

FEBRUARY 2016

Message from the Office of the President/CEO

The January 2016 Blizzard is over and our lives have returned to normal. However, we are still reminded of how much snow we got by the remaining mounds lining our streets and parking lots. Each time our area is blanketed with snow, CA's snow removal teams respond to open our facilities and amenities. That is no easy task and the effort takes a lot of preparation, prioritization and coordination.

Clearing the snow from CA property is done by a dedicated group of CA team members from Open Space Management, Capital Improvements, Golf Course Maintenance, and each of our facilities. They remove the snow from community and neighborhood centers, the three gyms, ice rink, maintenance facilities, more than 30 parking lots and more than 120 miles of pathways and sidewalks connecting our community. Using trucks and handheld equipment, and operating heavy and light equipment, team members are often able to remove snow from these areas within a day. But the January Blizzard was an exceptional storm and it took several days to dig out. The 2016 Blizzard compares to the recent blizzards of 2010 and 2003 - all of which paralyzed our region for days.

Our community partners also have a major effort in clearing the snow for safe travel. Howard County has more than 1,000 miles of roadways and miles of pathways from which they remove snow. The Howard County Public School System removes snow from the walkways and parking lots of 76 schools.

It takes the combined efforts of many people from the public and private sectors to keep our community working effectively before, during, and after major weather events. On behalf of the Office of the President/CEO, *Thank You* to all our CA team members and community partners for being at their best, especially when the weather is less than ideal.

Energy Management

CA's energy management program has achieved some notable accomplishments over the last several months. A combined heat and power (CHP) generating station was installed at the Supreme Sports Club that will simultaneously provide electricity and hot water for the facility. This project was developed in partnership with Baltimore Gas and Electric and will reduce operating costs and energy consumption. Numerous other energy projects were implemented that included LED lighting at the Columbia Athletic Club, the Supreme Sports Club, and courtyards at Kahler Hall and Slayton House.

CA has also recently received national recognition for our leadership on energy and sustainability issues. CA was recently mentioned in a fact sheet from the White House [press office](#) promoting our commitment to energy efficiency as a participant in the Department of Energy's Better Buildings Challenge program.



Sport and Fitness

All Star Open House Day

On February 13, the Sport and Fitness facilities welcomed the public to the All Star Open House Day - a series of special classes, programs and events, along with ongoing All Star themed activities and promotional displays, intended to express member appreciation and celebrate our outstanding facilities, staff and programs. The All Star theme tied in to the NBA All Star weekend so we at CA could celebrate our stars - members, residents and guests! Gold stars decorated the entranceways, staff wore gold medals, and foil-wrapped sports chocolates, fruit chews and freshly made popcorn were given at the front desks. In addition to free guest admission, special group fitness classes and sports activities such as basketball skills contests, cardio tennis, racquetball clinics, wibit races, putting contests, martial arts, and ice and roller skating were scheduled from opening until closing and made available to everyone. The event was a great success generating hundreds of program and membership leads and creating a fun and celebratory atmosphere for members, guests and staff alike. We look forward to conducting three open house events each year with the next event scheduled in late June and featuring a Summer Olympics theme.

Administration

Anish Manrai was named Assistant Director of Sport and Fitness in February 2016. Anish has worked at CA since 2013 and most recently served as General Manager of Tennis Operations. CA's Tennis Division under his leadership was awarded the 2015 United States Tennis Association (USTA) Mid-Atlantic Innovation Award and was nominated for the 2016 USTA Organization of the Year.

Aquatics

Aquatics is in the process of hiring 450 new and returning team members for the summer 2016 season. Eighty-five (85) offers to new lifeguards were sent the week of February 1, and more are expected to follow. The first of four New Guard certification courses began on February 8.

Registration for World's Largest Swim Lesson is open. The event will take place on June 24 at the Dickinson Pool at 1:00 pm.

Aquatics is in the process of interviewing and hiring 42 coaches for the 2016 Columbia Neighborhood Swim League (CNSL) season.

The Dorsey renovations are going well and are expected to be completed for the reopening of the facility on Memorial Day Weekend.

Columbia Swim Center

The Swim Center will be closed from June 16 through Labor Day for installation of the new Splashdown slides, tower, and repairs to the Program Pool roof. Morning Swim programming will be moved to the Hawthorn pool for the upcoming summer.

Golf

Fairway Hills will begin its FootGolf League on Mondays, beginning April 18. FootGolf is playing Golf to larger holes, in the rough, and with a soccer ball. The front 9 holes will accommodate 18 FootGolf holes. FootGolf will not impact the golf course or other golfers.

