



Reminder:

2019 NHHA Annual Meeting
Tuesday, February 12
Fretz Recreation Center
6:30pm - Meet & Greet
7pm - Business Meeting

January 31, 2019

Dear NHHA Member,

As we close out the first month of 2019, we send you this **Report to the Membership**...a snapshot of NHHA's activities and how your dues are being put to work. First, we want to thank you for renewing your membership and for confirming your contact information. If you need to make any updates to your phone numbers or email addresses this year, please do so through our online membership form: <https://www.northwoodhills.org/membership/>.

Now, let's get to business – NHHA financial info is on the last page of this report. But, if analyzing the numbers is not your cup of tea, here are the highlights of the 2018 finances:

- NHHA's finances remain very strong. We ended 2018 with \$56,000 in cash assets.
- We budgeted for the equivalent of 540 fully-paid members and ended the year with 550 member households (some paid in full, some partially paid, some joining mid-year). Total membership income of \$162,800 exceeded our projection. We sent out way fewer dues rebates than we expected to, which also helped our financial strength.
- We spent more than budgeted in certain areas to undertake meaningful projects, without hurting our net income goal, due in part to cost savings experienced in dues rebates and special projects. Our budgeted net income was \$633 for the year, but thanks to prudent spending, our actual net income was \$1,377.

2018 Recap

Crime, Security & Safety

- In 2018, NHHA provided at least 88 hours of security patrol coverage each week. (Over many holidays, especially from Thanksgiving through New Year's, we increased patrol coverage above the usual minimum). Officers are on duty every single day and cover 45 miles of streets/alleys during each 8-hour shift. During high-travel seasons, as many as 50 member homes are checked each shift after submitting an out-of-town-check request. That valuable service is a benefit of your Membership...do you use it when you travel?
- In late 2017, we entered a services agreement with Top Gun Security, now called United American Security. We have been pleased with their well-marked cars and the increased visibility in the neighborhood. We've had numerous members tell us they notice the patrol car a lot more often now, which is a great deterrent for criminal activity. Unfortunately, there has been high turnover of officers, but that's due to us not accepting officers that don't provide the service our members expect. We are hopeful in 2019 we will find personnel that are a good fit for Northwood Hills and become regular faces on patrol. With any big change, there are growing

pains, so we appreciate your patience. As always, we welcome your feedback, because it will help to improve services.

- NHHHA has been diligent in tracking criminal incidents, following up with those who have experienced a crime (when possible), and reporting statistics, trends and prevention tips to you through periodic Security Snapshots or Crime Alerts, when necessary. We know security is your number one concern, and therefore it is the primary focus of this Association's efforts and accounts for almost two-thirds of the annual budget BEFORE any special activities, programs or initiatives.
- A few years ago, the Dallas Police Department launched a new crime reporting system, resulting in less detail being publicly available due to legal restrictions regarding privacy issues. We try to combat this by staying connected to neighborhood liaisons at DPD and subscribing to an independent reporting service to make sure we can monitor crime in and around our area and accurately report to you as best we can. We also rely on you to keep us informed, so please alert us if you experience a criminal incident.
- In 2018, we saw an overall reduction in the number of criminal incidents in Northwood Hills, from a total of 47 in 2017 to just 30 through the end of last year. Burglaries (of a residence) were down from seven in 2017 to three in 2018. BMVs (Burglary of a Motor Vehicle) were also down, going from nine in 2017, to seven in 2018. We saw fewer Other Thefts and Criminal Mischief incidents, going from 18 thefts in 2017 to nine in 2018, and Criminal Mischief being reduced from 12 offenses to eight, year over year. There was one Robbery (a burglary committed with confrontation) in 2018, and two residents fell victim to UUMVs (Unauthorized Use of a Motor Vehicle).
- Our community consists of over 1150 homes. While one crime is too many, a total of 30 over the course of 365 days is quite remarkable, given the statistics we have seen over the last decade. I hope this is the combined result of NHHHA efforts and increased diligence by our residents in being more proactive in preventing and deterring crime, and not just a failure to report. Our data comes directly from DPD, so we can only report statistics based on incidents in their database.
- NHHHA produced a Crime and Security Guidebook with tips on how to avoid becoming a victim. If you didn't receive a copy or have misplaced yours, please visit the Security section of our website to download one. While you're there, check out the details for our one-time dues rebate offer for having a surveillance camera on your property that stores footage.

