



WEST HOUSTON
ASSOCIATION
Leadership in Quality Growth



MEMBER HANDBOOK




WESTHOUSTON.ORG

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Call or email us today.

West Houston Association
820 Gessner, Suite #1310 Houston, Texas 77024
Office: 713.461.9378 Fax 713.461.3065
Email: info@westhouston.org
www.westhouston.org

 @west-houston-association
 @WHoustonAssoc
 @WestHoustonAssociationWHA



The West Houston Association (WHA) collaborates, educates, and advocates for a greater West Houston.

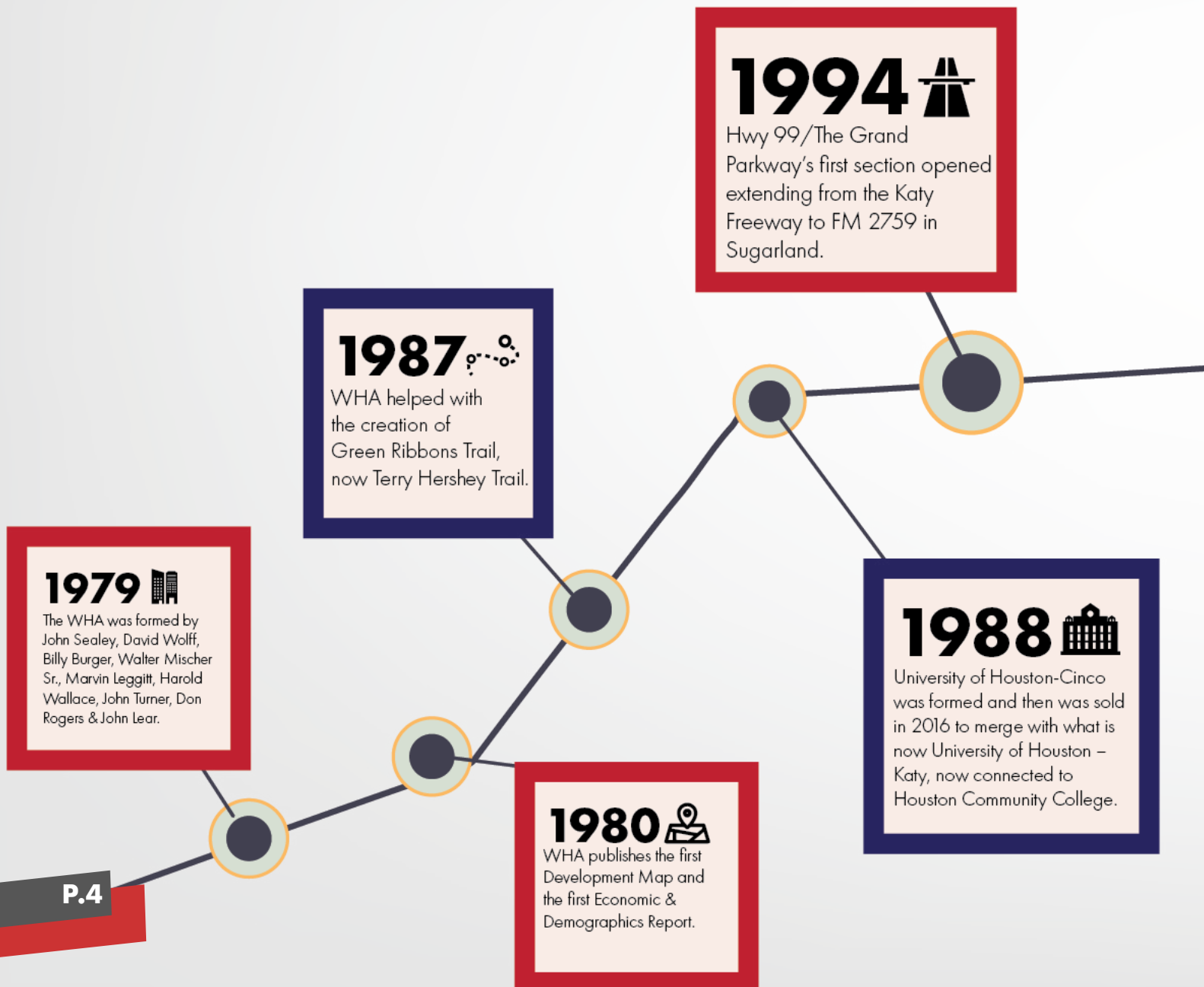


40 YEARS OF INFLUENCE

OUR VISION AND MISSION

Everyone should find great experiences and opportunities in Greater West Houston because it is resilient, well-planned, well-maintained, and welcoming. We see opportunities to continually improve by ensuring that the public and private sectors work cooperatively on policy and planning.

We are industry leaders who advocate, collaborate, and educate to achieve the best quality of life, experience, and opportunity in Greater West Houston by promoting better infrastructure, public policy, and planning.





2011 

WHA supported the construction of Segment E from I-10 to 290, which opened to traffic in 2013.

2015 

WHA and the North Houston Association partner to create the QPD program.

2007 

WHA publishes the 2050 Plan.

2017 

The Sustainability Stars Program was formed.

2001 

WHA created the Energy Corridor Management District.

I-10 West's promotion intensified with development efforts by WHA to focus on Harris County paying for and operating a four-lane toll road in the center of the freeway.

