



## 05/18/2017 Whiffletree – Update Letter from President Alan Kravitz

I would like to let our neighbors and our Whiffletree V, VI, and VII Homeowners Association (WHOA) members know about recent events with your voluntary Homeowners' Association. On March 12, 2017, WHOA held our annual meeting of members at Davis Library to elect officers and approve our budget for expenditures for the new fiscal year beginning in April, 2017. Here are your elected officers and committee chairs for the current year:

- President–Alan Kravitz
- Past President–Mark Ubl (non-voting board member per our WHOA bylaws)
- Vice President–Jim Skelly
- Treasurer–Bill Ostergren
- Secretary–Lisa Kravitz
- Crime Watch Chair–Jerry Smith
- Membership Chair–HB Bartz
- Beautification Chair–Tom Dixon
- Social Committee Chair–Karen Slott
- Welcoming Committee Chair–Angela Hurn

These neighbors are volunteers, which means that these individuals are working for our mutual benefit to help keep our neighborhood one of the most desirable places to live in Plano! I want to personally acknowledge their willingness to help, and thank them in advance for their service to our community. These leaders will be reaching out to you to ask for your help with fulfilling their duties throughout the year. If you are asked to help, please consider contributing your talents. The more neighborhood support we have, the easier it is on them and the more we can accomplish, together!

Continuing our tradition, WHOA have several events planned throughout the year that we encourage neighbors to take advantage of, some are limited to paid members, and a few are open to all neighbors to enjoy. You'll be hearing more about our social events, and other events at this website, as well as online through Nextdoor Whiffletree. If you are not familiar with Nextdoor, it is a neighborhood social media site that is independent of our Association but serves as one of our communication vehicles to help keep you informed about our events. See [whiffletree.nextdoor.com](http://whiffletree.nextdoor.com) for more information.

In addition, neighbors who sign up for Nextdoor can stay informed about Crime Watch, Safety Seminars offered by the Plano Police Department, and other events that involve WHOA, like National Night Out in the Fall.

We have a former WHOA Board officer and a Committee Chair who have stepped down after years of serving our neighborhood. I would like to publically thank them for their service. They are Mark Ubl, our immediate past President of WHOA, and Jeff Wheeler, Beautification Committee Chair for the past 10+ years. These individuals helped in numerous ways to keep our neighborhood great! Their selfless dedication to our neighborhood should be celebrated. This has been a Job well done! Thanks to both of you gentlemen.

Our financial position as an Association remains solid. We have one of the lowest membership rates of any neighborhood association in Plano, at only \$120/year. Our account balances are healthy, which allows us flexibility in making strategic investments, especially with maintaining the common areas like the entrances to our neighborhood.

Some may not know, but the majority of WHOA membership funds collected go to supporting our four neighborhood entrances with seasonal plantings and holiday decorations. Our Beautification Committee contracts maintenance of the sprinkler systems and pruning the shrubs and trees at our entrances. Next time you drive around the city, compare our entrances to other neighborhoods. You may conclude, like me, that we have beautiful entrances that are inviting to visitors and future residents alike.

Last year WHOA Board worked on a capital improvement plan to upgrade our entrance lighting. The City of Plano matched our investment that upgraded our entrances' lighting by replacing aging, conventional lights with modern, energy efficient LED lighting that improved the overall nighttime appearance to our entrances, while not increasing our energy bills. As the Board meets throughout the year, we will consider other capital improvement projects that meet the City of Plano neighborhood improvement program for matching funds. If you have suggestions, please let us know.

The annual budget also supports three annual social events that are well attended and the feedback we get is overwhelmingly positive. These include a Summer family event, usually around July 4<sup>th</sup>. This has been an Independence Day parade, a family oriented event that encourages family and their children to get together to play outdoor games and enjoy socializing with food and drink provided. Past events have included a Fire Engine leading the parade with children of all ages participating. The other two events include participation in a family oriented National Night Out to promote neighborhood safety by getting to know your neighbors, with food and drink provided by WHOA. Finally, we have winter event for adults who are members of the Association to get together at a local restaurant to socialize.

Paid membership goals for the current year is over 310 which, if achieved, would be an all-time high. There is always room to improve our paid membership numbers because at 310, that is still only about 65% of our homes. We are hoping that as we continue to work hard to provide more and more value for your dues dollars that more residents will decide to join WHOA.

One final benefit for paid members is our annual Whiffletree Directory. We plan to provide an updated membership directory this year in the Fall.

Probably the most exciting accomplishment for our Association has been an achievement that your WHOA Board worked diligently on:

**Whiffletree is a 2016 "Plano BEST Neighborhoods," Platinum Award recipient!**

We were formally recognized by the Mayor and the Plano City Council at their meeting on December 12, 2016. Platinum is the highest recognition level, and only four Plano neighborhoods received it. Of the four, we were the only voluntary Homeowners Association.

Thanks to all of our residents for your support of our Whiffletree neighborhood. This year promises to continue build on the positive momentum of the recent past to continue to provide service to our neighborhood.

Thanks for your support of the Whiffletree Homeowners Association!