



Reminder:

2024 NHHA Annual Meeting  
Tuesday, February 6  
Fretz Rec Center  
6950 Belt Line Rd  
**6:30pm** – Business Meeting

January 31, 2024

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](http://northwoodhills.org) with a credit card or Paypal account, or save us a processing fee and send your dues via Zelle to [membership@northwoodhills.org](mailto:membership@northwoodhills.org). 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 2024, we **thank you** for continuing to invest in this wonderful neighborhood. If you're not sure of your membership status, email [membership@northwoodhills.org](mailto:membership@northwoodhills.org) and we'll let you know.

The detailed recap for 2023 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 2023 finances:

- NHHA ended 2023 with nearly \$11,000 in cash assets.
- We budgeted for the equivalent of 530 fully-paid members and ended the year with 522 member households (some paid in full, some partially paid, some joining mid-year). Total membership income of \$203,350 fell short of our projection.
- We were under budget in most expense categories, except Beautification, because we had to pay for debris removal after another errant driver hit our median. With cash reserves rolled over from prior years, we had planned to absorb a net loss of \$7K, but instead ended the year with an \$8K loss.

**2023 Detailed Recap by Area**

**Crime, Security & Safety**

- NHHA contracted for security patrol coverage of 112 hours each week. This arrangement allows officers to be on duty 7 days a week and cover 45 miles of streets/alleys during each shift. We don't share the patrol hours publicly, but generally there is an officer on duty most of the day and overnight, for an average of 16 hours in a 24-hour period. During high-travel seasons, dozens of member homes are checked each shift according to an out-of-town form submitted

by a member. That valuable service is a benefit of your Membership...do you use it when you travel?

- GardaWorld continues to be our provider for armed security services. We have been pleased with their well-marked cars and the increased visibility in the neighborhood. Our goal is to have 3 full-time officers assigned solely to Northwood Hills each week. Supervisor Bradley works most of the daytime (during the week) shifts and Officer Jones splits his time between some overnights and some of the weekend day shifts. In 2023, we were plagued by turnover in the 3<sup>rd</sup> officer position. One officer left after being hit by a drunk driver while on duty, and another left after relocating to another country. We thought we found a good fit at the end of 2023, but that officer recently quit due to personal reasons. We will rely on a flex officer (who has experience in Northwood Hills) for the next couple months while we search for a permanent solution. Your generous holiday bonus contributions (and offers of meals!) play a big role in keeping our seasoned officers engaged and loyal to Northwood Hills. Thank you for supporting them. The NHHA President and Crime and Security Chairperson have consistent contact with our officers in order to share pertinent information back and forth, offer and receive feedback, and hopefully foster a relationship that encourages our officers to meet our expectations and stick around.
- 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, but lack of data on a police report, especially in instances of fraud, means we may be over-reporting. 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), 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 2023, overall reported criminal incidents totaled 37, a sharp decrease from 55 in 2022. Three residents reported burglaries to their habitation. BMVs dropped to two, from seven in the prior year. There were three UUMVs and 21 thefts last year, a third of which were financial/identity theft (as opposed to property theft). NHHA also tracked six incidents of criminal mischief, and two incidents of assault (non-violent).
- Our neighborhood consists of over 1150 homes. While one crime feels like too many, a total of 37 over the course of 365 days, with no violent crime, 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.

- 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. In 2023, Theft was the most prevalent crime in the neighborhood. Our biggest tool in fighting this 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 2023, we yet again fell victim to the Belt Line/Meandering Way median being severely damaged by a careless driver. The City (who owns the median) had to file an insurance claim to collect funds for repairs. It has taken months, but the funds have finally been received by the City and we are working with them to allow us to use our preferred vendor for the repairs. It is a difficult process, so we appreciate your patience. (If we use the City's vendor, their quote was astronomical, so the insurance proceeds would not come close to covering the cost of repairs).
- Our stone wall at Hillcrest/Spring Valley fell apart due to extreme temperatures causing cracks in the mortar. It took a while, but we finally found a masonry repair option that was affordable. We are always seeking to be good stewards of your dues, and sometimes that requires extra time to make sure we're choosing the best option.
- After we can get the Meandering Way median repair project completed, we are hoping to spruce up some of our other medians this year.
- 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.**
- Kudos to the Northwood Hills Greenway for their efforts in making Elmridge a beautiful entrance to our neighborhood.

### Membership and Member Benefits

- Our total number of member households dipped from 2022 to 2023, in part due to turnover in the neighborhood and homes being flipped/remodeled. 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 2024, 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 appreciate your

contributions to growing our membership. The more members we have, the more we can do for the neighborhood.

- Recently we direct mailed postcards to 250 households who haven't been members for the past couple years. We hope this will pick up addresses that have never been members and bring back households who have inadvertently dropped off the membership rolls in the past couple years. If we garner just one new membership from this effort, it will completely cover the cost of the outreach. Depending on its success rate, we may repeat it with other addresses too.

