

MARCH 2016

Message from the Office of the President/CEO

The President's Office would like to thank Columbia Association's Board of Directors; the Chief Financial Officer, Treasurer, and members of the Accounting Department; and senior staff for their diligence and hard work in preparing, reviewing, and approving the operating and capital budgets for FY 2017 and the conditional operating and capital budgets for FY 2018.

This eight-month effort culminated in the approval of CA's largest-ever capital budgets and confirmed the organization's commitment to meet the needs of a 21st century community. Funding will be used to upgrade and/or replace aging infrastructure in two iconic facilities in the community – the Columbia Swim Center and the Owen Brown Tennis Club. Other commitments include pathway connectivity improvements, going green projects, energy retrofits, and HVAC projects/upgrades throughout CA's building portfolio. The budget for FY 2017 also includes a one-percent increase in the annual charge cap, the first since its inception. The additional funds will be used to pay for planned improvements to amenities and facilities.

Proposing and passing budgets with "largest-ever" and "first since its inception" modifiers take time, effort, and courage. They also require a commitment to our residents, stakeholders, and users of our facilities; a vision for our community's future; and a conviction that these steps are, indeed, the right thing to do. These are the challenges of fiscal leadership and we are pleased we worked as a team to meet them.

Information Technology

In addition to the already impressive list of initials after his name, Chuck Thompson, CA's chief information officer, is now a Certified Cloud Security Professional. He is only the 72nd person in the world to obtain that certification. This achievement further underscores Chuck's commitment to IT security for Columbia Association, which he has demonstrated in the significant improvements he and his team have implemented in IT security, operations and functionality in the five years Chuck has been with CA.

Sport and Fitness

Aquatics

The Maryland Senior Championships were held February 25-28, 2016. The Columbia Clippers had 18 swimmers participating over the 3-1/2 day competition. During those days the team came away with 66 new personal best times, including seven individual team records and three relay team records. Our swimmers won four events over the weekend. As a team, we finished 4th out of the 42 teams in Maryland Swimming.



Sport and Fitness (cont'd)

Aquatics (cont'd)

The 14 and Under Maryland Championships were held the weekend of March 3-6, 2016. The Clippers had 35 swimmers participate in the meet, achieving 185 personal best times. Of those were 1 individual team record and 7 relay team records. The team as a whole placed 7th out of 42.

The Junior Championship meet was held March 11-13, 2016. The Clippers sent its largest team ever, 111 swimmers, to the meet. Over the three days of the meet, the swimmers achieved 366 new personal best times.

Beginning in October 2015 through the conclusion of the most recent swim meets, the Clippers achieved 5,403 new personal best times, roughly 500 more than they had at this point last season.

Golf

March 15 was the start of the official golf season for Columbia.

Hobbits Glen will host more theme-based events in 2016. New this season is the Get Golf Ready Program for families. The emphasis of the program is to teach students the mechanics of the swing, putting pitching and chipping, and take the group on the course to learn how to play the game. Also new this season are “Welcome Wednesday” and “Friday Night Blitz” after-work events with fun formats to attract all types of players to play.

Fairway Hills will begin a FootGolf League on Monday evenings. FootGolf is golf played with a soccer ball. The holes are larger and placed in areas that will not impact the regular playing course. Kickoff for FootGolf is April 18.

Indoor/Outdoor Tennis Clubs

The Spring Session for Juniors and Adults begins on March 29, 2016 and runs through June 19, 2016.

The USTA leagues began on January 2, 2016 and will run through March 21, 2016. There are 490 players presently competing in our Adult Mixed 18 & Over leagues.

Pickleball continues to be offered two days a week at Owen Brown Tennis Club, with an average of 10-12 players per day. Cardio Tennis continues to grow, with an average monthly participation of 100 players.

Athletic Club

The Athletic Club is hosting several events in March. A St. Patrick’s Day Tennis Social for members and guests will be held Saturday, March 19. A Parent Informational Meeting showcasing our Junior Development and Competition pathway will be held on March 24. In conjunction with the Tennis Industry Association’s grow the game initiative, a “Rally the Family” tennis event will be held on Saturday, March 26.

