

## THE BUSINESS AND ECONOMIC DEVELOPMENT COMMITTEE LAUNCHES COMPREHENSIVE MARKETING PLAN

which includes radio spots, a billboard campaign and a complete redesign of the district website. You can listen to us on KTRH, KSEV and KPRC. The billboards are located at the Marq\*E and at Silber Road. The website redesign will be complete by the end of the year.



## MESSAGE FROM THE EXECUTIVE DIRECTOR DAVID HAWES

Being the vibrant and diverse community that it is, there is always something interesting going on in Spring Branch. Sometimes there are exciting new developments you can see in progress, like the new 10-acre Hilshire Lake gated neighborhood being created by InTownHomes just off Kempwood.

Sometimes there are discussions and plans being made in conference rooms where the results are not yet tangible, but are exciting to envision. That's what's happening with the Spring Branch Management District, where our board of directors and team members are actively engaged in a variety of initiatives that are designed to bring Spring Branch into the spotlight as the premiere Houston community for business, education and a quality lifestyle.

For example, our comprehensive planning process is underway which will consider the unique needs of Spring Branch residents and businesses and will guide us toward creating a long-range vision that we can implement over the next few years. This comprehensive planning process builds on the foundation already laid by our business and economic development committee which has conducted three separate studies over the past five years. In those five years, we've learned a lot and accomplished a lot, but now we're rolling up our sleeves and preparing for the serious work.

Based on the data we've compiled, we now have a comprehensive understanding of the fabric of the community, its strengths and weaknesses, and its greatest needs. As we embark on our planning process, we'll take into consideration all the key factors that contribute to a thriving community, such as mobility, ingress and egress, infrastructure, public facilities and land use. Our team will consist of all the appropriate and knowledgeable people to lead this vision into reality: engineers, urban planners, and an experienced developer, so that we can ensure that our plan is both realistic and workable.

Simultaneously, our marketing committee is working toward raising the visibility of the Spring Branch Management District. Radio campaigns and strategically placed billboard messages that extol the many benefits of living and working in a community that offers easy access to downtown and the energy corridor, a top-rated school district, and a charming mix of established neighborhoods and enticing new developments.

It's time we told our story to the rest of the city and share what we already know--that the Spring Branch of today is a great place to be, and the future is even brighter.

## ADVERTISING AWARENESS STUDY

In conjunction with the launch of a radio and billboard advertising campaign this year the management district board has authorized a benchmark market research study to gauge advertising awareness and recall among residents of the District and the I-10 corridor west of 610. Follow-up surveys will be performed at regular intervals in the future to measure the effectiveness of the campaign. In this way, the District hopes to determine what kind of return on investment it will realize from the advertising dollars spent.

The survey effort is being coordinated by Ray Lawrence, Economic Development Advisor for the District, who has many years of market research experience both in quantitative (survey) research and qualitative (personal interviews and focus groups) research. Future measurements will probably be undertaken only at six month or even one year intervals.

The benchmark survey was conducted by telephone by Voter/Consumer Research, an experienced, highly reputable interviewing service based in the Houston area. A total of 400 interviews will be completed with adults 18 years of age or older residing in 12 zip codes stretching from the 610 Loop to Katy. Results of the benchmark and future surveys will be reported in coming newsletters.

## What is the Future of Our Region?

In less than 30 years, our region is expected to add 3.5 million people. The Houston-Galveston Area Council and our partners are working on a Regional Plan for Sustainable Development to help local governments prepare for this growth.

We invite you to take a 10-minute survey about four alternative futures we could pursue: Current Course, Less Time on the Road, Greener Region, and Competitive Workforce. We want to hear what you think about these alternatives and the trade-offs involved with each of them.

To learn more, take the survey and make your voice heard at:

<http://www.ourregion.org>

View the billboard video at:  
<http://vimeo.com/51319481>



Please like us on Facebook -  
[facebook.com/springbranchmd](https://www.facebook.com/springbranchmd)  
and sign up to receive news on our  
home page at [SBMD.org](http://SBMD.org).





