

## **JANUARY 2016**

### **Message from the Office of the President/CEO**

Columbia prides itself on community engagement and involvement, and there are a variety of ways residents can contribute their time, energy, and talent to the community. For those who are interested in a civic-oriented activity, Columbia offers a unique opportunity – running for election to the Columbia Association Board of Directors.

The Columbia Association (CA) Board of Directors is composed of eleven members – one representative from each of Columbia’s ten villages plus the President/CEO of CA. Representatives from the villages serve either a one-year or two-year term, depending upon each village’s bylaws. In late April 2016, the following villages will hold elections for their representative to the CA Board of Directors: Harper’s Choice, Hickory Ridge, Oakland Mills, Owen Brown, Town Center, and Wilde Lake.

Pursuing election to a board of directors may not be a simple decision, and CA recognizes that potential candidates may have questions or need information before filing the necessary forms. Therefore, the President/CEO and senior staff of Columbia Association are having two information sessions in February for potential candidates. The sessions will be Saturday, February 20 beginning at 10:00 a.m. and Tuesday, February 23 beginning at 7:00 p.m. Both will be held in the Board Room at CA Headquarters at 6310 Hillside Court, Suite 100, Columbia, MD 21046.

Potential candidates are encouraged to attend and learn more about Columbia Association, the role of its Board members, and how service on the CA Board impacts the community. The goal of the sessions is to have a conversation with residents, including addressing their questions, about this opportunity so they can make an informed decision about running for election to the CA Board of Directors.

Columbia will celebrate its 50<sup>th</sup> birthday in 2017. The community has a storied history and will have even a brighter future. Service on the CA Board of Directors is a chance to become engaged in Columbia as it commemorates its first half-century of existence and moves forward to its next. Residents contemplating this role are highly encouraged and welcomed to attend one of the information sessions to learn how this service can, and does, make a difference.

### **Sport and Fitness**

#### **Aquatics**

The Outdoor Pools have begun the hiring process for summer 2016 and 300 applications have been received.



## **Sport and Fitness (cont'd)**

### **Columbia Swim Center**

The Winter Water Challenge has begun at the Columbia Swim Center. All members participating in programs and general fitness can track their time and are eligible to win a prize after 1,000 minutes of activity. The new Wibit™ features at the Swim Center have been a success with the program nearly equalling Splashdown in total number of parties held. Winter and spring lessons/programming are currently open and booking up quickly!

### **Sport Park/SkatePark**

An Arcade Birthday Party option was created for the winter months.

### **Golf**

The Hobbit's Glen team created a focus group to increase awareness and overall satisfaction of the Coho Grill. The group met with owner Chuck Sachs and voiced their concerns and acknowledged the improvements. All information was compiled and distributed to participants. A new Member Benefit Program will be announced in the Spring Letter, and we will discuss member "areas" for after play.

Hobbit's Glen created a new Tournament Committee to plan and create new tournaments to complement the normal schedule. New events should draw participation from various types of memberships and create an atmosphere of fun. A few examples are Welcome Wednesdays, which are aimed to integrate new members with current members; Family Get Golf Ready Program, which is aimed at bringing more families together for the enjoyment/fun of the golf club and Coho Grill; and the New Member Tournament, which is designed to create fun and camaraderie between our new and established members.

The First Tee of Howard County served 660 students in the Life Skills classes and over 15,000 Howard County students with the National School Program and Drive Program. The chapter maintained the ACE level in National Recognition for the third consecutive year. The First Tee simulator is up and running, getting ready for the winter programming. The 2016 schedules and registration will be available at [www.thefirstteehowardcounty.org](http://www.thefirstteehowardcounty.org) by February 1, 2016.

### **Indoor/Outdoor Tennis Clubs**

Participation in CA's Junior Tennis Programs has increased significantly, as compared to the same time in 2015. Participants are up to 286 from 243 (2015) in the session that ended January 18, 2016. Our adult instructional programs had 212 participants.

USTA league play continues to thrive at our tennis clubs, with 437 players competing in our Adult Mixed 18 and Over USTA league which began play on January 2, 2016.

We hosted special holiday programming from December 24-January 1, which included junior camps, adult camps and a round robin social for seniors. A total of 65 individuals participated across all programs.

