

## **MAY 2016**

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

May 1 marked the beginning of Columbia Association's Fiscal Year 2017 and I would like to take a few moments to reflect upon the past and consider the future.

I want to thank the FY 2016 Board of Directors for their hard work and service to the community. They spent many evenings in meetings and made decisions impacting Columbia for years to come. Of particular note are their decisions to approve a new Board Committee structure and a new membership structure. One member of the Board – Jeanne Ketley (Town Center) – decided not to seek re-election and her time and commitment were appreciated.

I want to welcome back nine village representatives to the FY 2017 CA Board of Directors – Reg Avery (Oakland Mills), Dick Boulton (Dorsey's Search), Brian Dunn (Kings Contrivance), Janet Evans (Long Reach), Alan Klein (Harper's Choice), Nancy McCord (Wilde Lake), Gregg Schwind (Hickory Ridge), Andy Stack (Owen Brown), and Chao Wu (River Hill). Joining them is the new village representative from Town Center, Lin Eagan. Chairing the Board this fiscal year will be Andy Stack, with Dick Boulton serving as vice chair.

I also want to thank CA's staff members who provided assistance this past year to the Board of Directors – Governance Chief of Staff/Chief Staff Liaison Jane Dembner; Chief Staff Liaisons Norma Heim, Susan Krabbe, Janet Loughran, and Jackie Tuma; General Counsel Sheri Fanaroff; Assistant to the CFO Diane Cardenas; and Recording Secretaries Valerie Montague, Fenise Dunson, and Alison Mathieson. Numerous other staff members spent many hours preparing supporting documents, attending meetings, and helping the Board in matters ranging from training to setting up meeting rooms.

This year Columbia Association will deal with important issues, such as implementation of the new membership/pricing structure; the pond study and how to maintain those ponds for which CA is responsible; the five-year rolling capital budget focusing on facilities maintenance; enhancing CA's influence in the planning and development of Columbia; developing an implementation plan to attract and retain young adults; and the beginning of the six-month celebration of Columbia's 50<sup>th</sup> Birthday.

FY 2017 will be an ambitious, busy year. It will also be a year of opportunity. Working together, we will help define the tenor for Columbia's next 50 years and further CA's vision of "Making Columbia the community of choice – today and for generations to come."

## **Sport and Fitness**

### **Aquatics**

The Stevens Forest pool opened on Saturday, May 7 and is now available for lap swimmers in the morning, late afternoon and weekends. The remaining outdoor pools are scheduled to open Saturday, May 28 at noon.

### **Golf**

On May 2, the Hobbit's Glen Golf Club had its annual members' first guest day. Members may bring three guests, which includes complimentary greens fees. More than 68 potential members were hosted.

On May 9, Hobbit's Glen hosted 140 golfers competing in a qualifying event for this year's Amateur and Open Championships of the Maryland State Golf Association.

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

The Official Opening of the Wilde Lake Tennis Center for Season 2016 took place on Saturday, May 14, which included a potluck tennis social and a Meet & Greet with the new Tennis General Manager Maury Bozman.

Outdoor resurfacing of the six clay tennis courts at Hobbits Glen will be completed in May. The opening of that outdoor facility for spring/summer/fall will follow soon afterward.

### **Athletic Club**

The *BOOM!* program was very successful during its winter run and will continue with another session in the fall. Developed by Dr. Harry Oken, CA's medical fitness director, *BOOM!* helps metabolism through nutrition advice and 30-minute high-intensity cardiovascular training sessions (HIIT), held twice a week in the indoor cycle studio.

The Athletic Club received new cardio equipment, with more to come during May and June. The first installment includes the addition of three new Precor AMT machines in the Package Plan Plus (PPP) room, with the current AMTs being moved to the main cardio area. Two new Precor treadmills and a demo of the latest Matrix treadmill were installed for members to evaluate for future needs. New treadmills, ellipticals and stationary bikes are expected soon, and the selectorized strength training circuit in the PPP room is scheduled to be replaced in June.

### **Supreme Sports Club**

The first adult Skate Night was held on April 30 with over 70 attendees. This was a 21+ event held after hours in the Skate Arena, complete with cash bar, live DJ and rented special effect lighting. Plans are underway for a second one in July.

Louis Van Amstel taught a special LaBlast Master class on May 14, with over 90 participants. Louis is a ballroom dance champion and professional choreographer, well known for his work on the TV series, "Dancing with the Stars."

### **Personal Training**

CA's Personal Training Program has a new partnership with PTA Global/PTontheNet, one of the leading providers of fitness education in the industry. CA's personal trainers now have access to an extensive library of fitness/wellness/nutrition information, together with courses that can provide them

with their required continuing education credits. Personal Training will also be launching its own fitness “university”, a custom-built education/training curriculum specifically tailored to the needs of CA and its trainers, through PTA Global this Fall.