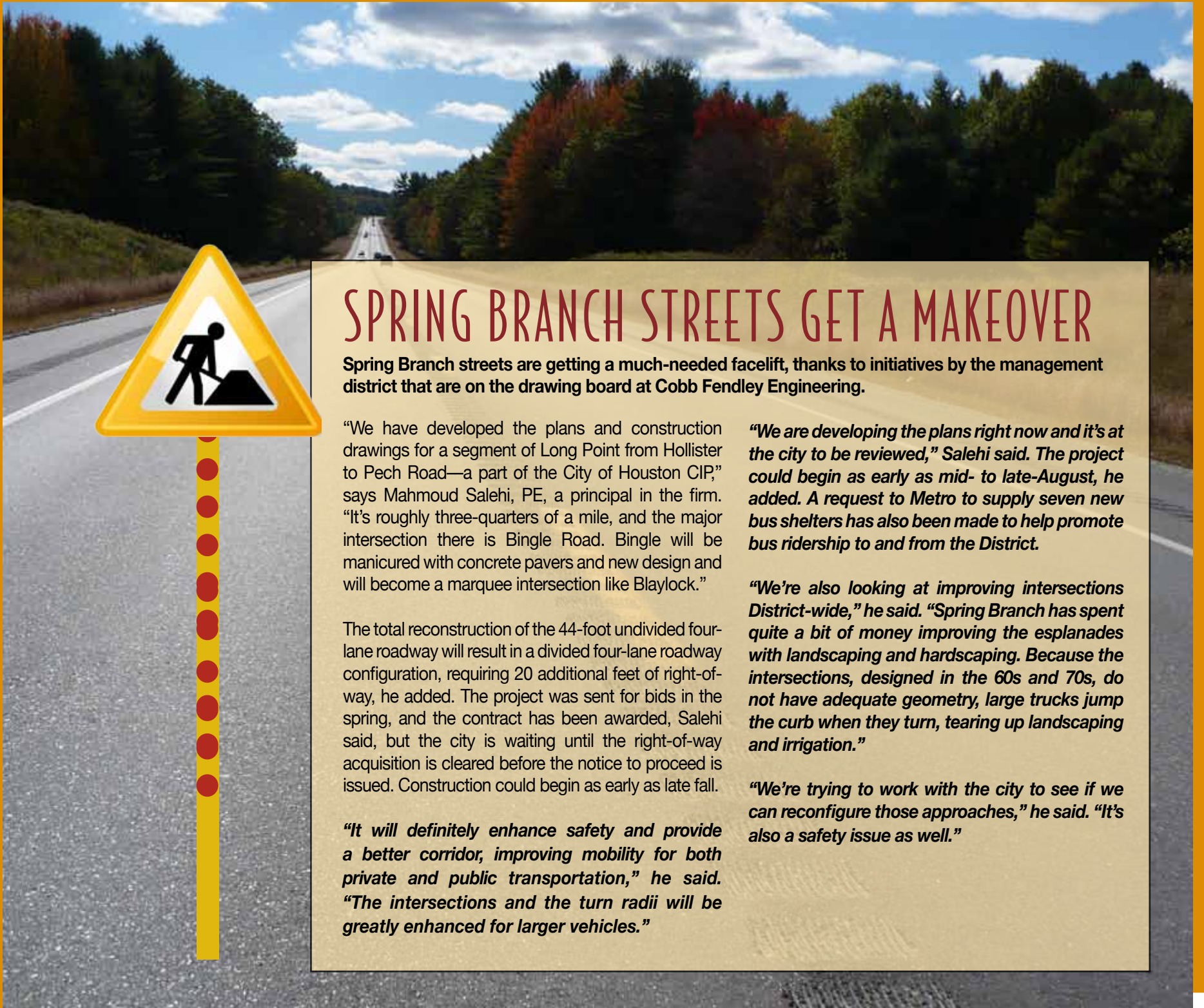
**B2B**  
 SPRING BRANCH  
 HOLIDAY SOCIAL

2012 B2B SAVE THE DATE  
**HOLIDAY SOCIAL SAVE THE DATE**  
 12.4.2012 FROM 5:30-7:30 \*LOCATION TO BE DETERMINED

*Make plans to attend our Holiday Social & expand your business opportunities!*  
 To make reservations, contact [GLarson@SBMD.org](mailto:GLarson@SBMD.org), or visit the Houston West Chamber website at [www.HWCOC.org](http://www.HWCOC.org) and click on their events calendar.

**We Want to Hear From You**

Do you have a story idea or Spring Branch real estate transaction you'd like to share? Is your company working on an innovative project or expanding at record speed? We'd love to hear about it. Please email your ideas to Gretchen Larson at [GLarson@SBMD.org](mailto:GLarson@SBMD.org) and your success story may appear in our District newsletter.



## SPRING BRANCH STREETS GET A MAKEOVER

Spring Branch streets are getting a much-needed facelift, thanks to initiatives by the management district that are on the drawing board at Cobb Fendley Engineering.

"We have developed the plans and construction drawings for a segment of Long Point from Hollister to Pech Road—a part of the City of Houston CIP," says Mahmoud Salehi, PE, a principal in the firm. "It's roughly three-quarters of a mile, and the major intersection there is Bingle Road. Bingle will be manicured with concrete pavers and new design and will become a marquee intersection like Blaylock."