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

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

### **Columbia Gym**

CA's Athlete's Edge Program, a component of Personal Training focusing on athlete performance, provided a Schools-Out Scoring and Offensive Moves Clinic during winter break. The clinic was run by Bill Napolitano, Athlete's Edge Basketball Skills Coach. This was our first scheduled skills clinic and we plan to have more basketball clinic opportunities in February, with a free intro class at the end of January.

Table Tennis will be added on Thursday nights, beginning in February. Badminton, which was added in recent years, continues to grow in popularity and is now available two nights each week.

A new session of Elite Dribblers Basketball Program was launched in KidSpace.

Martial Arts participation in the Columbia Gym remains strong, and the weekly classes held at area elementary schools in partnership with CA School Age Services have been well attended.

Group Fitness classes continue to be popular, especially Zumba, Body Pump, Aqua Fitness, Cardio Dance, and Yoga. The youth Dance Fitness Class was moved to Monday nights to increase attendance.

### **Personal Training**

Rock Your Jeans was a success again this year, with 38 participants working to transform their bodies and drop two jean sizes. Lord and Taylor was our major sponsor again this year; outfits were provided at the Fashion Show/Kick Off at Supreme Sports Club for our models, who were members, clients and CA staff. Additionally, Lord and Taylor provided a certificate for two pairs of jeans for our two participants who achieved the ultimate goal. The winners were presented with their prize(s) on December 5th at the finale held at Columbia Gym. There were also random prize drawings for gift cards from Lord and Taylor, Charm City Run, Honey Bee Boutique, Nerium International, and CA.

In December, Bonnie Pace, Columbia Gym Fitness Training Supervisor, completed her MS in Nutrition and Integrative Health from the Maryland University of Integrative Health.

In January, the Athletic Club and Columbia Gym began sessions of BOOM!, or Boost Our Own Metabolism. BOOM! is a medically supervised program that incorporates pre and post testing, nutrition education, mini-wellness lectures, and HIIT (high intensity interval training) on studio cycles. Participants will experience 16 sessions which are held two-times per week for approximately 45 minutes.

Biggest Winner 2016 "Season 6" kicks off on Saturday, January 30 at the Columbia Gym. Participants will compete individually and as teams to achieve goals based on percentage improvement, highest weight loss (individual and team), and body composition (individual). Teams of four participants will train two-times per week for eight weeks with a CA Personal Trainer. They will also receive 2-30 minute nutrition sessions with CA's Nutritionist(s). Also included are free Nutrition and Wellness seminars and a major all-participant physical challenge to be held on March 19th. Registration is open until January 30 for members, non-members and CA employees. The Success Celebration is scheduled for Wednesday, April 6 at the Columbia Gym.

### **Columbia Athletic Club**

During the first two weeks of 2016, the Athletic Club had approximately 1200 more visits than the same time in 2015.

The Athletic Club also has launched a new series of small group training classes, including Ugi, HIIT, Basic Boxing, Tires & More, Extreme Boot Camp, Nutrition Education, and more.

### **Group Fitness**

Seasonal classes were added to help with the demand at this time of year. The six-week fee-based classes began in early January.

### **Haven on the Lake**

In November, the class schedule was revised and Haven TRX classes were added, which are very popular. There are wait lists for some of these classes; members are enjoying the intensity of the TRX classes, and looking forward to new innovative classes. Membership and class pack prices changed, and some members are upgrading and buying class packs. Ninety memberships have been sold since December 1, 2015 and individuals are upgrading to the Revive membership due to the new pricing. Work is in progress to create a year-long package with Homewood Suites in the Maple Lawn area to include all programs at Haven on the Lake.

### **Ice Rink**

On December 12 and 13, the Columbia Ice Rink hosted five Nutcracker Ice Shows. Additionally, the Ice Rink hosted special holiday intensive Learn-to-Skate Sessions that ran from December 28-31. Over 100 skaters participated in these sessions, which was a 100% increase from 2014.

During the period of December 24 through January 3, 2,800 paying skaters and 1,180 members attended public skate sessions.

Our regular 7-week Learn-to-Skate Session, which runs from January 5 thru February 21, has 585 skaters registered. That is an 11% increase from the same session in 2015.