BECOMING A MEMBER

We invite industry leaders who are passionate about sustainable, quality growth in Greater West Houston to consider seeking WHA membership. New member applications must be sponsored by a director of the WHA Board and approved by WHA's Board of the Directors. If interested in joining the WHA, contact WHA staff or a Board member.

BENEFITS

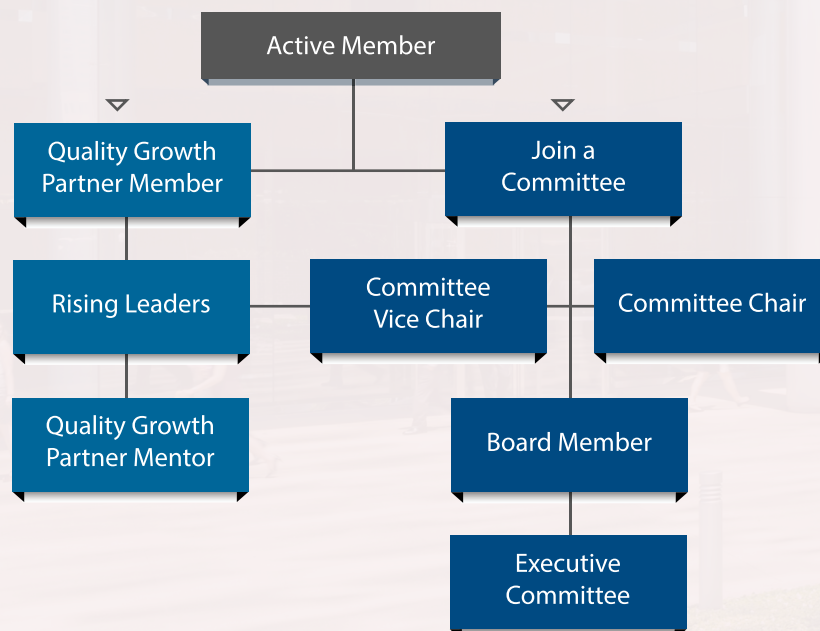
WHA members receive exclusive benefits and opportunities, including:

- Effecting positive change in Greater West Houston
- Composing reports and publications that will influence West Houston for years to come
- Participating in legislative planning and advocacy initiatives
- Collaborating across industries through serving on committees
- Sponsoring and attending events at a special member rate

QUALITY GROWTH PARTNERSHIP (QGP)

WHA's Quality Growth Partners help drive our mission forward through an annual commitment of underwriting programming. QGP members are acknowledged on the WHA letterhead, website, and newsletter. QGP members are acknowledged during organizational events and receive exclusive sponsorship opportunities. QGP members receive login information for our Map App, updated regularly. QGP members often receive special pricing for WHA events. As committed investors, QGP members select participants for the WHA Rising Leaders program, an orientation and professional development program, designed to accelerate the growth of WHA members and their role within the organization.