The total reconstruction of the 44-foot undivided four-lane roadway will result in a divided four-lane roadway configuration, requiring 20 additional feet of right-of-way, he added. The project was sent for bids in the spring, and the contract has been awarded, Salehi said, but the city is waiting until the right-of-way acquisition is cleared before the notice to proceed is issued. Construction could begin as early as late fall.

*"It will definitely enhance safety and provide a better corridor, improving mobility for both private and public transportation," he said. "The intersections and the turn radii will be greatly enhanced for larger vehicles."*

*"We are developing the plans right now and it's at the city to be reviewed," Salehi said. The project could begin as early as mid- to late-August, he added. A request to Metro to supply seven new bus shelters has also been made to help promote bus ridership to and from the District.*

*"We're also looking at improving intersections District-wide," he said. "Spring Branch has spent quite a bit of money improving the esplanades with landscaping and hardscaping. Because the intersections, designed in the 60s and 70s, do not have adequate geometry, large trucks jump the curb when they turn, tearing up landscaping and irrigation."*

*"We're trying to work with the city to see if we can reconfigure those approaches," he said. "It's also a safety issue as well."*

**AS PART OF THE SPRING BRANCH MOBILITY PROGRAM, COBB FENDLEY IS ALSO WORKING ON AN ASPHALT OVERLAY OF THE ROADWAY FROM THE RAILROAD TRACKS AT HEMPSTEAD HWY. TO GESSNER, WORKING PRIMARILY ON SELECTED SECTIONS FOR A TOTAL OF THREE MILES.**





## NEW HOME DEVELOPERS HAVE CONFIDENCE IN SPRING BRANCH



John Santasiero cuts ribbon!  
DavidWeekleyHomes.com

When Riverway Homes President John Santasiero cut the ribbon on his new gated community, Woodbend Park, in late September, he was marking another milestone for the many new developments under construction in Spring Branch.

The unique community still under construction will ultimately feature 40 three- and four-bedroom homes ranging from \$299,000 to \$379,000. Four floor plans ranging from 2,131 to 2,773 square feet are ideal for the empty nester, Santasiero added. Game and media rooms and high-end finishes and appliances add to the appeal, and are included in the base price. HOA fees include entry/exit gates, yard maintenance and water service.

Woodbend Park is just one example of how developers are showing their confidence in the future of Spring Branch. Other new Spring Branch communities include David Weekley Homes' Moritz Park and Lynnview Manor, and InTownHomes' Hilshire Lakes.

The latter was a little miracle that happened overnight when sand quarry workers hit a natural spring 40 years ago. The spring-fed lake now covers a little more than 10 acres and has formed a natural habitat for mallards, muscovies, whistlers and other waterfowl, as well as turtles, bass, bluegill and catfish that you can view through crystal-clear water.

There's hardly another place in the Houston area where you can enjoy such a pastoral setting, yet have easy access to downtown, the Galleria, the Energy Corridor and Memorial. The development is less than two miles from both I-10 and Hwy. 290, a little more than three miles west of 610 and three miles east of Beltway 8.

Now InTownHomes has purchased acreage near the lake and has developed a gated community with picnic areas, fire pits, and lounge chairs to relax near the lake. Out of an estimated 127 homes in various stages of construction, nearly two-thirds have already sold, with prices ranging between \$270,000 to the mid \$400s. InTownHomes also has 94 acres of property in hand on the east

side of Hollister from Hammerly to the north side of Kempwood, where another 700 to 800 homes possibly could be constructed. The company is already building on the north side of Kempwood in a community called Kolbe Farms.

David Weekley Homes, which has already closed on its first development, Moritz Walk, in Spring Valley, now has homes to offer in two other gated Spring Branch communities. Moritz Park, just north of Westview at Moritz and Pech Road, features 33 homes with 2,600 to 3,600 square feet, ranging in the mid \$500s. Lynnview Manor, located at Lynnview and Hillendahl Road, north of Westview and south of Long Point, offers 25 2,400 to 3,400-square-foot homes in the mid \$400s, with a community pool and cabana.

Lynnview is unique in that it took formerly commercial property—a flea market and a post office—and redeveloped it into a luxurious residential community.

"We're excited because it's our first time working on properties in Spring Branch proper," said Chris Weekley, project manager for David Weekley Homes, who also lives in the area. The allure of Spring Branch boils down to location, education, retail and restaurants, he added.

"It's one of the only places where you can be close to downtown and other major work areas and still feel like you're in the suburbs with nice, tree-lined streets and a nice neighborhood feel," he added. "We're also very happy to be within the bounds of Spring Branch Independent School District, one of the best in the city."

"There are some good retail and restaurants around the I-10 corridor with the new CityCentre," Weekley said. "It really is everything you could look for."

