on Hospitality Culture and Leadership Training and Engagement

Government Relations & PAC



01 Higher Profile Role in Selected Political Races

02 Increase Individual Contributions to TAA PAC

03 Enhance Donor Benefits

04 Adjust Fair Share Cycle to Annual Basis

Education



01 LMS

02 CAS & IROP Designations

03 Proactive Lease Education



2025 Key Strategic Plan Initiatives

TAA Click & Lease



01 AI Training / New Products & Applications

02 Lease & REDBOOK Content – Review Cycle After 2025 Legislative Changes

Marketing & Communications



01 TAA Website Launch

02 TAAEF Website Refresh

03 Room to Grow
Website Refresh

04 Understanding the Lease
Video Library

Local Associations



01 Review TAA's Role for Maximum Local Support

ONE Conference



01 Schedule of Events

02 Trade Show Floor Design

03 Modernized Systems

04 Sponsorship Program

05 New Main Stage

06 Attendee Registration

07 App

Leadership Development



01 Mentorship Program

02 Volunteer Pathways &
Matrix

03 Continued Focus on
Hospitality Culture and
Engagement

Government Relations & PAC



01 2025 Legislative Session

02 Donor Benefits

Education



01 Updated LMS

02 Retooled Approach to REDBOOK Seminars

03 Retooled Approach to Lease Education

Technology



01 Implement New Security Protocols

Finance



01 Planning Stages of Paying Vendors Electronically

Legislative Session Initiatives



Squatting /
Eviction Reform

Property Taxes

Anti LL Bills



TAA Education Foundation Report

Christy Rodriguez

TAAEF President

Thank you to our underwriters.



2025 Lexus NX 250





NAA Updates & Valuable Resources

Mark Hurley

NAA Secretary

NAA Key Policy Wins

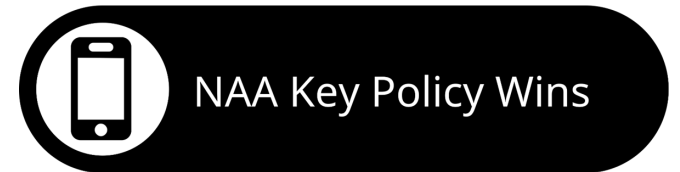
<https://naahq.org/apartment-advocate>

Stopped:

Regulate Industry Fees.

Ban Bulk Billing.

Restrict Criminal Screening.



Focus on Tax Policy

<https://naahq.org/tax-reform-policy>



Resource: Immigration Enforcement & Rental Housing

<https://naahq.org/member-resource-immigration-enforcement-and-rental-housing>



Resource: 2025 Housing Outlook

<https://naahq.org/2025-apartment-housing-outlook>

NAA has many other resources including:

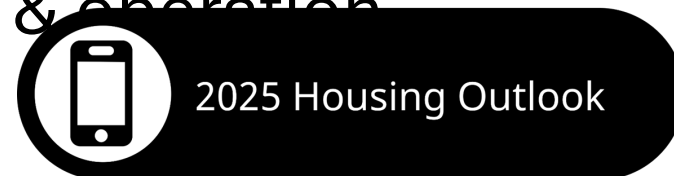
Fair Housing Map.

Breaking down \$1 of Rent.

Apartment Market Pulse.

Coming Soon - much more, including:

- Cost of regulation in rental housing development & operation.
- Eviction data microsite.



NAAPAC Results

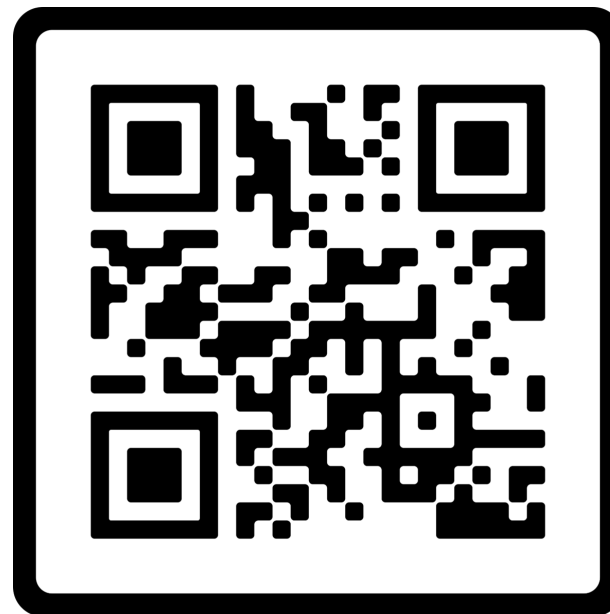
215 of 229 Federal Candidates supported won. 96% Success.