LEADERSHIP PATHWAY



INVESTMENT SCHEDULE

The WHA relies on members to make investments in the form of annual financial contributions to help with the running of the organization. The amount is set by the Board of Directors and vary by the type of membership classifications. Memberships are renewed annually at the first of the year with renewal notices sent out in November of each year. Membership in WHA is not transferable, but in the case when a member merges or is acquired by another organization the membership continues under the new organization.

| Types of Companies | \$500 USD | \$2K USD | \$3K-8K USD |
|-----------------------------------|-----------|----------|-------------|
| Corporations | | | |
| Developers/Land Owners | | | |
| Financial Institutions | | | |
| Institutional Government | | | |
| Legal Service Firms | | | |
| Medical | | | |
| Non-Profits | | | |
| Private Infrastructure Facilities | | | |
| Professional Service Firms | | | |
| Realtors | | | |
| Residential Home Builders | | | |
| Title Companies | | | |

* Fees for Developers & Land Owners are based on square footage & acreage

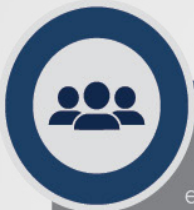
* Fees for Corporations are based on the amount of employees

* Annual underwriting sponsorship (QGP) is in addition to membership dues.



GOVERNMENT AFFAIRS

The Government Affairs committee, created in 2019, coordinates the implementation of the 2060 plan and engages public officials concerning the WHA mission.



MEMBERSHIP

This committee supports the association's operations through member recruitment, engagement and retention. The Membership Committee will also coordinate with WHA Staff to oversee the membership handbook and the annual TBD awards event (starting in 2021).



WATER RESOURCES

This committee assesses the capacity of water supply delivery for the Greater West Houston region. They have also advocated for programs to ensure of water supply professionals in the region. In 2013, the WHA supported the passage of Proposition 6, the Texas State Water Fund Amendment that authorized a \$2 billion withdrawal from the Texas Economic Stabilization Fund (ESF) to assist in the financing of priority projects in the state water plan. This funding led to the creation of the State Water Implementation Fund for Texas (SWIFT) and the State Water Implementation Revenue Fund for Texas (SWIRFT).



FLOOD CONTROL & DRAINAGE

This purpose of this committee is to facilitate the planning and implementation of regional drainage and flood control projects. The WHA advocates for flood control funding accentuated by our efforts in the passing of the \$2.5 billion bond referendum in 2018, the most successful bond referendum in the history of Harris County. WHA led the formation of Houston Stronger, a coalition of civic groups and business associations dedicated to addressing regional flood control.



SUSTAINABLE INFRASTRUCTURE

The mission of the Sustainable Infrastructure committee is to advocate for the use of sustainable infrastructure concepts through the education of members and stakeholders and recognition of projects and practices. WHA's Sustainability Stars Program began in 2017 and it recognizes qualified applicants for sustainability efforts in land development and infrastructure in Greater West Houston. To date, six developments have been awarded.



QUALITY PLANNED DEVELOPMENT

The Quality Planned Development program began in 2005 to establish and promote a standard for all development corresponding with that of master-planned communities. In 2015, the committee created the QPD Program, a combined effort with the North Houston Association, established to promote a higher standard of sustainability for all development. The list of Quality Planned Developments reads like a Who's Who of residential and commercial development in Houston, with many of the area's most celebrated communities and retail centers earning the prestigious designation.