*"This part of Spring Branch is hot right now. It's a little 'Heights' in the making," It's a very urban area today and close to services and amenities—all of Spring Branch. Woodbend Park offers a great value for a luxury homebuyer in this area."*

— John Santasiero, Riverway Homes President



### COUNTY ATTORNEY CRACKS DOWN ON CRIME IN SPRING BRANCH

When you're driving down any major roadway in Houston, you can't help but notice them—the large apartment and condominium complexes built during the oil boom more than 40 years ago that have now fallen into disrepair.

Often, these neglected properties become a hotbed for gang activity, drug deals and other crimes. And frequently, in the shadows of these blighted properties, businesses like massage parlors and after-hours night clubs that cater to criminal activities find a receptive market, creating a hazard for area residents.

#### THAT'S WHEN THE COUNTY ATTORNEY'S OFFICE SWINGS INTO ACTION.

With funding from Spring Branch and two other management districts since July 2011, assistant county attorney Laura Fiorentino Cahill focuses solely on civil enforcement of community protection in those three districts. Her work includes enforcing deed restrictions, stopping illegal dumping, and shutting the doors on businesses that turn a blind eye to criminal acts on their premises.

In Spring Branch specifically, her attentions have focused on a Los Chinos, an "after hours" night club on Long Point where prostitution and narcotics transactions have been

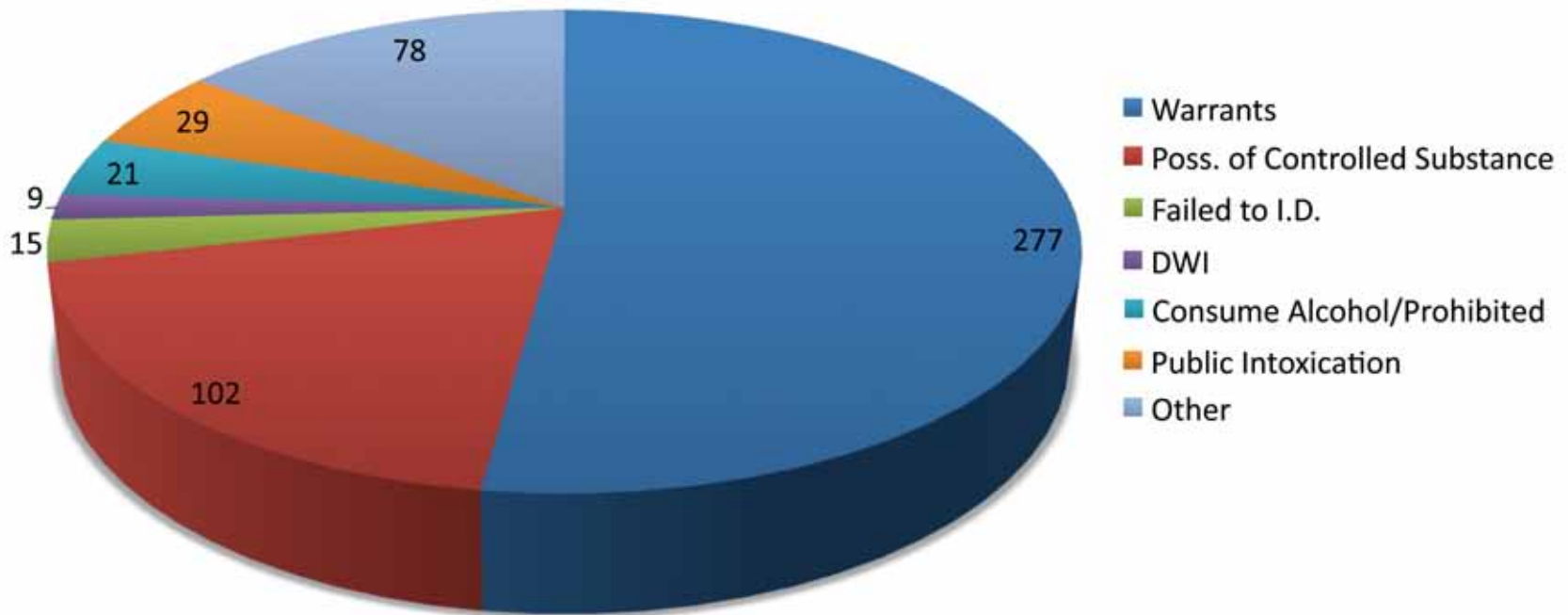
witnessed on the premises and the beer continued to flow after 2 a.m. In June, Cahill got the management to agree to comply with a nuisance abatement program after she showed the landlord exactly what was going on.