Columbia Gym

The Offensive Moves and Shooting Basketball Skills Clinic had a successful first session and is renewing for six weeks beginning March 21 and 22. Adventure Day Camp will be held during spring break (March 28-April 1). Table Tennis on Thursday nights has become a fun and popular addition to

the weekly schedule of activities and will continue through March. On March 6, over 85 Martial Arts students completed testing for belt levels with the martial arts director. Healthy Happy Hour began March 3 and will continue every Thursday night from 6-7 pm in the atrium through May 26. This activity features fitness and nutrition demonstrations from personal trainers, free fitness assessments, healthy snacks and beverages, and socializing and networking for members, staff and guests.

Supreme Sports Club

Supreme Sports Club (SSC) hosted an Indoor Triathlon on Saturday, March 12. The event consisted of a timed swim, bike, and run event.

Maryland Children of Deaf Adults (CODA) brought over 50 guests for indoor roller skating on March 12. SSC provided a sign language interpreter to assist in communication between the SSC team and these participants.

Group Fitness hosted a BODYSHRED™ launch/master class led by master trainer Carolyn Erickson to 20 participants

Haven on the Lake

The Still Point Spa at Haven on the Lake held an open house to introduce their Clarksville customers to Haven. Many expressed interest in membership and joined.

Participation in fitness classes has risen, as has usage in the healing environment. Meetings with representatives from The Mall in Columbia and cross-marketing with local companies have produced greater exposure in the community and beyond. Two local hotels have Haven on the Lake advertised as part of their amenity program.

SportsPark/Skate Park

Beginning Friday, March 25, the Columbia SportsPark/Skate Park will operate seven days a week for the 2016 season.

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 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:

- Stakeholder meeting on the Howard County Five-Year Consolidated (Housing) Plan (2/24/16)
- Transportation Demand Management Program meeting for community input on transportation in Downtown Columbia (2/25/16)
- Pre-submission Community Meeting on changes to phasing in the Crescent neighborhood of Downtown Columbia and finalized roadway alignment in Area 3 (3/3/16)
- Design Advisory Panel meeting on Merriweather Two (second building in Area 1 of the Crescent development in Downtown Columbia (3/9/16)

- Howard County Council public hearing on the Bike Howard Master Plan (3/21/16)
- Pre-submission Community Meeting for Hickory Ridge Village Center redevelopment (3/23/16)

PALS (Partnership in Action Learning Sustainability)

Staff continued to work with the University of Maryland, College Park students and faculty on several projects, including concepts for the enhancement of the Lakefront Plaza at Lake Kittamaqundi; ideas for the enhancement of the Owen Brown Village Center; best practices related to the management of forest edges; and an oral history project.

Community Building Speakers Series

Dr. Freeman Hrabowski, President, University of Maryland, Baltimore County (UMBC) will be the next speaker in CA's Community Building Speakers Series. This event will be cosponsored by the African American Roundtable of Howard County. Dr. Hrabowski will speak on Thursday, May 5 at 7:30pm at the Wilde Lake Interfaith Center. [Registration](#) is not required, but appreciated, at CADiversityMatters.eventbrite.com.

Named one of "America's Best Leaders" by U.S. News & World Report and one of the "100 Most Influential People in the World" by TIME magazine, President Hrabowski's presentation entitled "Diversity Matters: Building on Columbia's History as an Inclusive Community" is sure to inspire us. A copy of President Hrabowski's latest book "*Holding Fast to Dreams: Empowering Youth from the Civil Rights Crusade to STEM Achievement*" will also be available for sale and signing after the event. For questions and child care requests, please contact Planning@ColumbiaAssociation.org or 410-715-3166.

Child care will be provided upon request.

Bicycle and Pedestrian Counts

CA and Howard County Government Office of Transportation are partnering for the third annual Bicycle and Pedestrian Counts Program. We are seeking [enthusiastic volunteers](#) to help count the number of pedestrians and cyclists on CA pathways and County on-street locations.

Counting will take place between **May 28 and June 4** in the following locations: Downtown Columbia, Columbia Gateway, Jackson Pond, Lake Elkhorn, Lake Kittamaqundi, Wilde Lake Park, the southern terminus of Tamar Drive, Patuxent Branch Trail (Pratt Bridge near Guilford Rd), Harper's Farm Road bridge, Columbia Road bridge, Cedar Lane bridge and Route 1 (Montgomery Road intersection).

We are seeking the community's help in publicizing our volunteer drive. **Volunteer registration is open through Friday, April 29** to allow for scheduling. The earlier volunteers register, the more likely they are to get the count locations they desire! Access the registration form at <http://bit.ly/bikepedcount2016>.

