



Reminder:

2021 NHHA Annual Meeting
Thursday, February 11
7:00PM
VIRTUAL VIA ZOOM
(Link to be provided)

January 27, 2021

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 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.

If you've already renewed your membership in 2021, 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.

Now, let's get to business – the detailed recap for 2020 is on the following pages and NHHA financial info is on the last page of this report. But, if you want a quick recap, here are the highlights of the 2020 finances:

- NHHA's finances remain very strong. We ended 2020 with over \$46,000 in cash assets.
- We budgeted for the equivalent of 525 fully-paid members and ended the year with 534 member households (some paid in full, some partially paid, some joining mid-year). Total membership income of \$153,750 fell short of our projection mostly because of turnover due to home sale activity and the new residents joining 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 all expense categories, mainly due to changes we had to implement because of COVID. We weren't able to host any community events, or throw a typical 4th of July celebration, or undertake any large special projects. We had planned to aggressively spend down reserves and therefore budgeted for a net loss of \$27,813, but instead ended the year with a \$9,925 loss.

2020 Detailed Recap by Area

Crime, Security & Safety

- For all of 2020, NHHA provided security patrol coverage of 112 hours each week. Officers were on duty every single day and covered 45 miles of streets/alleys during each 8-hour shift. During

high-travel seasons, dozens of member homes were 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?

- 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. We employ 3 full-time officers throughout the week, but struggled with officer turnover in 2020. GardaWorld has increased wages in 2021 in hopes of retaining reliable talent. As of this writing, we have 1 new officer, 1 officer with 6 months at our post and 1 officer with 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.
- 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 two-thirds of the annual budget.
- 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 our area and accurately report to you as best we can. However, if an incident involves a juvenile, whether as the victim or perpetrator, we most likely will not be able to receive information about it. We also rely on you to keep us informed, so please alert us if you experience a criminal incident.
- Our 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).
- In 2020, overall reported criminal incidents totaled 61, up from 55 in 2019. Two residents reported burglaries to their habitation, neither of which appeared to be forced entry. BMVs rose last year, to eighteen. Many included reference to unlocked vehicles/trailers or open truck beds. No police reports indicated Robbery in 2020, but NHHA spoke to a victim of a BMV that resulted in a weapon being drawn, so we feel it is appropriate to categorize it as Robbery for our purposes. There were three UUMVs and 23 thefts last year, a third of which were financial/identity theft (as opposed to property theft). NHHA also tracked six incidents of assault (four of which were verbal or online) and eight incidents of criminal mischief.
- Our neighborhood consists of over 1150 homes. While one crime is too many, a total of 61 over the course of 365 days, of which only three would be considered violent, 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 published a 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

- NHHA maintains or underwrites 10 neighborhood medians, including irrigation, mowing, weeding, cleaning, tree trimming, and planting seasonal flowers and perennials. We strive to use less water and get longer lifespans out of our plantings, while providing a manicured, upscale look. In 2020, we focused on our median trees and trimmed, pruned, and fertilized. We also did seasonal plantings on Spring Valley and Meandering Way. We routinely have 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.**
- NHHA is excited to undertake some large Beautification projects this year. We already have a plan for the eyesore that is the Hillcrest/Belt Line corner, and we are in the process of getting bids for washing and painting the continuous brick wall along Belt Line.
- 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 in the past. 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 increased from 2019 to 2020, mostly due to outreach after new residents moved in. We anticipate strong home sales and steady turnover again in 2021, 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 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. 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 2020 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 60 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 October, NHHA unveiled a comprehensive Member feedback survey. We received nearly 130 responses and took your comments into consideration when formulating the annual budget. We were able to create a priority list of projects to consider after seeing multiple member comments in the same area. We look forward to using your feedback as a guide in 2021 to ensure we're being good stewards of your dues. If you missed the survey or think of something else throughout the year, don't worry, we added a quick Feedback option to our website.
- We continually 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 will add an FAQ page to save time and provide useful information. 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 NHHA Paper Shredding and Electronics Recycling Event for the past 6 years and its popularity continues to grow. Luckily we were still able to offer it in 2020, despite COVID. Members dropped off thousands of pounds of paper to be shredded and multiple pallets' worth of electronics to be recycled, and this time, they also dropped off food to donate to the North Texas Food Bank. Our residents' generosity resulted in nearly 500 pounds of food making it into needy households. We typically partner with Goodwill to provide an option for donating clothes and household items inside the neighborhood at this same event, but they halted that service in 2020 due to the pandemic. We look forward to offering this free