## **Community Planning**

### **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 online at <http://bit.ly/DevelopmentTracker>. The Development Tracker is updated at least monthly. Staff also attended and/or participated in various meetings related to planning and development including:

- Kimco's presentation and notice of intent to redevelop the Hickory Ridge Village Center (12/7/15)
- Planning Board meeting for a Zoning Request Amendment to provisions governing motor vehicle fueling stations in Howard County (12/10/15)
- Pedestrian Advisory Team meeting for Howard County (12/16/15)
- Planning Board meeting for Howard Community College parking garage expansion and new access point; and renovations for Merriweather Post Pavilion (12/17/15)

- County Executive's press conference on Bike Howard (1/5/16)
- Planning Board meeting on Vantage House renovation and Bike Howard (1/7/16)
- Kimco's update on the ongoing Wilde Lake Village Center redevelopment progress (1/11/16)

Planning staff also conferred with Howard County government representatives on various projects of common interest, including the planned Downtown Columbia to Steven's Forest Road pathway, potential sidewalk additions to serve CA's headquarters location, and plans for a pilot Downtown Columbia bikeshare program, among others.

## **Community Services**

The Youth and Teen Center (YTC) hosted its 7th Annual Clothing Drive Distribution for families in need of clothing on January 16 & 17, 2016. Free clothing included items such as dresses, coats, pants, shoes, etc. The event was created by the YTC Teen Outreach Committee. Last year over 500 families were served.

On Monday, January 18, 2016, the Volunteer Center, in partnership with Howard County's Martin Luther King, Jr., Holiday Commission, offered service projects around Columbia, and at the North Laurel Community Center and other locations in Howard County. Service partners included the Columbia Art Center, Community Action Council of Howard County, Days End Farm Horse Rescue, League of Women Voters Howard County, MD and the Conflict Resolution Center.

The annual meeting of the Columbia 50<sup>th</sup> Birthday Celebration, Inc. was held on December 16, 2015. Officers for 2016 are Vic Broccolino, Chair; Missy Matthey, Vice Chair, Howard Community College; Michelle Miller, President, Columbia Association; Nancy Smith, Treasurer; and Barbara Kellner, Recording Secretary, Columbia Association. Milton W. Matthews, Columbia Association, and Elizabeth Edsall Kromm, Howard County General Hospital, have joined the Board of Directors. The Board awaits new members to be designated from GGP/The Mall in Columbia and the Howard County Public School System.

A letter of request for \$150,000 to support funding the Columbia 50<sup>th</sup> Birthday celebration has been submitted to Alan Kittleman, Howard County Executive, and the county budget team. The request is in queue for review and consideration. Also, a request has been submitted to The Rouse Company Foundation for \$25,000. The Howard Hughes Corporation has pledged \$50,000 and a donation of \$4,750 was received from a private donor.

Over 30 local community organizations have indicated their intentions to participate in the 50<sup>th</sup> Birthday Celebration. Interest from organizations is growing, reflecting a wide range of programming potential.

The Columbia Archives updated its website to include a tab for Digital Resources. This creates an easy path to learn more about the history of Columbia. The new feature includes a revised "History of Columbia"; the exhibit about the Mall in Columbia; the continuous timeline exhibit "50 Years Ago Today" that traces the Columbia development process, starting in 1963 and working its way up to the 50th birthday in 2017 and featuring important documents from the collection. Digital Resources also include biographical pieces on James Rouse and selected "Explore Columbia" videos. This is the first step in making the resources of Columbia Archives more accessible to the public.

School Age Services participated in “Create Joy”, a National program sponsored in part by Hasbro toys. On December 4, 2015 children and their families designed holiday cards during the afternoon program time. These cards were sent to children in Paris in the aftermath of the terrorist attacks; to children in the oncology program at St Agnes hospital; and to elderly residents at Lorien Health Center (along with some jigsaw puzzles for the residents). In appreciation of our participation, Hasbro donated 900 new toys to Toys for Tots - one toy for each hour of service.

School Age Services (SAS) continued their commitment to excellence in Child Care through increased participation in the Quality Rating Improvement System (EXCELS), managed by the Maryland State Department of Education (MSDE). The increased ratings achieved by the SAS programs resulted in \$3000 in funding from MSDE.

The Volunteer Center participated in the Teen and Volunteer Opportunity Fair sponsored by Howard County Recreation and Parks. Ninety-eight young people created a “giving chain” (documenting how they make a difference).

As part of its free monthly salon series, the Columbia Art Center and Little Patuxent Review hosted a concert, featuring the popular music group, Sine Nomine, at the Community Center at Vantage House on Wednesday, December 18. This event marked the first time that the salon series was held at another community venue. More than 100 individuals, including Vantage House residents and other residents from the community, attended the evening concert. Sine Nomine played a variety of festive medieval and renaissance music using period instruments such as recorders and string instruments.