***"When I had this nuisance abatement meeting, I had the landowners come in and I showed them the video of what their place looks like at 3 a.m.," she said. "It showed the trans-gender prostitutes coming out; they had the police showing up because there was a huge fight with guns and knives in the parking lot—and it's all on video. It's right there in their face. So, what are they going to tell me? 'It's not me?'"***

In March, Cahill also filed suit against Los Rieles, another club on Long Point that was conducting business after hours. The neighboring Walmart store joined in that action because club patrons were frequently spilling over into the larger parking lot, and the Texas Alcoholic Beverage Commission cited the club for serving alcohol after closing time.

The Assistant County Attorney is now actively pursuing actions against other nuisance businesses in Spring Branch, including another after hours club, a game room, an apartment complex, and a flea market that where after hours activities have been witnessed.

2012 Constable Program YTD Totals as of September 30



#### OUR DEPUTIES IN THE COMMUNITY

The photos were taken at 1510 Big Bend (The Pines at Long Point) where Deputy Carlos McClerkin and Deputy Chris Green were giving a presentation about talking to strangers and the responsibilities of a police officer (they're friendly). The kids were part of a bible study group in the area. There have been numerous times where the deputies are riding through the apartment complexes and the kids are asking "Who are you looking for?" I felt like it would be a great opportunity to help break the stigma that police officers do more than just arrest people. — Deputy Tony Hernandez



The Heart of Houston!™



**Korean Americans are taught from an early age not to trust “law men,”** said Paul Yoon Killey, president of the Korean American Society of Houston. That’s why the public safety meeting at the new Korean Community Center in Spring Branch was scheduled to address concerns specific to the Asian community, said Executive Assistant Chief K.A. Munden of the Houston Police Department (HPD).

“Historically, there has been reticence in the Asian community to report crime to the police,” Munden said. “We hope that’s changing and that the community feels the police are worthy of your trust.”

“Crime is something everyone is concerned about,” said Victor Song, president of the Korean Chamber of Commerce, an organization that helped with the translation of safety and crime prevention brochures and other documents last year.

“We are part of the community. HPD was created by the community and we exist to serve the community,” said HPD Assistant Chief John Chen of the Westside Command. He added that the Houston Asian Community Crime Advisory Board (HACCAB) was created four years ago specifically to address the needs of the Asian community, bringing together law enforcement agencies from all over Houston, including the FBI, HPD, and the Harris County Sheriff’s Office

**“It’s not about separate law enforcement agencies - county or city. It’s about working together.”**

— HPD Asst. Chief John Chen, Westside Command

“We can fight crime, but we can’t get rid of it,” Chen said. “It’s about not being a victim and not presenting an opportunity for a criminal to make you a victim. You have to take responsibility and not put yourself in a risky situation. You are part of the solution, not just the police department.”

Law enforcement officers answered specific questions from the audience, such as how to deal with a rash of burglaries at Asian-owned beauty supply shops targeted for expensive hair extensions

*Former State Representative and Houston City Council member Martha Wong asked why some 911 calls from the Asian community are filtered through a call center in Los Angeles, creating a delay in response time, when 8% of the city’s population is now Asian. Current City Council Members Stephen C. Costello, At Large Pos. 1, and Helena Brown, District A, said they would consider the question.*

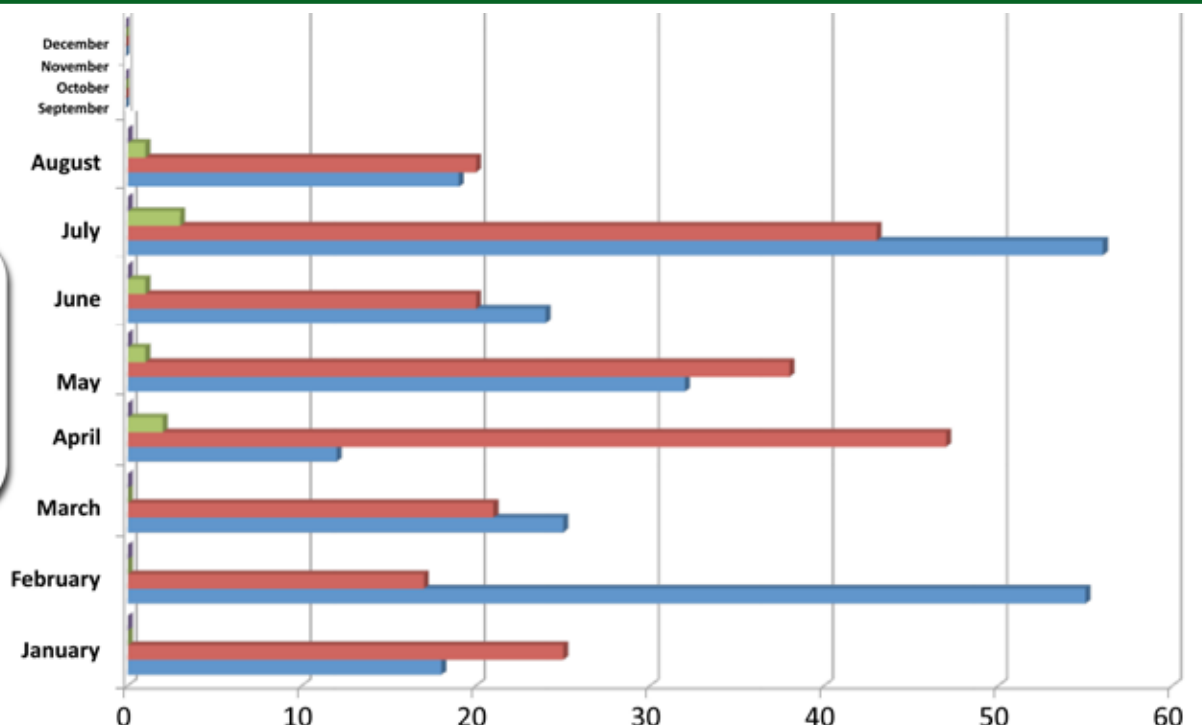
*Other dignitaries in attendance were David Hawes, executive director of the Spring Branch Management District; Victor Alvarez of the District’s board of directors; Gigi Lee of the HACCAB board of directors; and veterans of the Korean War and Viet Nam War.*

