



Reminder:

2026 NHHA Annual Meeting
Tuesday, February 3
Fretz Rec Center
6950 Belt Line Rd
6:30pm – Business Meeting

January 27, 2026

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.

You can pay your \$400 dues online at northwoodhills.org with a credit card or Paypal account, or save a processing fee and send your dues via Zelle to membership@northwoodhills.org. (Sorry, we can't accept Venmo). 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. If you prefer to update/confirm your contact information online, we make it easy on our website. 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've already renewed your membership in 2026, we **thank you** for continuing to invest in this wonderful neighborhood. If you're not sure of your membership status, email membership@northwoodhills.org and we'll let you know.

The detailed recap for 2025 is on the following pages and NHHA summary financial info is on the last page of this report. But, if you want a quick recap, here are the highlights of the finances:

- NHHA ended 2025 with roughly \$4,000 in assets.
- We budgeted for the equivalent of 515 fully-paid members and ended the year with 488 member households (some paid in full, some partially paid, some joining mid-year). Total membership income of \$190,862 fell short of our projection.
- We were just slightly under or over budget in most expense categories, except Security, where we were well under budget because of changes we made in the last quarter of the year. (More on that later).
- We had budgeted for net income of \$162 but instead ended the year with a \$9,595 loss.

2025 Detailed Recap by Area

Crime, Security & Safety

- NHHA started the year contracting with GardaWorld for security patrol coverage of 112 hours each week. We don't share the patrol hours publicly, but that amounted to an average of 16 hours a day of coverage in a 24-hour period, staffed by 3 officers. GardaWorld has been very gracious in not raising their rates with us for years, but the time came where we finally had to renegotiate so that the officers could receive higher wages. (Officers were being tempted by

offers from competing security companies that offered higher wages, and it was hard to fill any vacancies in Northwood Hills due to the lower wages being paid). Once we received the proposed new rates from GardaWorld, we performed due diligence by contacting three other providers to get quotes for comparable service. We were not able to find another reputable security provider that could allow us to afford 3 officers.

- The Board chose to remain with GardaWorld but reduced the number of officers and patrol hours to better match our budget. GardaWorld even agreed to phase in the price increase over the next couple of years so that we didn't have to immediately raise our dues. Our solution means we can keep our seasoned officers who are familiar with Northwood Hills, keep our dues at \$400/year, and ensure there is still an officer on duty 7 days a week, just not 16 hours a day. The new schedule allows for 2 full-time officers, and daily coverage is either 8 hours or 16 hours, depending on the day of the week.
- With our new schedule and contracted amount, we are still able to add extra coverage around the holidays by utilizing flex officers. That means there will be an officer on duty daytime and overnight during the most traveled times of the year. If you submit an out-of-town home check form, an officer can keep an eye on your house while you're away. You can request a drive-by check or a physical check. That valuable service is a benefit of your Membership...do you use it when you travel?
- NHHA 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 about three-fourths of the annual budget.
- Our crime tracking is driven by the address provided to police and included on a police report, but sometimes incidents occur elsewhere. Our goal is to only include those that have physically occurred inside Northwood Hills to a resident or visitor, but lack of data on a police report, especially in instances of fraud, means we may be over-reporting in that area. Conversely, we have a feeling some incidents of package theft are not being reported to police, which means we may be under-reporting in that area. We will not include things such as traffic violations, custody disputes, public intoxication, etc. The main categories we report to the Membership are Burglary (of a house/garage/shed), BMV (Burglary of a motor vehicle including theft of parts), Robbery (victim and perpetrator come face to face during burglary), UUMV (Unauthorized use of a motor vehicle), Theft (package theft, identity theft, personal property theft, fraud), Assault (with or without a weapon, intimidation, harassment) and Criminal Mischief (graffiti, vandalism, trespassing, destruction to property). We also rely on you to keep us informed, so please alert us if you experience a criminal incident.
- In 2025, overall reported criminal incidents totaled 45, up from 32 in 2024. Six residents reported a burglary to their habitation, while 12 residents experienced BMVs and three reported UUMVs. There were eight thefts last year, more than half of which were financial/identity theft (as opposed to property theft). NHHA also tracked ten incidents of criminal mischief and six incidents of assault (including harassment/intimidation).
- Our neighborhood consists of over 1150 homes. While one crime feels like too many, a total of 45 over the course of 365 days is quite remarkable. I hope this is the combined result of increased diligence by our residents in being more proactive in preventing and deterring crime,

and NHHA efforts, 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.

- You'll note that 1/3 of incidents involved motor vehicles. NHHA publishes tips often in MemberMails and in the Breeze and we prepared a Crime and Security Guidebook with advice on how to avoid becoming a victim. Please visit the Security section of our website to download a copy. Our biggest tool in fighting property crime is deterrence. Make yourselves a hard target! Also, if you need a security yard sign, let us know.