Independent Expenditures:

Digital Ads - Rep. Lori Chavez - Deremer (R: Oregon)
(nominee for Labor Secretary)

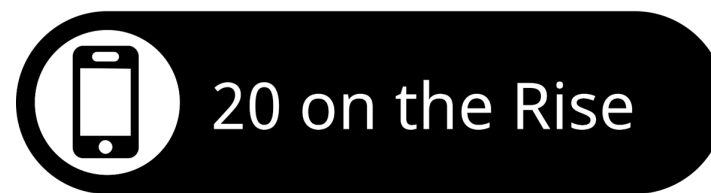
Digital Ads - Don Bacon (R: Nebraska) (win)

Radio Ads - Vincente Gonzalez (D: Texas) (win)



Recognize & Reward your Members

- Applications open for NAA's 20 on the Rise
<https://naahq.org/20-on-the-rise>
- Deadline - February 14th (next week).



NAA Excellence Awards

<https://naahq.org/excellence-awards>

Recognized at Apartmentalize

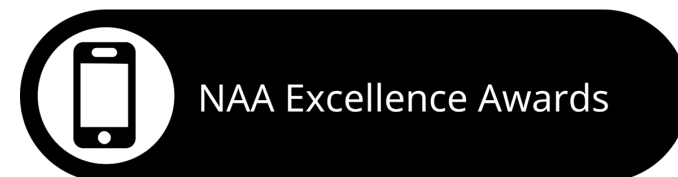
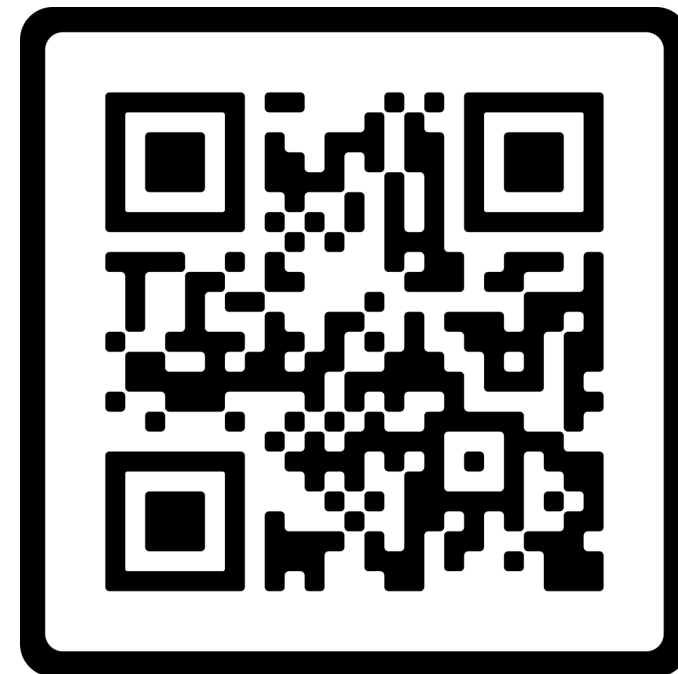
Affiliate

Community

Company

Promoting Careers

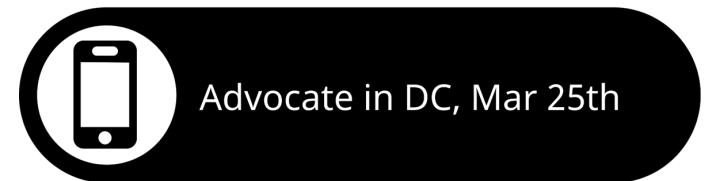
Multiple Individual Achievement Awards



Advocate in DC, March 25th and 26th

<https://naahq.org/advocate>

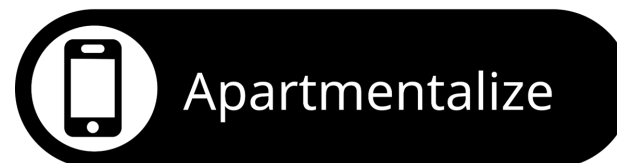
Registration open.



Apartmentalize in Las Vegas, June 11th - 13th

<https://naahq.org/apartmentalize>

Registration open.