## Help keep our community clean and green!

You may have noticed the new signs around the community encouraging folks to keep the District clean and green. The signs are an initiative of the District Environmental and Urban Design Committee. The District expends an inordinate amount of money de-littering the community and the signs were put up as an awareness campaign to inform and remind the general public to keep our community clean! Our thanks to all the community members who assist us in this effort everyday by reporting nuisance issues to us, keep up the good work!

## Graffiti Abatement

- Residential Property
- Trash Dumpster
- Public Property
- Business Property







# Community

The Heart of Houston! <sup>SM</sup>



The Partnership  
For a Drug - Free  
Spring Branch

## 4<sup>TH</sup> ANNUAL FAMILY DAY DINNER - LET'S TALK!

More than 50 Spring Branch families recently celebrated Family Day Dinner, the nationally recognized day of families having meals together in order to encourage time together and to promote conversations between parents and children.

The Coalition of Behavioral Health Services/The Partnership for a Drug-Free Spring Branch, with the assistance of the Spring Branch Management District and Guadalajara Hacienda restaurant, hosted a dinner for the families at Chapelwood United Methodist Church.

Messaging throughout the evening was given by the emcee, Maria Corrales of Univision Nochas 45, Cindy Robinson of Free Kreation Productions puppetry, and Pastor Luis Palomo of Ministerio Esperanza en Cristo, all reinforcing that good communication among family members is important to helping children stay alcohol, drug, and tobacco-free. Other supporters such as Walmart, Family Services of Greater Houston, Volunteers of America, The Council on Alcohol and Drugs-Houston/Prevention Resource Center 6 and more, contributed much to the evening in order to make it an event that the families can remember and continue throughout the year.

For more information, go to <http://casafamilyday.org/familyday/>

View our Family Day Dinner video at:  
<http://vimeo.com/51237971>

*"America's drug problem is not going to be solved in courtrooms or legislative hearing rooms by judges and politicians. It will be solved in livingrooms and dining rooms and across kitchen tables - by parents and families."*

— Joseph A. Califano, Jr.,  
CASAColumbia Founder & Chairman Emeritus

*"Over the past 16 years, The National Center on Addiction and Substance Abuse (CASA) at Columbia University has surveyed thousands of American teens and their parents to identify factors that increase or decrease the likelihood of teen substance abuse. We have learned that a child who gets through age 21 without smoking, using illegal drugs or abusing alcohol is virtually certain never to do so. And, we've learned that parents have the greatest influence on whether their teens will choose to use."*

—The Importance of Family Dinners VI study - September 2010

## CHEVRON FUELS LEARNING AT SPRING BRANCH SCIENCE CLASS

It was like an early Christmas in Ms. Sheena Guevara's sixth grade science class at Northbrook Middle School on October 4. "Ooohs" and "aahs" and sincere, enthusiastic "thank yous" rang through the classroom as the Spring Branch ISD students opened boxes full of science-related gifts from Chevron U.S.A.'s Fuel Your School program.

A digital microscope, a rocket launcher, digital tablets, a bucket of chemicals for experiments, and a Galileo thermometer were among the many surprises donated by Chevron in collaboration with DonorsChoose.org. All over the country, public school teachers like Guevara post classroom project requests on DonorsChoose.org, and individuals and corporate donors fulfill those requests.