Neighborhood Improvements/Beautification

- NHHA maintains or underwrites 10 neighborhood medians, including irrigation, mowing, weeding, cleaning, tree trimming, and plantings. Due to the extreme seasonal variations we experience each year, from periods of very little rain and high temps, to freezing temps, we strive to utilize low maintenance plantings, while providing a manicured, upscale look. In 2025, because we were facing a membership shortage and security rate increase, we weren't able to direct as many funds to Beautification as we would have liked. In 2026, we plan to remedy this.
- We routinely have to replace damaged sprinkler heads and the largest culprits appear to be careless drivers and bulk trash being placed in our medians. Either the bulky items themselves damage the sprinkler heads, or the equipment used by the City does during pick-up. **Please refrain from placing any bulk or brush items in our medians, as they are not a public dumping ground. Please be careful to avoid medians when driving or turning in the neighborhood.**
- Kudos to the Northwood Hills Greenway for their dedication to making Elmridge a beautiful entrance to our neighborhood. We are happy to contribute to their efforts.
- Reach out to our Beautification Chair if you have suggestions for improvements or availability to help with plantings or donating supplies in 2026.

Membership and Member Benefits

- Our total number of member households dipped in 2025, in part due to turnover in the neighborhood and homes being flipped/remodeled/torn down. Often, members who knew they would be moving didn't pay their dues before listing, and we weren't always successful in attracting a membership from the new owners. We anticipate steady turnover again in 2026 as the real estate busy season gets underway, so it's important that we stay informed about ownership changes. We often miss out on a full year's dues when a member lists their house, so we ask for your help 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 know about all sales that go through MLS, but we rarely find out about private sales, so we need your assistance in reaching those new residents. We drop off welcome packages with information about the neighborhood and HOA, and that outreach has proved very successful, so let us know if you see a new neighbor.

- When it became clear we weren't going to hit our membership goal in 2025, NHHA Board Members hit the streets in Q3 and dropped off outreach post cards to more than 200 residences. The printing cost was only \$55 and since we used our own volunteer labor, this was a cost-effective way to get the word out about what NHHA has to offer. It's hard to know for sure, but comparing new memberships to our postcard list, we estimate that at least five households became brand new NHHA members as a result of our efforts. The more members we have, the more we can do for the neighborhood. This year, we plan to hit the streets again with volunteer block-walkers. Let us know if you feel like meeting more neighbors and we'll give you a list of doors to knock on!

Signage

- The NHHA alley signs, yard signs, custom curb addresses, decals, 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. We'll put you on the list and take care of it during our next round of curb painting this Spring. If you need a replacement alley or No Sol sign, again...just tell us. Want the 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? Let us know. Each member household is entitled to one free of charge. 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. Our goal is to increase awareness and reduce trash placed on the curb before the collection window. We need your help on this, so please be mindful of the city ordinances and do your part. Save the schedule printed on the back page of each edition of the quarterly Breeze newsletter if you want another monthly reminder.

Communications

- In 2025 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. If you'd like to advertise in the future, just reach out! We typically sell out of ad space, but we can put you on the waiting list for when a coveted spot opens up.
- We distributed about 75 MemberMail emails last year, 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 60-70% of people open each MemberMail. We allow advertisers to "sponsor" MemberMails for an affordable price. Reach out if you're interested in underwriting one.
- Countless emails are exchanged between the NHHA Board and Members each year. Your questions and feedback are important...stay in touch with us and keep them coming!
- We periodically update our website to ensure you can 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 do we utilize this communication tool for the benefit of our

members, but we also want prospective residents/members to easily see what makes Northwood Hills a great place to live.

- To underwrite the cost of our online communications, we rely on sponsors! Special thanks to our 2025 Platinum Sponsor: **Leslie Pulaski of Ebby Halliday Realtors**; our 2025 Gold Sponsor: **Saint Paul Catholic Classical School**; and our 2025 Silver Sponsors: **Willard** (Cooling, Heating, Plumbing & Electrical) and **A#1 Air**.