### **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. We'll put you on the list and take care of it during our next round of curb painting (Spring). If you need a replacement alley or No Sol sign, again...just tell us. 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. 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 2023 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 may have some spots available next year.
- We distributed about 65 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 60-70% of people open each MemberMail. Also, countless emails are exchanged between NHHA 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. This year we hope to add a Frequently Asked Questions page. 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.

## Events/Programs

- We've hosted the free (members-only) NHHA Paper Shredding and Electronics Recycling Event for the past 9 years 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 2024, 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 this year to help defray the costs, so please consider a sponsorship if you'd like to get the word out about your business.
- Our signature event, the July 4<sup>th</sup> parade and festival, was a big hit in 2023 as it was our 30<sup>th</sup> 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 included a visit from State Rep Ana-Maria Ramos. We thank the business sponsors and volunteers who allowed us to make it successful. If you want to get your business in front of hundreds of neighbors, let us know! Sponsorships are affordable. Please plan to set aside a little time to help out this year too – we'll take just 30 minutes of your time so you still get a chance to celebrate! A sign-up will be available as we get closer to the day.
- Our local fire station (Station 56 at Fretz Park) was out of commission for many months due to needed repairs. When the first responders were finally able to move back in, our wonderful residents showered them with gift card donations, pantry supplies, window coverings, electronics, and appliances. The crew knows just how generous our residents are from prior projects, but they were still floored at the outpouring of support. NHHA was thrilled to facilitate this effort and would like to sincerely thank everyone who contributed their time, money, and goods to our beloved local heroes.

## 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 2023 the NHHA Board answered hundreds of resident questions, coordinated with other local HOAs, spoke with or provided contact information for City officials when necessary, served on task forces regarding zoning issues, and attended numerous local meetings for the purpose of disseminating 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. If you want to speak with our City Council Representative, don't be afraid to reach out to her office. If you need help from Code Compliance, ask us for info for our neighborhood representative. 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 2024?**

The 2024 budget provides the benefits and services you expect. The revenue is based on an annual dues amount of \$400, which is slated to cover our expenses, but unfortunately won't allow us to build any reserves. If we can increase our membership base this year, we can hopefully avoid a rate increase next year. We're hoping to continue to collect sizable interest income in 2024, which gets easier if we receive most of the renewals in the first couple months of the year. Our Beautification budget covers routine maintenance and allows for a couple larger projects. The Security Budget allows for a 112-hour per week security patrol schedule, which keeps an officer in the neighborhood 16 hours a day, 7 days a week. Overall, Security measures account for about 75% of expenses; Beautification accounts for approximately 11%; Communications, about 6%; Membership Benefits expense and Programs account for around 4%.

**Less than 4% of our expense budget is management expense, with the majority of that attributed to payment processing fees 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.

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](mailto:president@northwoodhills.org)

## NHHA 2023-2024 FINANCIAL INFORMATION

### ABBREVIATED FINANCIALS

	<u>BUDGET 2023</u>	<u>ACTUAL 2023</u>	<u>PROPOSED BUDGET 2024</u>
<b>INCOME:</b>			
ADVERTISING INCOME	11,787	11,867	16,013
INTEREST	1,000	1,997	2,000
MEMBERSHIP	212,000	203,350	210,000
<b>TOTAL INCOME</b>	<b>\$224,787</b>	<b>\$217,214</b>	<b>\$228,013</b>
<b>EXPENSES:</b>			
BEAUTIFICATION	26,600	27,207	27,600
COMMUNICATION	13,071	12,891	13,389
MANAGEMENT	9,261	8,004	7,987
MEMBERSHIP PROMOTION	6,523	6,539	6,550
PROGRAMS	1,500	1,066	300
SECURITY	174,848	169,911	171,440
SPECIAL PROJECTS	0	0	0
<b>TOTAL EXPENSES</b>	<b>\$231,803</b>	<b>\$225,619</b>	<b>\$227,266</b>
<b>NET INCOME</b>	<b>(\$7,016)</b>	<b>(\$8,405)</b>	<b>\$747</b>

### NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

	<u>December 31, 2023</u>	<u>December 31, 2022</u>
<b>CURRENT ASSETS</b>		
Cash	<u>10,957</u>	<u>19,275</u>
<b>TOTAL CURRENT ASSETS</b>	<b>\$10,957</b>	<b>\$19,275</b>
<b>LIABILITIES &amp; EQUITY</b>		
CURRENT LIABILITIES (Adv. Dues)	<u>10,477</u>	<u>10,390</u>
Total Other Current Liabilities		
<b>TOTAL LIABILITIES</b>	<b>\$10,477</b>	<b>\$10,390</b>
<b>EQUITY</b>		
Opening Bal Equity '98	-1,731	-1,731
Retained Earnings	10,617	24,155
Net Income	<u>-8,405</u>	<u>-13,538</u>
<b>TOTAL EQUITY</b>	<b>\$480</b>	<b>\$8,885</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$10,957</b>	<b>\$19,275</b>