Texas Suppliers Council Report

Jackie Cagle

2025 Texas Suppliers Council Chair

Texas Suppliers Council Officers



Jackie Cagle

Chair



Gerald Tungol

Chair-Elect



David Lindley

First Vice Chair



Josh Nichols

Second Vice Chair



TSC 2025 Council Initiatives

1. **Supplier Partner Education**
2. **PAC Fundraising**
3. **Local Association Outreach**
4. **2025 Charitable Initiative, Entryway**



ONE Conference Report

Sam Levassar & Crystal Moya

2025 ONE Conference Committee Co-Chairs

THE ONE YOU'VE BEEN WAITING FOR!

CONNECT AND EVOLVE



Houston

May 7-9, 2025



Thought Leader **Keynote Speakers**



WEDNESDAY, MAY 7

JESSE COLE

Savannah Bananas Baseball
Franchise Founder and Owner



THURSDAY, MAY 8

TUNDE OYENEHIN

Peloton Elite Instructor and
Peak Performance Bestselling Author



FRIDAY, MAY 9

FREESTYLE+

Tony Award-Winning Broadway
Entertainers and Improv Pros

Video

Jesse Cole,

Savannah Bananas

Thought Leader **Main Stage Speakers**



JAY PARSONS

Rental housing economist, advisor and speaker



JASON DORSEY

Author of the bestselling book "Zconomy: How Gen Z Will Change the Future of Business - and What to Do About It"



ERIN STAFFORD

Author of the bestselling book "The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life"



KATE GOOD

SVP of Multifamily Development at Hunington Residential and co-founder of Apartment All Stars



VIRGINIA LOVE

Industry Principal at Entrata, seasoned speaker, and member of the Apartment All Stars



LISA TROSIEN

President, ApartmentExpert.com and nationally recognized consultant, industry influencer, educator, proptech advisor, and keynote speaker

Thursday Emcee



CHET GARNER

Creator, host, and executive producer of "The Daytripper," a 12-time Emmy-award-winning Texas travel show

Video

Jay Parsons,

Rental Housing

Economist & Advisor

Education Tracks

Get ready for an exciting lineup of sessions, workshops, and networking opportunities designed to educate and inspire. Use this "Schedule at a Glance" to plan your conference experience and make the most of your time with us. From dynamic keynotes to interactive breakouts, there's something for everyone.

Tracks	All
Career Development	
Efficiency Tools	
Efficiency Tools (Afford...)	
Executive Leadership E...	
Independent Rental Ow...	
Leadership Branding	
Leadership Operations	
Main Stage	
Marketing Reputation	
Networking Events	
Regional Leadership	
Spanish	
Supplier Partners	
Technician Tools	
The Balanced Professi...	



Be Part of Something New & Special!

Wednesday, May 7
11:30am – 2:30pm

Executive Edge, a NEW invite-only luncheon held onsite at ONE Conference

- For established leaders and rising executives in the rental housing industry
- Unparalleled networking, thought-provoking insights, and a memorable experience
- Speakers:
 - **Jason Dorsey**, author of *Zconomy: How Gen Z Will Change the Future of Business – and What to Do About It*
 - **Erin Stafford**, author of *The Type A Trap: Five Mindset Shifts to Beat Burnout and Transform Your Life*
 - **Chet Garner**, Emmy-winning creator of *The Daytripper*
- **Sponsorships are still available!**

Sponsorship Opportunities

MAKE A BIGGER IMPACT AT THIS EPIC CONFERENCE

Can you feel the anticipation? The countdown to the 2025 [TAA ONE Conference](#) is officially on! As an exhibitor, you're already invested in the opportunity to connect, learn and grow. Take it to the next level with a sponsorship—we just knocked down the price on several!

Check off every goal on your list at this ONE event:



Enhance your brand's visibility by getting your name and logo on more signage.



Impress multifamily influencers by positioning your company as a fervent industry supporter.



Strengthen relationships with industry leaders in a more meaningful way.

JOIN THESE AMAZING SPONSORS

The generous support of our sponsors makes the TAA ONE Conference possible!

