



Reminder:

2020 NHHA Annual Meeting
Tuesday, February 11
Fretz Recreation Center
6:30pm - Meet & Greet
7pm - Business Meeting

January 31, 2020

Dear NHHA Member,

It's membership renewal time and we ask for your dues payment as we send you this **Report to the Membership**...a snapshot of NHHA's activities and how your dues are being put to work. We need your continued support and appreciate your prompt renewal. Invoices will be mailed out next week, so save us a stamp and renew now!

You can pay your dues online at northwoodhills.org with a credit card or Paypal account AND update/confirm your contact information there. We use your email address for NHHA communications and provide your phone numbers to the security patrol officers. We never sell or share this information outside of NHHA. If you prefer to pay by check, you can mail your payment, along with any information updates, to NHHA, PO Box 800874, Dallas, TX 75380.

Now, let's get to business – NHHA financial info is on the last page of this report. But, if analyzing the numbers is not in your wheelhouse, here are the highlights of the 2019 finances:

- NHHA's finances remain very strong. We ended 2019 with \$58,000 in cash assets.
- We budgeted for the equivalent of 543 fully-paid members and ended the year with 527 member households (some paid in full, some partially paid, some joining mid-year). Total membership income of \$154,050 fell short of our projection partially because of turnover due to home sale activity and partially because we had quite a few new joins occur mid-way or later in the year, resulting in less than the full \$300 dues paid. We exceeded budgeted advertising income and sent out fewer dues rebates than we expected to, which helped our financial strength.
- We were under budget in most expense categories, while still undertaking meaningful projects and increasing security patrol coverage. We had budgeted for a net loss of \$12,417, but instead ended the year with \$415 in net income thanks to prudent spending.

2019 Recap

Crime, Security & Safety

- Toward the end of 2019, NHHA increased security patrol coverage from 88 hours to 112 hours each week. Officers are on duty every single day and cover 45 miles of streets/alleys during each 8-hour shift. During high-travel seasons, dozens of 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?

- Our provider since 2017, United American Security (formerly Top Gun), was acquired last year by GardaWorld. We have been pleased with their well-marked cars and the increased visibility in the neighborhood. We employ 3 full-time officers throughout the week, 2 of which have long-term experience in the neighborhood. As always, we welcome your feedback about the service provided by the patrol, because it will help to improve services.
- NHA 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.
- After the Dallas Police Department launched a new crime reporting system a few years ago, less detail was 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 2019, overall reported criminal incidents totaled 50, up from 47 in 2018. Four residents reported burglaries to their habitation, two of which appeared to be forced entry. This compares to three burglaries in 2018. BMVs [Burglary of a motor vehicle] topped out at thirteen, compared to seven in the year prior. We had just five reported cases of criminal mischief, continuing on a downward trend over the last few years. Two people reported having been robbed [Burglary committed with confrontation] compared to just one in 2018. There were no reported UUMVs [Unauthorized Use of a Motor Vehicle] and thankfully zero homicides. The category that showed a pretty significant uptick, however, was thefts, increasing from eight incidents reported in 2018 to twenty-six in 2019. This included nine incidents of fraud, credit card theft and identity theft. Shoplifting [including removal of packages from front porches] and the stealing of auto accessories and other personal property were also reported in this category.
- Our neighborhood consists of over 1150 homes. While one crime is too many, a total of 50 over the course of 365 days is quite remarkable, given the statistics we have seen in some years over the last decade. I hope this is the combined result of NHA 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. If an incident doesn't get reported, it didn't happen for tracking purposes.
- NHA recently updated our Crime and Security Guidebook with tips on how to avoid becoming a victim. Please visit the Security section of our website to download a copy. 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. Also, if you need a security yard sign, let us know!

Neighborhood Improvements/Beautification

- NHA maintains or underwrites 10 neighborhood medians, including irrigation, mowing, weeding, cleaning, and planting seasonal flowers and perennials. We strive to use less water and get longer lifespans out of our plantings, while providing the manicured, upscale look you expect. In 2019, we routinely had to replace damaged sprinkler heads and the largest culprit

appeared to be related to bulk trash being placed in our medians. Either the bulky items themselves damaged the sprinkler heads, or the equipment used by the City did during pick-up. Please refrain from placing any bulk or brush items in our medians, as they are not a public dumping ground.