*"I am so thankful to Chevron. These materials will enable us to be engaged in our learning," Guevara told her classroom, with employees from the neighborhood Chevron station standing by. "They're literally answering my dream."*

Spring Branch ISD Assistant Superintendent Jennifer Blaine told the students it was important for them to excel in math and science now and continue to pursue those subjects in college because jobs in science, technology, engineering and mathematics are expected to increase by 17 percent in coming years. Jobs in those fields will pay 26 percent more than other industries, she added.

*"Chevron is committed to supporting students and teachers," said Joni Baird, Houston Public Affairs manager for Chevron. "Spring Branch ISD has been an amazing partner, and we're so grateful. This has been a great experience for Chevron."*

Throughout October, Chevron committed to donate \$1 for every eight gallons of gasoline purchased at participating Chevron and Texaco stations in Harris County, up to a total of \$1 million. Since its inception in 2010, Chevron's Fuel Your School program has funded more than 3,000 classroom projects at nearly 600 schools across the country.

Last year, the Houston-based energy company supported an expedition for middle school students to explore the Black Sea aboard the E/V Nautilus. The hands-on mission, in which Guevara participated, is part of JASON, a program that connects to real science and scientists through technology-intensive projects and learning.

Joni Baird of Chevron





LIKE WHAT YOU SEE?  
THEN CONTACT OUR CREATIVE TEAM:

**CRACKED**  
photography | design



**Roan Matthews | CrackedFox.com**

Award winning photography and graphic designs that will capture your organization's distinct personality while delivering the message your company strives to promote!



**Juan Islas | EV1Pro.com**

Quality is assured through experienced professionals combining over 20 years of experience. With photography and videography as our forte. Fluent in Spanish and English.



Ms. Sheena Guevara's engages her sixth grade science class in an experiment at Northbrook Middle School



Joni Baird of Chevron and Carolina Martin of DonorsChoose.org join Sheena Guevara's sixth grade science class for a group shot

**DonorsChoose.org**



# ...UPCOMING MEETINGS & events

## Monthly Board of Directors Meeting

3<sup>rd</sup> Thursday @ 12 noon  
9600 Long Point, Suite 100  
Houston 77055

## Committee Meetings

2<sup>nd</sup> Wednesday  
District Offices  
9610 Long Point, Suite 100

**Environmental and Urban Design @ 10:30 a.m.**

**Mobility and Transportation @ 12:15 p.m.**

**Public Safety @ 1:30 p.m.**

**Business & Economic Development @ 2:45 p.m.**

*\*all committee meetings are held at the District Offices, unless otherwise noted.*

## Super Neighborhood Monthly Meetings

**Spring Branch  
Super Neighborhood Central**  
1<sup>st</sup> Thursday  
@ 7:00 p.m.  
VFW Post 8790 - 1560 Foley Street

**Spring Branch  
Super Neighborhood West**  
2<sup>nd</sup> Thursday @ 7:00 p.m.  
Houston Community College – Eagle Room  
1010 W. Sam Houston Parkway North  
springbranchciv@aol.com

**Spring Branch  
Super Neighborhood East**  
3<sup>rd</sup> Thursday @ 7:00 p.m.  
1721 Pech Road

**Spring Branch  
Super Neighborhood North**  
4<sup>th</sup> Monday of every odd month @ 6:30 p.m.  
10355 Centrepark, Suite 220



## Board of Directors

Mr. C. David Schwab Jr. - Schwab Design Builders, llc  
Mr. Thomas Sumner - All Points Services Corp.  
Ms. Catherine Barchfeld-Alexander  
Ms. Sherri Oldham - S.O. Creative | Mr. Victor Alvarez - Mexalde  
Mr. Mauricio Valdes - Tu Casa Realty, Inc.  
Mr. Dan Silvestri - Silvestri Investments  
Ms. Patricia Maddox - Diamond S Realty Group  
Mr. David Gutierrez - McDonald's | Mr. John Chiang - Sueba  
Mr. Rino Cassinelli - Big Bend Partnership, lp  
Ms. Melanie Hoff - Fidelis Realty Partners