Neighborhood Improvements/Beautification

- NHHHA maintains or underwrites 10 neighborhood medians, including mowing, weeding, cleaning, and planting seasonal flowers and perennials. We continue to modify the beds to try to use less water and get longer lifespans out of our plantings, while providing the manicured, upscale look you expect. In 2018, we were plagued by broken sprinkler heads, leaking pipes, and malfunctioning controllers. Naturally, these issues led to increased repair costs and higher water bills. Recently, we were able to have each median examined in depth and we finally feel like our systems are back in good shape. As always, we appreciate when residents alert us to issues on our medians, so we can address them promptly.
- In 2018, NHHHA made our median entrances a priority and invested in large-scale projects on the Spring Valley/Hillcrest corner, Meandering Way section north of NHE, and both sides of

Meadowcreek at Hillcrest. We were very pleased with the results, not only because they are what we drive by every day, but because they are also the face we show to the outside world. We hope to tackle a couple more median projects in 2019.

- Oak wilt has tormented Northwood Hills for many years, and NHHA has disseminated guidance through MemberMails, newsletter articles, pamphlets, and even an informational session with a Texas A&M Forest Service rep. The best advice is “don’t trim your oaks unless it is very, very cold...and have your tree crew paint the cuts.” If you’d like more information about oak wilt, visit the Archive section of our website.

Membership and Member Benefits

- Our total number of member households stayed consistent from 2017 to 2018. While home sales are strong and we have steady turnover, we’ve had a good response to our new resident outreach. When we learn of a home sale, the new owners receive an NHHA welcome/information bag. As our neighborhood opens its arms to new families, we gain new members in homes that were previously non-member addresses. We also benefited from the outreach of YOU, our members – when departing residents sold their home, they encouraged the new owner to join NHHA; when you saw a new neighbor move in, you mentioned our Association; and when you heard a non-member neighbor mention seeing someone suspicious, you encouraged them to join so they could access the services of the security patrol. We appreciate your contributions to growing our membership. The more members we have, the more we can do for the neighborhood.

Signage

- The NHHA alley, curb address and No Solicitors signs are popular member benefits. We paint curb numbers in the first year of membership and then again on an as-needed basis. If yours is worn or unreadable, let us know. If you need a replacement alley or No Sol sign, again...just tell us. When we receive your dues each year, we mail your updated mailbox decal that promotes our armed security patrol. A couple years ago, we unveiled a custom NHHA yard sign announcing our armed security and video surveillance that can be placed by your front door, gate, or any other access point. Each member household is entitled to one free of charge, so let us know if you haven’t requested one yet and we’ll deliver it to your home. An example can be found in the Security section of our website.
- We continue to place two dozen bulk trash reminder signs throughout the neighborhood each month. This has resulted in greater awareness and a reduction in trash placed on the curb before the collection window.

Communications

- In 2018 we produced and mailed our quarterly print newsletter, The Northwood Hills Breeze, to more than 1150 households. Among other things, it serves as a great marketing tool to non-members, shares our members’ pride about their graduates, recaps our fun neighborhood events and holidays, provides tips to prevent oak wilt and West Nile Virus, keeps you abreast of our local real estate market, and best of all gets underwritten by local advertisers.
- We distributed dozens of MemberMail emails, bringing you a wide variety of city, neighborhood, business and entertainment information (and helping reunite many lost pets

with their owners). Our database includes nearly 1,000 Member email addresses, and on average nearly 60% open each MemberMail. Also, about 1,000 individual emails are exchanged between NHHA and Members each year. Your questions and feedback are important...stay in touch with us and keep them coming!

- In 2018, we were able to completely overhaul our website to make it more user-friendly, have it be a better source of up-to-date neighborhood information, provide a smoother way to pay dues, and be a repository for helpful documents. Not only did we want to make this communication tool more useful for our members, but we also wanted prospective residents/members to easily see what makes Northwood Hills a great place to live.