Events/Programs

- We've hosted the free (members-only) NHHA Paper Shredding and Electronics Recycling Event for more than a decade and its popularity continues to grow. Members drop off thousands of pounds of paper to be shredded and multiple pallets' worth of electronics to be recycled. We look forward to offering this free Members-only benefit again in 2026, and we're shooting for a Saturday in June. Look for a MemberMail in a few months once we confirm a date. We'll be seeking event sponsors again this year to keep the event free for you.
- Our signature event, the July 4th parade and festival, was another fabulous celebration as it hit its 32nd year. There was an organized parade, concessions, face painting and balloon animals, bounce houses, a DJ, a dunk tank, and other children's activities. It brought together hundreds of participants and spectators and provided countless smiles and joyful interactions. Check out the Gallery on our website for a photo recap. Look out for MemberMails as we get closer to this year's event, as we always need sponsors and volunteers to make the event successful.
- Our Good Neighbor Day event in September was another wonderful example of what makes our neighborhood so great to live in. We set up a pop-up donation site in the circle drive of Northwood Hills Elementary to collect toiletries and new and gently-used clothing for the RISD Clothes Closet. Snacks and drinks were on hand for the friendly neighbors who stopped by. When all was said and done, dozens of bags and boxes were collected over the span of a couple hours. NHHA was thrilled to spearhead this effort and would like to sincerely thank everyone who contributed their time and donations.
- In 2025, we facilitated a holiday decorating contest in October and again in December. Residents nominated their neighbors for their impressive displays and then we put together a list of nominees to be voted on. After the votes were tallied, the top two winners of each event got a congratulatory sign placed in their yard, an announcement online and in the Breeze, and received restaurant gift cards donated by sponsors. We love helping to build neighborhood camaraderie through these types of events.

Advocacy

- As a voluntary homeowners association, NHHA is not an enforcement agency. We can't compel membership or require adherence to local ordinances. However, we work to educate residents about neighborhood issues and code compliance, and help them escalate concerns when appropriate. In 2025 the NHHA Board answered hundreds of resident questions, coordinated with other local HOAs, liaised with City officials when necessary, served on task forces regarding zoning issues, represented our neighborhood in front of the City Plan Commission, and attended numerous local meetings for the purpose of disseminating helpful information in The Breeze and inside MemberMails. This year, we will continue to keep our residents updated on proposed

changes to city ordinances, town halls, and forums so you can voice your concerns to our elected representatives and stay informed about the city changes that affect you.

- 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. See a pothole or street sign down? Call 311. See a code issue? Call 311. As a reminder, the NHHA Board is entirely made up of volunteers, many of whom have work and community obligations outside of NHHA, so our goal with advocacy is to inform and empower. Our neighborhood is vast, so we need cooperation from residents to achieve progress.

What about 2026?

Every year we are hit with third-party cost increases, often from every single one of our vendors. We do everything we can to avoid raising your dues, only trying to use it as a last resort. We shop around for new vendors, try to negotiate discounts, seek sponsorships to cover costs, and use unpaid volunteers for our management. Rest assured we are working hard to give you the benefits and services you expect, while keeping dues increases at a minimum. The 2026 budgeted revenue is based on an annual dues amount of \$400, consistent with 2025. If we can increase our membership base this year, we can hopefully avoid a rate increase next year. Our Beautification budget covers routine maintenance and will allow for a couple new projects this year. The Security Budget allows for an 80-hour per week security patrol schedule, which keeps an officer in the neighborhood 7 days a week. Overall, this year we are planning for Security measures to account for about 70% of total expenses; Beautification to account for approximately 15%; Communications, about 7%; Membership Fulfillment expense and Programs account for around 3%.

Less than 4% of our expense budget is management expense, with the majority of that attributed to payment processing fees, storage, and insurance. This is a credit to our directors and volunteers who donate thousands of hours annually, and often their own personal resources, to help defray costs. Without volunteers, NHHA would not exist.

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. We'd love to have more members join our leadership team. We are always looking for Board Members, Chairpersons, event volunteers, and content creators. Reach out to let us know what area interests 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 2025-2026 FINANCIAL INFORMATION

ABBREVIATED FINANCIALS

	<u>BUDGET 2025</u>	<u>ACTUAL 2025</u>	<u>PROPOSED BUDGET 2026</u>
INCOME:			
ADVERTISING INCOME	15,821	16,591	15,455
INTEREST	2,200	1,316	1,400
MEMBERSHIP	206,000	190,862	194,000
TOTAL INCOME	\$224,021	\$208,769	\$210,855
EXPENSES:			
BEAUTIFICATION	26,750	26,153	29,500
COMMUNICATION	13,892	14,174	14,449
MANAGEMENT	7,817	7,306	7,900
MEMBERSHIP PROMOTION	5,660	6,600	5,875
PROGRAMS	300	337	350
SECURITY	169,440	163,794	143,440
TOTAL EXPENSES	\$223,859	\$218,364	\$201,514
NET INCOME	\$162	(\$9,595)	\$9,341

NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

	<u>December 31, 2025</u>	<u>December 31, 2024</u>
CURRENT ASSETS		
Cash	3,947	13,235
TOTAL CURRENT ASSETS	\$3,947	\$13,235
LIABILITIES & EQUITY		
CURRENT LIABILITIES (Adv. Dues)	10,474	10,167
Total Other Current Liabilities		
TOTAL LIABILITIES	\$10,474	\$10,167
EQUITY		
Opening Bal Equity '98	-1,731	-1,731
Retained Earnings	4,800	2,212
Net Income	-9,595	2,588
TOTAL EQUITY	-\$6,527	\$3,068
TOTAL LIABILITIES & EQUITY	\$3,947	\$13,235