HEADLINE



PREMIER



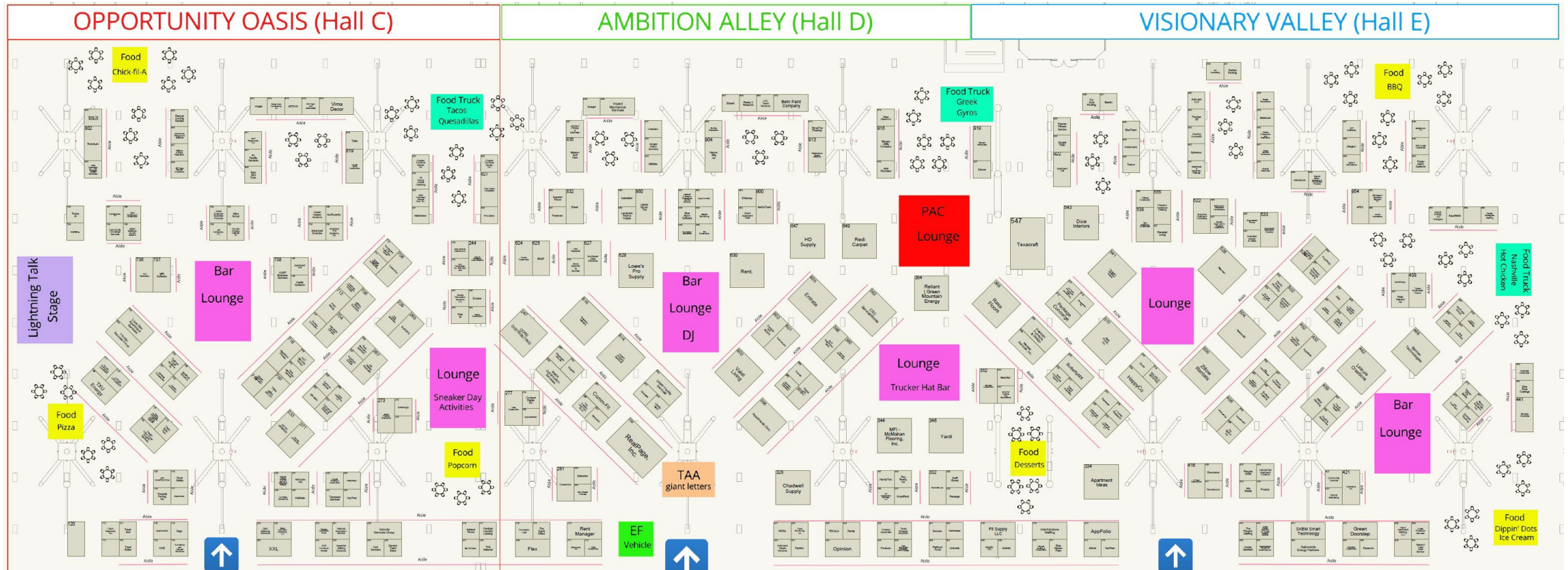
SPOTLIGHT



conference.taa.org/sponsor

TAA Expo Marketplace

- Sold Out – **373** Exhibitors (23% increase in companies from 2024)
- **7** Lounges with activities, **6** food stations, **4+** bars, **3** food trucks
- TAA Talk Show Stage, EF Vehicle Raffle, Giant TAA Letters, DJ



Wednesday Kickoff Block Party

Wednesday, 4:45–6:30pm

Held inside the Expo Hall!

ALL attendees & exhibitors invited to this high-energy happy hour!

Epic blend of festival vibes, delicious food, and refreshing drinks, all set to the beats of a live DJ

Sponsor Food or Drink to make your booth a stop on the Booth Crawl Scavenger Hunt!



Thursday Planet Pop Party

ICONIC 90-00s HITS AND OUT-OF-THIS WORLD FUN

Dust off the tracksuit in the back of your closet and prepare for a blast to the past with classic Y2K hits, nostalgic experiences, and an unforgettable interstellar celebration.

Ticket is required to attend.
Capacity is limited and will sell out!

Purchase during registration at conference.taa.org



A COSMIC JOURNEY TO THE PAST
THURSDAY, MAY 8, 2025

PLANET POP


CONFERENCE
presented by **TAA**





LIMITED TO 30 TEAMS, ACT FAST!

PICKLEBALL FUNDRAISER

Hang with (or compete against) your peers
in support of the Texas rental housing industry!

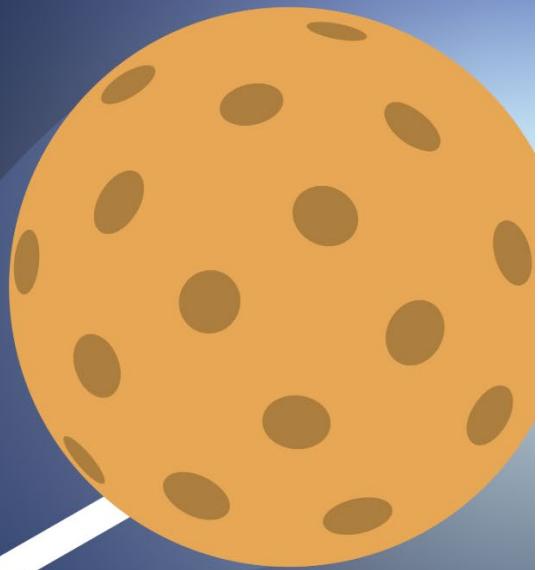
TUESDAY, MAY 6, 2025

Riverhouse Houston
65 Hirsch Road, Houston, TX 77020

- ★ Paddles provided and pickleball professionals on site for help
- ★ Each team to play at least two rounds
- ★ Food, beverages, and exclusive swag giveaways for participants
- ★ Featuring special guest, Chet Garner, from "The Daytripper," as Spirit Leader