The stream stabilization/bridge repair work is entering the final stages for completion. Large rocks have been placed to stabilize the stream bank and the planks on the bridge are being replaced.

The First Tee of Howard County is now conducting Winter Session classes, with Spring Session classes beginning in mid-April. The First Tee of Howard County was one of two of the 185 National Chapters to earn the ACE level award three years in a row. The 9th Annual Taste for The First Tee will be held on April 14th at the Turf Valley Resort. Tickets and class registration may be found on its website: www.thefirstteehowardcounty.org.

Indoor/Outdoor Tennis Clubs

The Winter Session for Juniors and Adults began on January 19 and continues through March 28.

Pickleball continues to be popular and offered two days weekly at Owen Brown Tennis Club with an average of 14-16 players per day.

Cardio Tennis continues to be popular, and is growing with an average monthly participation of 100 players.

Columbia Gym

Table Tennis is now offered as a drop-in activity for members and guests! The new tables and equipment are available for use in the atrium every Thursday evening from 7pm-10pm.

Basketball Clinics for intermediate and advanced youths, ages 10-14, were started on weekday afternoons with great participation in February.

Due to inclement weather, the Family Fun Around the World event was rescheduled from January 22 to August 19th.

The KidSpace Adventure Day program on February 5 and 8 had the maximum number of registrations-30 children per day.

Supreme Sports Club

The Biggest Winner started in January with four teams.

KidSpace hosted 13 birthday parties in January and experienced increased usage during the snow week. The daily average was 129.

Personal Training

The Columbia Gym hosted the Biggest Winner 2016 Kick Off on Saturday, January 30. A total of 45 individuals are participating in this year's program. The Success Celebration will be held on April 6.

We are working on a marketing plan for launching a new client package that would be offered to new members and "new" clients who have not purchased or used sessions in over a year.

Haven on the Lake

Information on Haven on the Lake (HOTL) is now displayed on the Sheraton and Homewood Suite websites. HOTL is also working with Sales and Marketing to complete a sales kit to present to

corporations, and has sold 187 vouchers offering access to the healing environments and one class through “Living Social,” a social media e-commerce website.

HOTL recently hired a group fitness yoga supervisor and a healing environments supervisor. It is also adding more TRX classes due to the high demand and positive feedback, and is creating a Pilates circuit to add value to the Revive membership program.

Planning and Community Affairs

Development Monitoring

Staff from the Office of Planning and Community Affairs continued to monitor development in and around Columbia. The updated Development Tracker, which tracks development proposals and meetings for sites in and close by to Columbia is available on-line at <http://bit.ly/DevelopmentTracker>. This is updated at least monthly. Planning staff also attended and/or participated in various meetings related to planning and development including:

- Hickory Ridge Village Center redevelopment workshop (2/18/16)
- Presubmission Community Meeting on changes to the Downtown Columbia Plan (based on join recommendations) to increase affordable residential units in Downtown Columbia (2/20/16)

Bicycle Friendly Community Application

Planning staff submitted a Bicycle Friendly Community application to the League of American Bicyclists for Columbia, Maryland with the support from other CA departments, Howard County Government and bicycling advocates. The application highlights essential elements from a community that are consistent in making a great place for bicycling, which includes topics of engineering, education, encouragement, enforcement and evaluation.

The state of Maryland has six bicycle friendly communities: Rockville, Baltimore, Bethesda, Frederick, Salisbury and Hagerstown. All six were awarded “bronze” (one of five designations: Diamond, Platinum, Gold, Silver and Bronze). If Columbia were to be designated a Bicycle Friendly Community, it would recognize the hard-work and investment that CA and others make to improve the quality-of-life for those who live, work and play in Columbia.

PALS (Partnership in Action Learning Sustainability)

Planning staff joined faculty and students on a bus tour of Owen Brown Village Center. The tour helped to orient landscape architecture and real estate development students enrolled in the PALS course sponsored by Howard County Government on a detailed assessment of community revitalization in the village center. Students, faculty and staff also toured Downtown Columbia, Wilde Lake Village Center and Harper’s Choice Village Center to get a better understanding of design elements and the economic market in Columbia.

Community Services

Volunteer Center

On January 18th, the Volunteer Center, in partnership with the Howard County Martin Luther King, Jr Celebration Commission, worked with 12 other organizations to offer 13 different opportunities to honor Dr. King’s birthday with service to the community. To date, the center has verified more than 290

volunteers who contributed over 550 hours of service. Specific outcomes include clipping coupons in the amount of \$12,420 for military families overseas and collecting 3,147 pounds of food and non-perishable items for the Howard County Food Bank.

