



*Preston Hollow East Homeowners Association is excited to bring Dallas' B&G campaign to Preston Hollow Park. During the month of October you can get your photo with the B&G letters.*

**Use #WeBelongPHEHA**



## *A Message From The President*



**JUDY SMILEY**

**Dear Preston Hollow East Neighbors,** You have all heard the saying, "what goes around comes around". Well, I

feel like I have been living this for the past few years, in a good way.

I can remember in the early 90's working with Charlotte Cole on the idea of a crime watch/neighborhood association. For me, that was such an exciting time to live in Preston Hollow. At that time, I never served on the PHEHA board, but remained active as a street director or block captain. Time marched on and we no longer used block captains, so my contribution be-

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came writing a check. Well, that changed several years ago when a long time friend asked me to serve on the board. Like I said, "what goes around comes around!" I found myself volunteering with PHEHA again.

What a pleasure to serve on this board for the last 4 years. I was VP of membership and then President. Now, it's time to pass the torch. I want to thank everyone who has so faithfully served on the board with me, Cindy and Michael Young, our power couple, Juli Black, Jana, Lovejoy, Ashley Parks and Russ Corby. I want to give a big thanks to Juli, who has used her marketing

## *What's Inside*

skills to launch our new logo, our social media presence and PHEHA merchandise. You can now "like us" on Facebook or Instagram or "follow us" on Twitter.

We encourage you to come to our annual meeting on October 15 and vote on our new board. Plus, look for something BIG coming to the park in October.

Lastly, I want to encourage everyone to help out; we need block captains (we are bringing them back!) and volunteers for National Night Out & other events. Most of all join us!! "Belong!"

## Crime Watch & Expanded Neighborhood Patrol Update



MICHAEL YOUNG

**At a recent District 13 meeting,**

Jennifer Gates informed that the Dallas sworn officers ratio to citizens is the lowest it has been in recent history.

According to Councilwoman Gates the ideal ratio is 3:1000. Currently the ratio in Dallas is 2.3:1000.

This year when some of our neighbors were burglarized they felt the tangible sting of this reality. Neighbors in Preston Hollow East have complained of response times of more than an hour when our ENP patrol is not on duty.

Historically, we have not had enough members to fully fund 24/7 ENP (our off-duty Dallas Police Expanded Patrols) in Preston Hollow East.

It does not have to be this way. As an organized community with a strong Expanded Neighborhood Patrol Program already in place we have the power to change it. We have the potential buying to change it. For less than \$1 a day your generosity can change it. We can decide as a neighborhood that we want our average Police response measured in seconds—not in hours.

*ENP has shown to be effective in reducing crime in neighborhoods.*

Source: [www.dallaspolice.net](http://www.dallaspolice.net)

*Last year 95% of all money raised paid for Expanded Neighborhood Patrols.*

*"Our goal remains 24/7 expanded neighborhood patrols. The more of us that belong equals more patrol. It is really that simple."*



## We Belong!

*Expanded Neighborhood Patrol (ENP) is a program authorized by the DPD in which neighborhood organizations hire armed, uniformed off-duty police officers to patrol their area. It is also the most expensive crime prevention program and requires a great deal of time and effort to organize and operate on a continuing basis.*

### *PHEHA Annual Meeting October 15th*

**We invite you to attend our annual meeting on October 15th.** At our annual meeting we will present our budget and you will meet some of the officers that patrol Preston Hollow East. Also, you will meet your Board of Directors who volunteer their time to PHEHA and make our ENP program possible.

We ask you to join your friends and neighbors and contribute to this unique opportunity to impact everyone who lives in Preston Hollow East. Join Today!

**Visit [www.PHEHA.org](http://www.PHEHA.org) for more details.**

## Membership Update



CINDY YOUNG

*I first noticed our neighbors using the motto: "We Belong!" on social media last spring.*

As you may recall we had a crime wave in Preston Hollow East and some homes were burglarized. Sadly, our officers were not on patrol every time one of these burglaries occurred but they could have been.

Your membership directly impacts how many patrol hours we can afford. Police response times could be seconds instead of hours in Preston Hollow East.

We are in the middle of our annual membership drive. Our message is simple:

*To maintain the outstanding Crime Watch Expanded Neighborhood Patrol schedule, we must ask all our friends and neighbors to do their part.*

We have added a membership map on our website. On PHEHA.org you can check our membership progress weekly.

**We encourage you to talk with your friends and neighbors who have not yet joined and ask them to "Belong!"**

# We Belong!

Do you belong? Join and get a Preston Hollow East Neighborhood Discount Card. The PHEHA card for members only provides special discounts at many nearby businesses. Great Restaurants including Pho Envy, Jersey Mike's, Mimi's Pizzeria, Romano's Macaroni Grill and Snap Kitchen. Beer/Wine/Spirits discount at PK's Fine Wine and Spirits. Home security item RING Doorbell. Med Spa services with Image ReNu Med Spa. Realtor discounts with Juli Black at iHome Dallas. Dry cleaning at J's Tailor and Cleaners and Vogue Cleaners. Hair by Alejandro and the Illusionist Hair Salon. Massage therapy with The Studio and through Helping Hands. A full list where you will save can be found on our website [www.PHEHA.org](http://www.PHEHA.org).