- After a major overhaul to our medians in 2018, we focused on maintenance and seasonal plantings in 2019. The previous improvements made around the marker at the corner of Spring Valley and Hillcrest didn't persist, so we're making the beautification of that median a priority in 2020. We also plan to address some of our median trees this year, most notably the ones on Meadowcreek.
- 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 dropped from 2018 to 2019, mostly due to strong home sales and steady turnover. When members knew they were listing their house in 2019, they typically didn't renew first. We used our new resident outreach to try and get those memberships back after the home changed hands, but even our impressive success rate of over 50% still meant less in dues collected because it wasn't for a full year. We can always use help from you in this area – if you're selling this year, consider paying a pro-rated amount instead of foregoing membership entirely. Or, pay the full year's dues and we'll let your buyer inherit your membership for the rest of the year. If you see a new neighbor move in, please mention our Association, especially if you never saw a for sale sign go up. We rarely find out about private sales, so we need your assistance in reaching those new residents. 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. Save the schedule printed on the back page of each edition of the quarterly Breeze newsletter if you want another monthly reminder.

Communications

- In 2019 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 about 40 MemberMail emails, bringing you a wide variety of city, neighborhood, election, business and entertainment information (and helping reunite many lost pets with their owners). Our database includes almost 900 Member email addresses, and routinely 50-60% of people 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 2019, we added more features to our website so that you could easily contact a Board Member, pay your dues, see pictures from our fun events, find an old edition of the Breeze, or download an out-of-town home check form. 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 5 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 in a few months once we confirm a date.
- Our signature event, the July 4th parade and festival, brings together hundreds of participants and spectators. 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've donated money and items to our local fire stations, donated toys and stuffed animals to Medical City Children's Hospital, facilitated blood donations through Carter Bloodcare, and encouraged block parties so neighbors could build more camaraderie and thank the good folks living near them. We have truly wonderful neighbors in and around Northwood Hills and it never hurts to spread some good cheer. 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 2019 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 2020?

The 2020 budget provides the benefits and services you expect. It projects increased advertising revenue and more dues collected than 2019, as we look to make revenue growth a priority this year. It allows for a 112-hour per week security patrol schedule, with security accounting for about 65% of expenses. Other expense categories are consistent with prior years: Beautification, approximately 14%; communications, about 6%; membership benefits expense and programs account for around 5%.

Only 4% of our expense budget is management expense, with the majority of that attributed to payment processing fees. This 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 allocated \$10,000 to Special Projects in 2020. We are discussing some projects that would beautify the neighborhood and we look forward to finalizing details and sharing the results with you throughout the year.

The NHHA budget is based on funding annual operating expense with membership dues and advertising sponsorships, and dipping into the 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 hope our progress and plans earn your continued confidence and renewal.

Cordially,

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

president@northwoodhills.org

NHHA 2019-2020 FINANCIAL INFORMATION

ABBREVIATED FINANCIALS

	<u>BUDGET 2019</u>	<u>ACTUAL 2019</u>	<u>PROPOSED BUDGET 2020</u>
INCOME:			
ADVERTISING INCOME	8,082	8,721	9,500
INTEREST	360	456	500
MEMBERSHIP	163,000	154,050	157,500
DUES REBATE	(450)	(390)	(300)
TOTAL INCOME	\$170,992	\$162,837	\$167,200
EXPENSES:			
BEAUTIFICATION	26,810	22,984	27,600
COMMUNICATION	11,325	11,806	11,671
MANAGEMENT	6,397	5,735	7,692
MEMBERSHIP PROMOTION	8,805	8,148	7,675
PROGRAMS	2,900	2,506	2,850
SECURITY	122,172	107,604	127,525
SPECIAL PROJECTS	5,000	3,639	10,000
TOTAL EXPENSES	\$183,409	\$162,422	\$195,013
NET INCOME	(\$12,417)	\$415	(\$27,813)

NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

	<u>December 31, 2019</u>	<u>December 31, 2018</u>
CURRENT ASSETS		
Cash	<u>58,029</u>	<u>56,564</u>
TOTAL CURRENT ASSETS	\$58,029	\$56,564
LIABILITIES & EQUITY		
CURRENT LIABILITIES (Adv. Dues)	<u>7,650</u>	<u>6,600</u>
Total Other Current Liabilities		
TOTAL LIABILITIES	\$7,650	\$6,600
EQUITY		
Opening Bal Equity '98	-1,731	-1,731
Retained Earnings	51,696	50,319
Net Income	<u>415</u>	<u>1,377</u>
TOTAL EQUITY	\$50,379	\$49,965
TOTAL LIABILITIES & EQUITY	\$58,029	\$56,565