## **Communications and Marketing**

### **Press/Media**

Six press releases were sent between December 1 and January 12. High profile coverage during that period included *Howard Magazine* recognizing CA in its annual awards and giving a special spotlight to Stansfield Mini-WaterPark; Baltimore Metropolitan Council giving its cover story and a large spread to a story on Columbia that included CA; *Columbia Flier* running a story on 25 years of the Nutcracker on Ice as a preview of the Columbia Ice Rink show; and a *Flier* story about the bald eagles at Wilde Lake.

### **Video/Radio**

**Video:** Membership video – links to Activities Guide; Martial Arts. In progress: personal training/Biggest Winner, nutrition, lifestyle changes, wellness/NewU, Haven, Dr. Oken/Boom.

**Radio:** same subjects w/focus on nutrition

### **Advertising**

**Print:** *2016 Official Visitors and Residents Guide to Howard County* – membership, summer camps, golf and Haven on the Lake; *2016 Parents Resource Guide to Howard County* – activities CA offers for kids/youth; *Columbia Flier* – membership and Front Page Sticky Notes on CA memberships, Haven on the Lake and All Star Event; *Howard County Times* – membership; Holiday Gift Guide insert in the *Columbia Flier* and *Howard County Times*; CA Today Insert ad in *Howard Magazine* – membership, congratulated the CA winners of the 2015 Best of Howard County Awards; December *Washingtonian Magazine* – Haven. Promotion of the Chinese and Korean translation services will be promoted once a month in the *New World Times* (Chinese newspaper), *Korea Times* and *Korea Daily*, starting this month.



**Digital Ads:** ExploreHoward.com, BaltimoreSun.com and CountySportsZone.com) – link to our ColumbiaFit.org membership page.

**Signage:** Columbia Mall Directory Ad – summer camps; Columbia Art Center and CA memberships were featured in ads on Howard County Transit buses.

**Broadcast:** Golf Channel, ESPN, TNT: golf commercial featuring Hobbit's Glen and Fairway Hills, airing from January 2016-December 2016. The same video will be the pre-roll video on Xfinity.com; FoxNews.com; CNBC.com; CNN.com and other websites during the same time period. WTOP radio ad for Haven.

**Internet:** Living Social – deal for Wibits at Columbia Swim Center; Haven on the Lake

**Direct Mail:** (January) Join a PPP membership and get a free personal training session valued at \$80. (December) Supreme Sports Club memberships promoted to households in a 5-mile radius. A separate piece mailed to a list of businesses owners/presidents/HR executives in Columbia/Ellicott City with special offers for corporate memberships and corporate outings at Columbia SportsPark and Hobbit's Glen Golf Club.

### Publications

**CA Monthly:** (January) Get Healthy – CA Wellness Programs; (December) winter activities  
**Howard Magazine:** (*Started January*) Ice Rink, Cardio Dance, Creating a Fitness Routine & Tips from Personal Trainers, A Haven for Moms and Dads; KidSpace, CA's Snow and Ice, 5-10 Fun Things To Do This Winter, Dr. Harry Oken): Nutrition Supports Workout Progress.

### Social Media

**Post that received the most traffic:** We're honored to be among the winners of this year's Best of Howard Awards! Thank You. (2,904 people reached)

## Monthly Updates

### Inner Arbor Plan and Organization

The Inner Arbor Trust Board of Directors held a meeting on January 7, 2016.

## Upcoming Events

### Columbia Art Center

In partnership with Columbia Festival of the Arts, **Columbia Art Center Galleries** will exhibit "Beyond The Blues: African American Music and Culture", February 6-28, 2016. This invitational theme exhibition will display two and three dimensional art works inspired by or reflecting African American music and culture. A variety of paintings, mixed media, photographs, drawings, and sculptures by more than 20 recognized artists in the Baltimore-Washington, DC region will be on exhibit. Three events will be held as part of the exhibition. A free meet-the-artist gallery reception will be held on Friday, February 12, 6-8pm. A Columbia Festival of the Arts ticketed art preview and concert with Blues guitarist Samuel James will be held on February 6, 6-8:30pm. (\$15 ticket available at [www.columbiafestival.org](http://www.columbiafestival.org)). A free jazz and blues presentation with vocalist Denee Barr will be held on Monday, February 22, 7-8pm.