REGIONAL MOBILITY

This committee plans and provides early developmental support of major transportation initiatives for the Greater West Houston region. Regional mobility has played a part in WHA since the beginning of the organization and continues to be an important issue area today. The expansion of Interstate 10 was part of our founding initiatives in order to ensure quality growth in the west Houston area. Over the years, the WHA has been involved with multiple major projects including: the continued I-10 expansion which started in 2001 and was completed in 2008, the extension of Westpark Tollway through Fort Bend in 2005, Grand Parkway segments D & E between US 59 and US 290 from 1994-2013, and the expansion of 290 starting in 2011. More recently, WHA has been involved other forms of mobility including providing input on the METRONext Plan.



PARKS, RECREATION & OPEN SPACES

Parks, Recreation, and Open Space Committee promotes the inclusion and effective use of open space with the growth of the Greater West Houston area population and land development. Back in 1987, WHA helped with the creation of the Green Ribbon trail. Two years later, that trail became known as Terry Hershey Park. Since that time, this project influenced what we now think of as the Bayou Greenways Plan that the Houston Park Board has been implementing over the past decade. Meanwhile, WHA developer members have emphasized incorporating more greenspace in their developments over the past 30 years.



EDUCATION & WORKFORCE

The Education and Workforce Development committee advocates for policies and partnerships that provide high-quality educational infrastructure and educational opportunities to achieve a prosperous and sustainable business community and workforce. WHA's roots in education come out of the West Houston Institute, which helped to create University of Houston-Cinco, which later became a part of current day University of Houston Katy. In tandem, WHA worked with Houston Community College to relocate near the University of Houston Katy to transition the area into being like that of a 4-year postsecondary campus.

COMMITTEE MEMBERSHIP

Each WHA member organization is encouraged to have at least one person serving on at least one committee. There is no limit to the number of committees a person may serve on and members may have multiple people on the same committee. WHA members are added or removed from a committee based on the discretion of the Committee Chair. WHA members should show commitment to the committees they serve on by attending meetings regularly and being actively engaged with the committee's work.

COMMITTEE GUESTS

Any WHA member may attend a standing committee meeting as a guest. Guests that are WHA members may become committee members after attending two meetings with approval of the Committee Chair. Once approved, the Committee Chair will inform the guest and WHA staff, who will then include the guest in upcoming meeting correspondence.

Non-members may only attend a standing committee meeting as a guest of a WHA Member only and with the approval of the Committee Chair. A non-member may attend as guest up to two times a year after which time they should consider joining WHA to continue coming to committee meetings. The Committee Chair may however invite a non-WHA member to committee meetings as they see fit.



COMMITTEE LEADERSHIP

Each committee is led by a Chair and Vice Chair. The Chair is responsible for setting the agenda and overseeing the activities of their committee. In this capacity, the Chair also serves as an ex-officio non-voting board member and is required to provide updates on committee activities at each board meeting. Committee Chairs are expected to be in regular communication with their committee members, guide committee projects, facilitate discussion of diverse ideas and opinions at meetings, manage committee rosters, and groom future committee leaders.

The Vice Chair serves in the role of the Chair in their absence and assists the Chair with their duties. A vice-chair should think of their position as a Committee Chair in training such that they are ready, willing, and able to step into the Chair role.

Committee Chairs and Vice Chairs are identified by the Nominating Committee and selected by the Board of Directors for 3-year terms with a limit of 2 terms. A committee can have more than one Vice Chair with approval of the Nominating Committee on an as needed basis.

NEW COMMITTEES

From time to time a new committee may be created. Creation of a new committee requires a written proposal that includes a vision, mission, and goals for the committee as well as identification of at least five active WHA members who agree to serve on it. The committee will then need to be approved by the Board.



RISING LEADERS PROGRAM

The WHA Rising Leaders program serves as an in-depth orientation and professional development experience to create and facilitate a network of people passionate about making positive changes in West Houston through their affiliation with WHA.