PLUS PRIZES FOR

FIRST PLACE, LAST PLACE,
BEST COSTUME AND
MOST SPIRITED



12pm Registration Begins
12:30-4:30pm Tournament
4:30-5pm Awards Ceremony

Three ways to participate:

EC Bundle Package: \$1,600

Two players, two social passes, and a dedicated EC member "cheerleader"

One Team: \$500

Two players

Social Pass: \$150/person

No playing, just socializing

*No corporate payments accepted

Request a sign-up form by emailing
governmentaffairs@taa.org.

What Else is NEW & Awaiting YOU

Sneaker Day on Thursday

TAA Talk Show Stage in the Expo

Hosts: Tony Sousa & Freestyle+

Trucker Hat Bar in the Expo Hall

Photo moments & activities in the Expo

Schedule at a Glance

Tuesday

- 9:00–5:00: Exhibitor move-in available in Expo Hall
- 12:00–5:00: PAC Pickleball Tournament

Wednesday

- 7:00–3:00: Exhibitor move-in available in Expo Hall
- 11:30–2:30: Executive Edge, a Leadership Development Event presented by TAA
- 1:00–2:45: Education Sessions across 9 parallel tracks
- 2:45: Doors open to Main Stage room for Opening Session
- 3:00–4:45: Opening Session with Jesse Cole of Savannah Bananas keynoting
- 4:45–6:30: Expo Open with the Kickoff Block Party inside the expo

Schedule at a Glance

Thursday

- 9:30–10:30: Morning Keynote with Tunde Oyeneyin
- 10:45–12:15: Main Stage speakers + Education Sessions across 9 parallel tracks
- 12:00–5:00: Expo Open
- 5:00–9:00: Exhibitor move-out available in Expo Hall
- 7:00–10:00: Planet Pop party, *tickets required*

Friday

- 7:30–12:00: Exhibitor move-out available in Expo Hall
- 9:00–10:45: Main Stage speakers + Education Sessions across 6 parallel tracks
- 11:00–12:00: Closing Keynote with Freestyle+

Register Before Prices Increase

MARCH 4 – EARLY BIRD DEADLINE

PLANET POP PARTY – WILL SELL OUT, DON'T WAIT!

LOCK IN YOUR GROUP DISCOUNT

Save up to 20% when you bring the whole squad



New Business

Renee Zahn

TAA President



PAC Report

Mont McClendon

TAA Legislative Committee Chair



Fair Share Contributions

Austin: \$36,906

Fort Worth: \$36,391

San Angelo: \$1,713

San Antonio: \$26,975





SCAN HERE

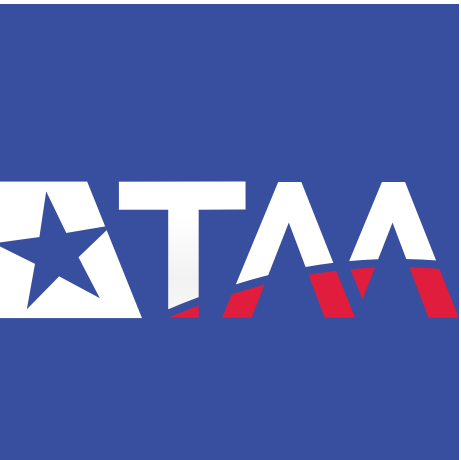
Or donate online (member login required):

taa.org/advocacy/pac

Thank you!



Adjourn





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
Entrata
Ferguson Facility Supply
FSI Construction
Gemstar Construction
Genesis

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Guardian Construction
Impact Property Solutions
The Liberty Group
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Rent.

RentDebt Automated Collections
Sherwin-Williams
Smart Apartment Data
Spherexx
Yardi
Zillow Rentals

BRONZE

AAA Plumbers
Airbnb
BANYAN Utility

Blue Moon Software
Foundation Specialists
Massey Services, Inc.

MRI Software
The Guarantors
WeDoTrash