Events/Programs

- We've hosted the NHHA Paper Shredding and Electronics Recycling Event for the past 4 years and its popularity continues to grow. Members have dropped off thousands of pounds of paper to be shredded, dozens of pallets' worth of electronics to be recycled, and bags and bags of clothes and household items for donation (thanks to our partnership with Goodwill). We look forward to offering this free Members-only benefit again this year, and we're shooting for a Saturday in June. Look for a MemberMail once we confirm a date.
- Our signature event, the July 4th parade and festival, brought together hundreds of participants and spectators last year. We thank the business sponsors and family donors who allowed us to make it successful yet again. It wouldn't have been possible without volunteers, and we are always in need of more. Please plan to set aside a little time to help us out this year. A sign-up will be available as we get closer to the big day.
- Our Good Neighbor Day efforts have been very successful over the past few years. We had more than \$8,000 worth of items donated to DFD Station 22 near Churchill Way and DFD Station 56 at Fretz Park; we delivered 12 overflowing shopping bags of new children's toys and stuffed animals for the young, deserving patients at Medical City Children's Hospital on Forest Lane; and we facilitated blood donations through Carter Bloodcare so members of our community could receive life-saving blood products in a time of need. I get great pride from seeing my neighbors' generosity in supporting endeavors like this. If you have an idea for this year's Good Neighbor Day event, let us know!

Advocacy

- As a voluntary homeowners association, NHHA is not an enforcement agency. However, we work to educate residents about neighborhood issues and code compliance, and help them escalate concerns when necessary. In 2018 we attended meetings on behalf of members, assisted dozens of residents with questions, spoke with City officials when necessary, and disseminated helpful information in The Breeze and inside MemberMails. We are happy to help when possible, but we also encourage our residents to work with their neighbors when problems arise and use 311 when the City's assistance is needed.

What about 2019?

The 2019 budget provides the benefits and services you expect. It maintains an 88-hour per week security patrol schedule and allows for additional holiday shifts as necessary. Other expense categories

are consistent with prior years: Beautification, approximately 15%; communications, about 6%; membership benefits expense, about 5%; programs account for around 2%.

Only 3% of our expense budget is management expense, which is credit to our directors and volunteers who donate nearly 2,000 hours annually, and often their own personal resources, to help defray costs.

You may have noticed we have budgeted significant funds to be spent on security in 2019. We did this to allow ourselves the opportunity to pursue other security patrol options, if we feel changes or additions are necessary. We are constantly monitoring the benefits we offer our members, and if an improvement is warranted, we want to be ready to act.

The NHHA budget is based on funding annual operating expense with membership dues and advertising sponsorships, and using reserves for wise investment in improvements and projects of larger scope. NHHA is an active, inclusive and completely voluntary HOA, with volunteer leaders who do not take your membership lightly. Your Board and Officers believe it's important to carefully consider how membership funds are spent, and to be accountable to members for our actions and management. That's why we send you this report. If you have any questions about our activities, our records, our finances or our procedures, please ask...we are here to serve you.

Thank you for reading this year's Report to the Membership, and we are grateful that our progress and plans have earned your continued confidence and renewal.

Cordially,

Janet Marcum, on behalf of the NHHA Officers and Board of Directors

president@northwoodhills.org

NHHA 2018-2019 FINANCIAL INFORMATION

ABBREVIATED FINANCIALS

	<u>BUDGET 2018</u>	<u>ACTUAL 2018</u>	<u>PROPOSED BUDGET 2019</u>
INCOME:			
ADVERTISING INCOME	8,000	7,952	8,082
INTEREST	225	358	360
MEMBERSHIP	162,000	162,800	163,000
DUES REBATE	(9,000)	(1,050)	(450)
TOTAL INCOME	\$161,225	\$170,060	\$170,992
EXPENSES:			
BEAUTIFICATION	24,000	31,227	26,810
COMMUNICATION	11,250	11,107	11,325
MANAGEMENT	5,367	5,011	6,397
MEMBERSHIP PROMOTION	7,275	8,641	8,805
PROGRAMS	2,600	2,496	2,900
SECURITY	97,600	99,413	122,172
SPECIAL PROJECTS	12,500	10,788	5,000
TOTAL EXPENSES	\$160,592	\$168,683	\$183,409
NET INCOME	\$633	\$1,377	(\$12,417)

NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

	<u>December 31, 2018</u>	<u>December 31, 2017</u>
CURRENT ASSETS		
Cash	56,564	54,888
TOTAL CURRENT ASSETS	\$56,564	\$54,888
LIABILITIES & EQUITY		
CURRENT LIABILITIES (Adv. Dues)	6,600	6,300
Total Other Current Liabilities		
TOTAL LIABILITIES	\$6,600	\$6,300
EQUITY		
Opening Bal Equity '98	-1,731	-1,731
Retained Earnings	50,319	59,969
Net Income	1,377	-9,650
TOTAL EQUITY	\$49,964	\$48,588
TOTAL LIABILITIES & EQUITY	\$56,564	\$54,888