The program offers structured programming on topics relevant to the association in addition to planned excursions, one-on-one board mentors, and each cohort still having a group project. Rising Leaders are selected by WHA's Quality Growth Partners.

The program serves to introduce WHA's Rising leaders to established leaders in WHA and the broader community to work to continue quality growth in the West Houston Area by providing a holistic perspective of the association and its activities through dedicated participation in facilitated learning and leadership opportunities.



QUALITY PLANNED DEVELOPMENT

The QPD seal presented by the WHA and the North Houston Association signifies that a master-planned community or commercial or retail center has met the stringent mandates of superior development found in the trendsetting quality living and working communities in Greater West or North Houston. Developers will find value in holding the QPD designation, as the market has responded enthusiastically to those enterprises that have taken the extra steps to create vibrant, sustainable developments.



W H A

COMPASS

The WHA adopted the Compass Award in 2018 to recognize members that lead efforts and provide direction to the organization that inspires sustainable, quality growth. Board members and committee chairs nominate and vote on award winners.

STAR OF EXCELLENCE

Given to one person each year for outstanding contributions to West Houston.

SUSTAINABILITY STARS PROGRAM

The Sustainability Stars Program recognizes qualified applicants for sustainability efforts in land development and infrastructure in Greater West Houston. Additionally, the program have reliable information on the value provided by sustainable infrastructure and development practices. The WHA Sustainable Infrastructure committee invites applications for land development projects to be considered for recognition of the sustainability efforts in design and implementation.

Applicants are encouraged to apply in pre-design and to continue updating their applications as the project progresses.

The five stars to gain for this initiative includes: Investigation, Investment, Integration, Inspiration and Innovation.



HOUSTON STRONGER

Houston Stronger is a coalition formed out of the WHA Flood Control and Drainage committee in 2017, but expanded to include a wide array of organizations dedicated to working with local, state, and federal officials to implement a comprehensive regional flood control plan that safeguards our citizens and property. At present the WHA serves as a member of the collation with WHA member interests represented by the Chair of the WHA Flood Control Committee.



AWARDS

IMPACT

The Association created the IMPACT Award in 2004 to honor the exemplary life's work of individuals who set high standards for quality growth and the pace for others to follow. By virtue of this criterion, the IMPACT Award is not ubiquitous, it has been given only six times since its inception. The gifting of the award is designed to be a rare and singular honor.

DEVELOPMENT MAP

WHA has produced development maps since it was founded in 1979 to show permitted, anticipated projects, both private and public. Every three years the development map is updated and distributed to all WHA members. This information informs our members of the growth in West Houston and shows significant projects as well as changes to land use. The map is available to all WHA members digitally along with many boundaries and on WHA's "Map App" (hosted by BGE).

ECONOMIC & DEMOGRAPHIC REPORT

The WHA Economic and Demographic report provides a forecast of population and employment growth in the 1,000 square mile region identified as Greater West Houston. CDS provides the Association with data to help project regional growth out to the year 2060.

WEST HOUSTON 2060 PLAN

As West Houston anticipates significant population growth in the near- and long-term, the 2060 Plan serves as a living document that prepares the regional community for future development, redevelopment, and enhancement within an area of approximately 1,000 square miles.

The plans identify issues and goals concerning education, transportation, water supply and quality, flood control and drainage, sustainable infrastructure, and parks and open spaces.

★
WEST HOUSTON
-2060-
DEVELOP A BETTER FUTURE

NEWSLETTERS

Stay up to date with organizational happenings and activities via our monthly newsletter - WHA Developments. This newsletter includes updates from the WHA President, member driven content, upcoming events, member accomplishments, reminders, and relevant regional news articles pertaining to topics that matter to the WHA mission.

SOCIAL MEDIA

To keep members informed more regularly, WHA has three social media channels: LinkedIn, Twitter, and Facebook. They serve a resource for local happenings, news, and relevant WHA information. Follow, add, and like our pages to receive information in your timelines.