Community Services

Alice Horner, a Director in the School Age Services program, has been invited to participate in the Maryland School Age Child Care Association's Spring Symposium. Ms. Horner will be a panel member for a presentation/discussion of Diversity Issues in Child Care. Other panel members are Stephanie Flores-Kulich, PhD, associate professor at Loyola University; and Qi Shi, PhD, assistant professor at Loyola University.

Columbia Art Center ran the new monthly activity “Free Family Art Frenzy,” on Sunday, February 14 with 50 people participating. The theme arts project, which children and their parents and friends created, was a mosaics valentine wall-hanging. The free monthly activity exposes Columbia Art Center and its available opportunities to local residents, many of whom have never been to Columbia Art Center.

Columbia Archives got a nice shout out from a regional blogger. Two weeks ago, Christine Somers arrived at Columbia Archives after being referred by the Central Howard County Library. Ms. Somers was researching Michael Chabon for her blog on the hometowns of well-known authors at -- footsteps.bz. We shared with her the file we keep on Michael Chabon and a copy of his article “Maps and Legends” that first appeared in Architectural Digest. Ms. Somers also benefitted from a conversation with Barbara Kellner about Columbia and Jim Rouse.

Columbia Archives hosted the Howard Community College freshman English class taught by Rick Leith. This is part of a long-running service learning project that combines student research and recorded oral histories about Columbia and Merriweather Post Pavilion with donations to the Columbia Archives collection. To-date the Archives has added about 50 oral histories to the collection, creating a valuable library of first-account stories.

A large photograph of the People Tree, courtesy of Columbia Archives, will be part of the decor of the soon-to-be-renovated Starbucks on Snowden River Parkway at Deepage Drive.

School Age Services received \$500 from the Maryland State Department of Education as the next round of Quality Improvement Ratings begins. At this time, all schools are at Level 2 and are preparing to renew for 2016.

Communications and Marketing

Print Publications

March's *CA Monthly* features spring events and activities; *CA Today* features Camps, KidSpace parties and the oral history project of Columbia. The March issue of Howard Magazine features articles on CA Camps; CA Planning and how they work with county/new town zoning, etc.; KidSpace ; Why get a facial (Haven); The Oral History project – video excerpts from PALS, archives; corporate outings; wellness Tip from Dr. Oken, focus on skin health and preventatives.

Video and Radio

Columbia Matters RV and Radio, March: planning for Columbia's 50th Birthday, residents' reflections of Columbia; CA 2016 camp season; corporate memberships.

PR/Media Coverage

Five press releases were sent between February 13 and March 9. High profile coverage during that period included a *Columbia Flier* story about the chess club partnership between the Howard County Police Department and CA's Youth and Teen Center, as well as coverage from *Business Monthly* and the *Columbia Flier* about the passage of CA's budget.

Email Broadcasts

Thirty-eight (38) different email broadcasts were sent in February. CA's eNewsletters (CA Monthly Digest, Art Center, Fitness) have open rates of 39% to 59%: last year at this time our open rates were 30% - 38%. We are launching a new quarterly eNewsletter geared towards corporate accounts that will educate businesses about CA facilities and amenities and promote seasonal outings and rentals.

Monthly Updates

Inner Arbor Plan and Organization

The last meeting of the Inner Arbor Trust Board of Directors was Monday, February 22, 2016. The date for the next board meeting is in the process of being determined.

Key Performance Indicators Dashboard

Due to the illness of a CA team member essential to this report, the Key Performance Indicators Dashboard will not be available this month. The Dashboard will be included in the April President's Report.

Upcoming Events

Volunteer Center Serving Howard County

The Volunteer Center Serving Howard County will host a Meet & Greet for local volunteer managers on Tuesday, April 12 from 3:30 to 4:30pm at Union Jack's, Little Patuxent Parkway. The event will serve as a networking opportunity as well as an introduction to Jeffrey Griffin, Director, Governor's Office on Service and Volunteerism and newly appointed commissioner, Stacey Ullrich.

Columbia Art Center

In partnership with Blossoms of Hope of Howard County, Columbia Art Center will host its 7th Annual theme invitational exhibit April 8-May 1, 2016. A gala reception and ribbon awards ceremony will be held Friday, April 8, 2016 6-8pm, free of charge and open to the community. The theme for this year's exhibit is "Moving Forward." More than 65 artists will be participating in the exhibition. Proceeds from the exhibit sales and artist entry fees go to benefit Claudia Mayer/Tina Broccolino Cancer Resource Center of Howard County General Hospital.