



Reminder:

2023 NHHA Annual Meeting
Tuesday, February 7
Prism Center
5580 Peterson, Ste 175
7:00pm – Business Meeting

January 28, 2023

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 us a processing fee and send your dues via Zelle to 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 2023, 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 2022 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 2022 finances:

- NHHA ended 2022 with over \$19,000 in cash assets.
- We budgeted for the equivalent of 531 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 \$183,098 fell short of our projection because of mid-year joins.
- We were over budget slightly in most expense categories, namely Beautification, because of rising costs charged by our vendors and unexpected irrigation repairs. With cash reserves rolled over from prior years, we had planned to absorb a net loss of \$12K, but instead ended the year with a \$13K loss.

2022 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 solely assigned 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 2022, we had to use flex officers for a few months while we searched for a good fit to fill the 3rd officer position. These positions are very wage-sensitive and officers often leave for other companies paying \$1-\$2 more per hour. In December, GardaWorld hired Officer Simpson for Northwood Hills, and we have been impressed with his performance so far. He splits the overnight and weekend day shifts with Officer Jones. Your generous holiday bonus contributions play a big role in showing our officers we appreciate their service and loyalty. 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.
- 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 2022, overall reported criminal incidents totaled 55, slightly up from 49 in 2021. Eleven residents reported burglaries to their habitation, six of which did not involve forced entry. BMVs rose to fourteen, up from seven in the prior year. There were four UUMVs and 21 thefts last year, a third of which were financial/identity theft (as opposed to property theft). NHHA also tracked four incidents of criminal mischief, and one incident of assault.

- Our neighborhood consists of over 1150 homes. While one crime feels like too many, a total of 55 over the course of 365 days, of which only one 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. Our biggest tool in fighting 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 2022, we had to forego major improvement projects because we were plagued by irrigation system leaks due to aged, deteriorating equipment, requiring costly repairs and resulting in higher water bills. Also, in early 2022, one of our medians was damaged by a careless driver who denied fault. We had to cover the cost of repairs to the irrigation system he damaged, but our Council Person, Jaynie Schultz, facilitated repairs to the stone wall at no cost to us. (Read on to see what happened next).
- NHHA is hoping to further spruce up some of our medians this year, but we were yet again victimized in late 2022 by a careless driver who completely destroyed our stone wall and marker at the Belt Line/Meandering Way median. Two times in one year! Our irrigation system likely suffered heavy damage too. We have obtained information about the perpetrator, but since we don't physically own the land where the damage occurred, we are seeking assistance from the City of Dallas to help us pursue compensation for damages. They are in the process of filing a claim and have obtained a bid for repairs. Please be patient with the appearance of that median while we let the process play out. If we are unsuccessful in getting repairs covered by the at-fault driver, then we will be left with a project requiring massive funds.
- We routinely have to replace damaged sprinkler heads and the largest culprit appears to be related to 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.**

Membership and Member Benefits

- Our total number of member households dipped from 2021 to 2022, mostly 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 2023, 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.

- This year we are planning to direct mail every household in the neighborhood who hasn't joined for 2023. It's a large undertaking due to the sheer number of homes in Northwood Hills, but we hope this will pick up households that have never been members and bring back households who have inadvertently dropped off the membership rolls in the past couple years.

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. 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 2022 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 may have some spots available.
- 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 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. 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 8 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, and this time, they were also able to pick up pre-ordered pies from Emporium Pies. 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 and have not reinstated it yet. We look forward to offering this free Members-only benefit again in 2023, 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. We're 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 4th parade and festival, was a big hit in 2022. There was an organized parade, concessions, bounce houses, a DJ, a dunk tank, and other children's activities. It brought together hundreds of participants and spectators. 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 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, donated food and money to North Texas Food Bank, bought hundreds of meals for the front-line workers at Parkland Hospital, and hosted a neighborhood event with live music, bounce houses, and food trucks. We have truly wonderful neighbors in and around Northwood Hills and we'd love to get your ideas on how we can celebrate and give back in 2023.

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 2022 we assisted dozens of residents with 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 local meetings for the purpose of disseminating helpful information in The Breeze and inside MemberMails. We are currently compiling a list of capital improvement projects that are needed in the neighborhood for potential inclusion in the next Bond package. If you know of a street or alley in serious disrepair, or an area that constantly floods, please submit your concern on our website.

- 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. 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.

What about 2023?

The 2023 budget provides the benefits and services you expect. The revenue is based on an annual dues amount of \$400, which is slightly higher than prior years to help counteract the cost increases that have been passed on to us by nearly all of our third-party vendors. If we can increase our membership base this year, we can hopefully avoid a rate increase next year. We're hoping to collect more interest income in 2023, after finding a higher-yield savings option. 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 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

NHHA 2022-2023 FINANCIAL INFORMATION

ABBREVIATED FINANCIALS

	<u>BUDGET 2022</u>	<u>ACTUAL 2022</u>	<u>PROPOSED BUDGET 2023</u>
INCOME:			
ADVERTISING INCOME	10,750	11,207	11,787
INTEREST	360	941	1,000
MEMBERSHIP	186,000	183,098	212,000
TOTAL INCOME	\$197,110	\$195,246	\$224,787
EXPENSES:			
BEAUTIFICATION	22,200	23,356	26,600
COMMUNICATION	11,851	12,817	13,071
MANAGEMENT	8,125	9,026	9,261
MEMBERSHIP PROMOTION	6,320	7,505	6,523
PROGRAMS	1,780	1,669	1,500
SECURITY	159,122	154,411	174,848
SPECIAL PROJECTS	0	0	0
TOTAL EXPENSES	\$209,398	\$208,784	\$231,803
NET INCOME	(\$12,288)	(\$13,538)	(\$7,016)

NHHA BALANCE SHEET WITH PREVIOUS YEAR COMPARISON

	<u>December 31, 2022</u>	<u>December 31, 2021</u>
CURRENT ASSETS		
Cash	19,275	27,084
TOTAL CURRENT ASSETS	\$19,275	\$27,084
LIABILITIES & EQUITY		
CURRENT LIABILITIES (Adv. Dues)	10,390	4,661
Total Other Current Liabilities		
TOTAL LIABILITIES	\$10,390	\$4,661
EQUITY		
Opening Bal Equity '98	-1,731	-1,731
Retained Earnings	24,155	43,107
Net Income	-13,538	-18,952
TOTAL EQUITY	\$8,885	\$22,423
TOTAL LIABILITIES & EQUITY	\$19,275	\$27,084