Members-only benefit again in 2021, hopefully with Goodwill back on board. 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, had a very different look in 2020. There was no organized parade, no concessions, no bounce houses, and no children's activities. As disappointing as it was to not be able to gather in groups and celebrate our nation's independence, there was still joy to be had on that day. Residents rallied by decorating their houses and yards, setting up small gatherings outdoors, and driving around at their leisure to honk and wave at neighbors. We thank the business sponsors who were still willing to support our efforts, and we are hopeful we can get closer to normal in 2021.
- 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. In 2020, we were honored to support Parkland Hospital by facilitating donations to provide meals to the front-line workers. With \$5,000 of combined funds from members and NHHHA, Parkland staff were sent 658 meals split between two shifts. 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, NHHHA is not an enforcement agency. We can't require 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 2020 we assisted dozens of residents with questions, coordinated with other local HOAs, spoke with or provided contact information for 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. As a reminder, the NHHHA Board is entirely made up of volunteers, and our goal with advocacy is to inform and empower.

What about 2021?

The 2021 budget provides the benefits and services you expect. It projects an increase in dues collection, but less interest income than 2020, thanks to the decrease in CD rates. It allows for a 112-hour per week security patrol schedule, with a rate increase for our officers. It provides us an opportunity to focus on some important projects in Beautification. NHHHA has built up a financial reserve over the years, but it's time to spend that down and provide more benefits for our members. Overall, Security measures account for about 67% of expenses; Beautification (including special projects) accounts for approximately 19%; Communications, about 6%; Membership Benefits expense and Programs account for around 5%.

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

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. We hope to spend down the majority of our reserves in 2021, which means we will have to assess what changes might be needed in 2022 to support rising security and beautification costs.

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 2020-2021 FINANCIAL INFORMATION

ABBREVIATED FINANCIALS

| | <u>BUDGET 2020</u> | <u>ACTUAL 2020</u> | <u>PROPOSED BUDGET 2021</u> |
|-----------------------|--------------------|--------------------|---------------------------------|
| INCOME: | | | |
| ADVERTISING INCOME | 9,500 | 10,007 | 9,231 |
| INTEREST | 500 | 254 | 5 |
| MEMBERSHIP | 157,500 | 153,750 | 159,000 |
| DUES REBATE | (300) | (210) | 0 |
| TOTAL INCOME | \$167,200 | \$163,801 | \$168,236 |
| EXPENSES: | | | |
| BEAUTIFICATION | 27,600 | 22,886 | 27,400 |
| COMMUNICATION | 11,671 | 11,476 | 11,724 |
| MANAGEMENT | 7,692 | 5,669 | 6,666 |
| MEMBERSHIP PROMOTION | 7,675 | 7,475 | 7,525 |
| PROGRAMS | 2,850 | 838 | 2,400 |
| SECURITY | 127,525 | 121,866 | 135,522 |
| SPECIAL PROJECTS | 10,000 | 3,516 | 12,000 |
| TOTAL EXPENSES | \$195,013 | \$173,726 | \$203,237 |
| NET INCOME | (\$27,813) | (\$9,925) | (\$35,001) |

NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

| | <u>December 31, 2020</u> | <u>December 31, 2019</u> |
|---------------------------------------|--------------------------|--------------------------|
| CURRENT ASSETS | | |
| Cash | 46,625 | 58,950 |
| TOTAL CURRENT ASSETS | \$46,625 | \$58,950 |
| LIABILITIES & EQUITY | | |
| CURRENT LIABILITIES (Adv. Dues) | 5,250 | 7,650 |
| Total Other Current Liabilities | | |
| TOTAL LIABILITIES | \$5,250 | \$7,650 |
| EQUITY | | |
| Opening Bal Equity '98 | -1,731 | -1,731 |
| Retained Earnings | 53,032 | 51,696 |
| Net Income | -9,925 | 1,336 |
| TOTAL EQUITY | \$41,375 | \$51,300 |
| TOTAL LIABILITIES & EQUITY | \$46,625 | \$58,950 |