Please support PHEHA Crime Watch and Expanded Neighborhood Patrol. Your membership will help pay for the off-duty Dallas Police patrols we all will enjoy this year.

### JOIN / RENEW PHEHA & BENEFITS

	SENIOR <sup>65+</sup>	MEMBER
PHEHA MEMBERSHIP	\$240/year or \$20/mo	\$300/year or \$30/mo
FREE MEMBERSHIP CARD	✓	✓
CRIME WATCH ENP DIRECT PHONE #	✓	✓
CRIME WATCH ENP STICKERS	✓	✓
USE OF YARD SIGN *	✓	✓

\*As long as PHEHA membership is current

## Marketing Update



JULI BLACK

*Our mission is simple—keep Preston Hollow East a safe, enjoyable and neighborly community.*

This October take a selfie with the Dallas B&G letters at our park. The letters will be in the park all month. Use #WeBelongPHEHA and tag us in your posts.

Also in October visit with neighbors at National Night Out and join us for our annual meeting.

At PHEHA “Belonging” means contributing. Our generous and thoughtful members provide the budget for our Crime Watch Extra Neighborhood Patrol program that we all enjoy.

If you have not joined we are asking you to join. We know you are an informed, caring neighbor. You see, based on the outcome of this fundraising campaign PHEHA will determine how many expanded patrol hours we can afford to purchase for the coming year.

We have increased our communication efforts to raise awareness and funds for our Expanded Neighborhood Patrol (ENP) program.

### Have you seen our:

- Door Hangers
- Mailers
- PHEHA Signage
- Emails
- Newsletters
- Mailers
- Flyers

### Join Us on:

- Facebook
- Instagram
- Twitter



Follow us, Friend us,  
Tweet us & Tag us  
#WeBelongPHEHA

FB: @PHEHAconnect  
Twitter: @PHEHAconnect  
Instagram: @PHEHAconnect

## Important Dates

### DALLAS B&G LETTERS

*The entire month of October at the Park*

### NATIONAL NIGHT OUT

*October 4th 5:30pm-7:30pm at the Park*

### ANNUAL MEETING

*October 15th, 10:30am-Noon (location TBD)*

*For More Information on upcoming events visit [www.PHEHA.org](http://www.PHEHA.org)*

Perhaps you attended one of our events like the crime watch meetings at Top Pot, National Night Out in our park or our annual meeting.

We also started a spotlight program to shine a light on those around us contributing to a better community.

Join and use your Members Only card to save money with great discounts at participating businesses nearby.

At PHEHA “Belonging” means

contributing. Together, we can keep Preston Hollow East a safe and neighborly community.

## Do you belong?

*We are better and safer when we all belong.*

*Join us and say, “We Belong!”*

## Beautification Update

A **BIG "Thank you"** to **Dallas Parks and Rec** for working with PHEHA to address the erosion issue on the northwest side of our park by adding the much needed ground cover and stone border. And, for installing the 4 pet waste stations to keep our park clean for all who enjoy it.

When you Join PHEHA, add \$1 to help us pay for and maintain the new pet waste stations at Preston Hollow Park!



*We Belong!*



PHEHA RECOGNIZES AND EXTENDS A SPECIAL THANK YOU TO THE FOLLOWING SPONSORS AND PARTNERS FOR THEIR GENEROUS CONTRIBUTIONS AND CONTINUED SUPPORT.



Ingredients for life..

Add PHEHA to your Tom Thumb Good Neighbor Rewards program! Help pay for Crime Watch with your rewards.

**PHEHA is Good Neighbor #7481.**



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**Be a PHEHA Sponsor or Partner:** It's easy, fun and most of all your support is for a great cause! When you provide support for PHEHA you are supporting the excellent Crime Watch and Expanded Patrol program our friends and neighbors rely on. Email info@PHEHA.org or www.PHEHA.org for more details.

Our *PHEHA Expanded Neighborhood Patrol & Neighborhood Watch program* is a group of people living in the same area who want to make our neighborhood safer by working together and in conjunction with local law enforcement to reduce crime and improve our quality of life.

*Neighborhood Watch is security at the most local level.*

PHEHA provides you an opportunity to contribute and work towards increasing the safety and security of our homes and our neighborhood.



*“We Belong!”*

Preston Hollow East Homeowners Association  
[www.PHEHA.org](http://www.PHEHA.org)

MAILING AREA

# WHO IS WATCHING YOUR HOME?



Please Join Us For Our Annual PHEHA Crime Watch & Expanded Neighborhood Patrol Meeting on **October 15th.**



*Opportunistic Criminals or PHEHA Crime Watch & Expanded Neighborhood Patrol?*