## District Office

9610 Long Point, Ste.100 Houston, TX 77055 | 713.595.1219

David Hawes - Executive Director | 713.595.1209 | DHawes@SBMD.org

Josh Hawes - Director of Services | 713.595.1219 | JHawes@SBMD.org

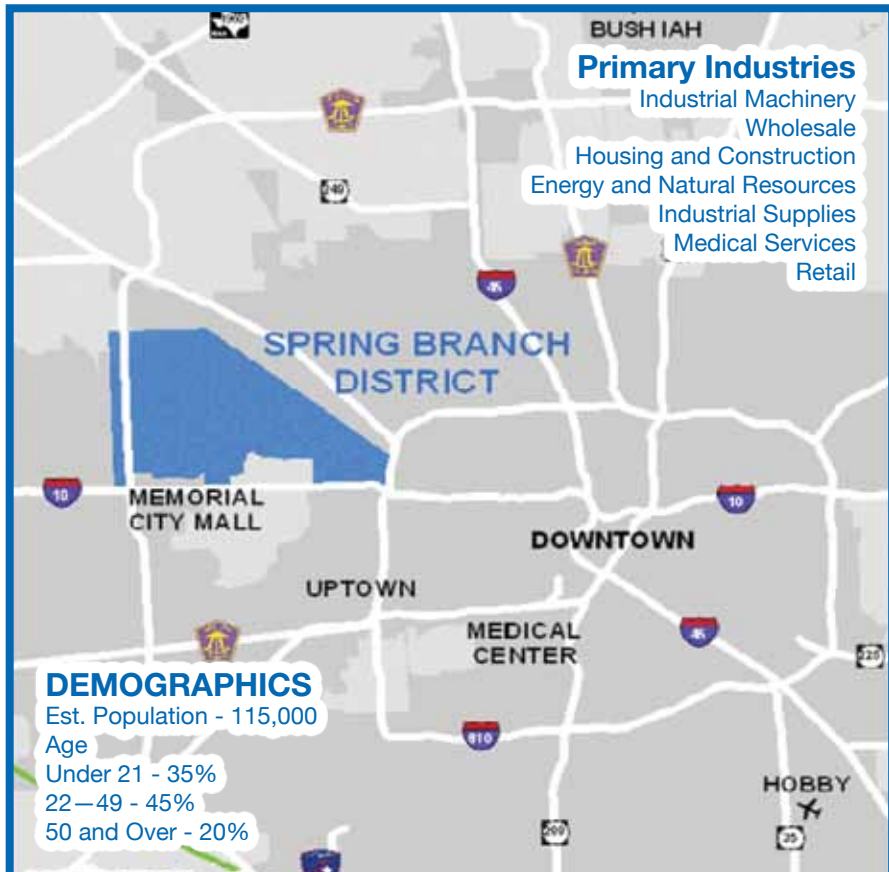
Gretchen Larson - Economic Development Director | 713.595.1215  
GLarson@SBMD.org

Alice Lee - Chief of Staff | 713.501.8719 | ALee@SBMD.org



Spring Branch District  
www.SBMD.org  
9610 Long Point, Suite 100  
Houston, Texas 77055  
713.595.1219

*The Heart of Houston!*



NEWSRING & THE SPRING BRANCH MANAGEMENT DISTRICT  
WANT YOUR OLD, USED, OR BROKEN ELECTRONICS!

# ELECTRONICS RECYCLING DRIVE

JOIN AREA ARTISTS & STUDENTS & CREATE  
RECYCLED SCULPTURES, JEWELRY PIECES & MORE!

**SATURDAY, NOV. 17. 12 \*9<sup>AM</sup>-1<sup>PM</sup>  
1900 BLALOCK 77080**

UHY LLP presents the *WhatIF*<sup>TM</sup> Campaign  
in partnership with CompuCycle and Easter Seals Greater Houston.  
*WhatIF*<sup>TM</sup> Campaign uses e-waste to provide sustainable employment  
to individuals living with a disability.



PCs • servers • keyboards • mice • cameras • switches • routers • hubs • clocks • game consoles  
hard drives • cords • cables • monitors • small kitchen appliances • tape drives • phones  
laptops • memory chips • VHS • cassettes • printers • copiers • faxes • consumer electronics  
notebooks • PDAs • projectors • rechargeable batteries • curling irons • hair dryers • radios

## COMMUNITY & STRATEGIC PARTNER



### HWCOE EVENTS

#### Salute to Veterans

Friday November 2nd

11:00 AM - 1:30 PM

Omni Houston Hotel - Westside

13210 Katy Fwy, Houston, TX, 77079

To register as a Veteran please call Myrtle Williams at  
713-785-4922 - Veterans may attend at no cost

#### Diamond Leadership Awards

Wednesday December 5th

For additional information on any Chamber events

Visit [www.HWCOC.org](http://www.HWCOC.org) or

Ilene Duwaji - [ilene@hwcoc.org](mailto:ilene@hwcoc.org)

### SBEF EVENTS

Spring Branch Education Foundation's

#### High Heels & High Hopes

Friday, November 16 2012

11:00am

Style Show and Luncheon benefiting Spring Branch  
Education Foundation Crystal Awards

#### Lake Country Club

Fashion Provided by Dimensions

Download Response Card at:

<http://www.SpringBranchISD.com/SBEFStyleResponse.pdf>