NEWS AND BLOG ARTICLES

WHA keeps members informed about local happenings via news articles about regional happenings, organizational happenings, and content relevant to WHA's mission. These pieces include information about our legislative agendas, causes we support, initiatives we advocate for, event recaps, and more.

MEMBER DRIVEN CONTENT

WHA accepts pieces written by members and relevant parties associated with the WHA for possible publication. Pieces may be distributed on all communication channels once approved by the WHA President and the Board. To submit a piece, contact the WHA staff with an article title and summary. All such pieces that are published will specify the author and affiliated organization with the disclaimer "The viewpoints expressed by those authors do not necessarily reflect the opinions, viewpoints, and official policies of the WHA".



SPONSORSHIP

For most WHA events, there are three (3) levels of sponsorship: Gold, Silver, and Bronze. Level of sponsorship determines the number of seats/tables, priority seating, logo placement on marketing materials, and special acknowledgments. Individual event sponsorship at each level is available for all events, but opportunities may be limited at some events. The Quality Growth Partners program allows members to obtain a package of sponsorships at the beginning of the year at a discounted rate.

REFUND POLICY

We understand that members must sometimes cancel their event registrations. Unfortunately, due to the nature of our events and vendor agreements, we are unable to offer refunds for any cancellations occurring within 4 calendar days of the event (this includes weekends). We are, however, happy to transfer your registration into another attendee's name. For cancellations made before 4 calendar days, we will issue a refund minus a 10% processing fee. All refunds will be issued by check regardless of your original method of payment.

For in-person Envision Certification Classes, refunds will only be issued if cancellation is processed at least 5 weeks before the class. For any cancellations within 5 weeks of the class, you may apply that amount to a future Envision class or transfer your registration to another attendee. For virtual classes, full refunds will only be issued if cancellation is processed at least 2 weeks before the class. Any cancellations after that time will be applied towards a future Envision class or you can transfer your registration to another attendee. All refunds are subject to a 10% processing fee and will be issued by check regardless of your original method of payment.



WHA is governed by its Board of Directors and By-Laws. The WHA Board of Directors are responsible for ensuring the company's prosperity by collectively directing the company's affairs. Each WHA Board Member is nominated by the WHA Nominating Committee and then elected by the full board for a three-year term. Directors are expected to attend all quarterly WHA Board meetings. There cannot be more than one member from the same organization serving on the Board at one time.

EXECUTIVE COMMITTEE

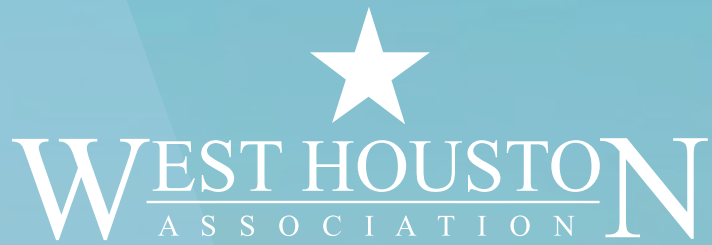
The Executive Committee is charged with overseeing the operations of the association and meets between scheduled board meetings to address immediate issues and receive updates from the WHA staff. The Executive Committee is comprised of the four Board Officers (Chairman, Vice Chairman, Secretary and Treasurer), four other members of the board, and the President/CEO. The Board Officers are selected for 3-year terms. The other four board members of the executive committee are selected annually for a maximum of five consecutive single year terms.

ADVISORY BOARD

The WHA Advisory Board consists of non-members who provide diversity of viewpoints and input based on their knowledge, skills, abilities and experience. This board and its members are utilized as needed by the organization. Advisory board members are selected by the Board of Directors.

EMERITUS DIRECTORS

Emeritus Directors are long serving directors who still provide input to the board on an ad-hoc basis but are no longer voting members of the board. Emeritus Directors are selected by the Board of Directors and must have served as a member of the Board of Directors to be eligible.






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