Columbia Art Center

In partnership with Columbia Festival of the Arts, the Columbia Art Center hosted a ticketed concert on Saturday, February 6 with nationally known jazz musician Samuel James. More than 85 people enjoyed the evening concert held in the Columbia Art Center Galleries. Prior to the concert, attendees enjoyed a private showing of the theme exhibit “Beyond the Blues.” The show featured more than 55 visual art works celebrating and reflecting African American music and culture. Attendees were able to view the show, talk to the artists and then enjoy an evening of jazz and blues tunes. The event was part of Columbia Festival of the Arts winter festival mini-series.

School Age Services

School Age Services launched a Pay as You Go breakfast program to ease the stress of family mornings. Beginning February 1, parents who are time-crunched in the morning can purchase a Kellogg’s Jump Start breakfast for their children. The breakfast would supplement, not replace, the snack routinely served in the morning. The new program was instituted following feedback from parents on the annual survey.

Youth and Teen Center

In partnership with the Jacaronda Center for Family and Youth Development, the Youth and Teen Center will host a parent workshop series beginning in March. Each workshop will focus on ways parents can improve parenting skills while navigating through the many roles they play.

Communications and Marketing

Email Broadcasts

Email broadcasts that consistently have high open rates are the CA Digest, Haven on the Lake member eNewsletter, School Age Services, and the Fitness eNewsletter. CA Digest is delivered in two different emails: one to PPP members and one to everyone else. The ones that go to PPP members consistently have an open rate that is about 30%-45% higher. Of all emails sent to groups over 1,000 addresses, SAS has the highest open rates from 87% - 93%. Since its inception, the Fitness eNewsletter goes to the greatest number of recipients (over 15,000 people) and has an open rate of between 37% - 41%, meaning it’s reaching a large number of members.

PR/Media Activity

Five press releases were sent between January 13 and February 12. High profile coverage during that period included a *Columbia Flier* cover story on the Youth and Teen Center’s annual clothing drive distribution days; a *Flier* story on Historic Oakland being able to host a wedding during the blizzard thanks to the work of CA’s crews; and *Chesapeake Family Magazine*’s website mentioning Columbia Swim Center in two articles.

Publications

February: Publications included *CA Monthly* and *CA Today*. The former highlighted Valentine's Day date ideas with Columbia Association, as well as the return of Excite Columbia and information regarding the FY2017 and FY2018 budgets. *CA Today* featured stories on corporate memberships, translation services, core workouts, My Baby and Me, aquatics for seniors and the Inter-County Broadband Network.

March: *CA Monthly* will feature spring events, and *CA Today* will highlight camps, planning, and KidSpace parties, among other stories.

Social Media

Following are highlights of social media progress in calendar year 2015:

Facebook

- Gained over 2,400 new likes
- 74 percent of our likes are females; mostly ranging from age 24-44
- We received 2.1 million impressions by more than 800,000 unique Facebook users.
- Over 25,000 unique Facebook users shared our content.

Twitter

- We received nearly 1 million impressions
- Gained over 800 organic followers (35% increase)
- 52 percent of our followers are females (Women between ages of 35-44 appear to be the leading force)
- 42 percent of our followers are males

Instagram

- Gained 373 organic followers

YouTube

We started the year with 88,029 lifetime views and ended with 126,475 (44% increase)

Pinterest

9 different boards showcase CA – if you haven't checked it out yet, please do so

www.pinterest.com/columbiaassn/

Video

Programming for Columbia Matters TV and Radio follows topics that run in *CA Monthly* and *Howard Magazine*, as well as current events. Our current focus is also on developing group fitness videos and one that will be used to promote Haven on the Lake.

Monthly Updates

Inner Arbor Plan and Organization

An update on the Chrysalis project can be found at the following link:

<http://static1.squarespace.com/static/51e1bf57e4b0e2abc3e95f77/t/56c3ac3fa3360cdc84d13b6f/1455664197094/Inner+Arbor+Trust+Update+as+of+February+2016.pdf>

Upcoming Events

The Volunteer Center serving Howard County will offer a Volunteer Leaders Training on March 14 from 6:00-8:00 pm at CA headquarters. The session offers information on best practices for volunteer projects and volunteer management.

In conjunction with the Little Patuxent Review, the Columbia Art Center will feature Classical Indian Dance to Bollywood, a free dance performance on Monday, March 21 at 7:00 pm. Local dance artist Jaya Mathur will demonstrate the fast-paced and expressive form of dance from its origins to how it is used today in folk and western styles of dance. No registration is required.