### **Haven on the Lake**

Haven on the Lake established a partnership with the Columbia mall and will hold its summer series from Memorial Day weekend through August. Haven on the Lake will set up a sales kiosk at the mall manned with its sales team.

### **SportsPark/SkatePark**

The SportsPark/SkatePark celebrated National Miniature Golf Day on Saturday, May 14 by offering members and guests discounted miniature golf rounds.

## **Facilities Services**

### **Columbia Swim Center Renovations**

Phase I of the Columbia Swim Center renovations is due to begin after Memorial Day. Some staging activities will begin the week prior in preparation for the construction. Initially, the pool will remain open while some exterior activities commence and then the facility will close for the summer coincident with the opening of the outdoor pools. The main feature for Phase I is the reconstruction of Splashdown and the stair tower and a new roof for the program pool. Swim Center main, wading and program pools are scheduled to open at the end of the summer and the flume is scheduled to open in mid-October.

### **Community Plaza in the Wilde Lake Village Center**

The community gathering area in the Wilde Lake Village Center is undergoing a substantial and much needed improvement to the amphitheater steps. The existing wood steps will be replaced with an upgraded Azek decking material designed to last beautifully. The work is underway and should be completed prior to the construction start of the adjacent Swim Center.

## **Community Planning**

### **Bicycle Friendly Community – Bronze Award**

Columbia has been recognized as a “Bronze” Bicycle Friendly Community by the League of American Bicyclists. This award is given only to communities that make a strong commitment to bicycling. Columbia Association, Howard County Government, and other organizations have made significant improvements and investments in the past five years that have, and will, continue to create a better community for those who bicycle. CA’s Community Planner led the application effort, coordinating with Howard County Government as well as community partners.

### **Columbia Planning and Development**

Staff from the Office of Planning and Community Affairs (OPCA) continued to participate in and monitor proposed and on-going development projects in and around Columbia. The [Development Tracker](#) provides information on development related meetings and submitted proposals for sites in and near Columbia. This is updated monthly and is available on-line at <http://bit.ly/developmenttracker>.

Planning staff also attended and/or participated in various meetings related to planning and development. These efforts are enhancing CA's influence and in planning and development matters that are impacting Columbia including:

- Hickory Ridge Village Center Redevelopment – continued to attend the small group discussions with residents hosted by Kimco Realty (4/26, 4/28, 5/2 and 5/4).
- Downtown Columbia Affordable Housing – attended the continuation of the Planning Board public hearing on the affordable housing proposals for Downtown Columbia (4/28 and 5/10). The County Council public hearing on this legislation is anticipated to occur in June. CA's planning will brief the CA Board on the Planning Board's recommendation and next steps at the May 26 CA Board meeting.
- Oakland Mills Village Center Redevelopment Feasibility Study – CA is helping to fund the study and CA's planning staff is part of the County's study work team that is coordinating the study. CA planning staff attended the project kick-off meeting early in May (5/3). Staff also attended the introductory stakeholder meeting where the project team and consultants met with the Oakland Mills Village Board and community members to outline the study process and parameters (5/10).
- Long Reach Village Center Redevelopment – CA Planning staff continued participation in a Howard County Government-led work group to discuss the possibility of applying for a Sustainable Communities designation for Long Reach Village Center. This designation would make the community eligible for several state programs and financial resources including loans and grants. As part of the work team, CA planning staff helped define the geographic area for the application and reviewed and commented on the draft application.
- Complete Streets - The County has convened a Complete Streets Implementation Team that is tasked with developing a Complete Streets Policy and recommending changes to the County's Design Manual related to roads and bridges to be in alignment with that policy. CA's Planning Director is the only non-governmental representative on this work team and was asked to serve on the committee because of CA's extensive involvement and interest in enhancing our community for those who walk and bicycle.
- APFO - The Adequate Public Facilities Task Force has prepared its recommendations that detail recommended updates and changes to the County's Adequate Public Facilities Ordinance. CA planning staff is reviewing the recommendations for their impact on Columbia.
- New Town - CA's Director of Planning continues to have consultations with the County's Director of Planning and Zoning regarding the update of New Town zoning and CA's participation in that process. Based on these conversations, it is our understanding that the County will be moving forward on the zoning update, but the details and timeframe are still being determined.

### **Community Building Speakers Series**

The engaging and inspiring [Dr. Freeman A. Hrabowski, III](#), President of the University of Maryland, Baltimore County (UMBC), spoke to Diversity Matters: Building on the History of Columbia as a Diverse Community” at CA's Community Building Speakers Series on Thursday, May 5 at the Wilde Lake Interfaith Center. This well-attended event concluded with a robust question and answer session. A video from the event is posted on the [Community Building Speakers Series webpage](#).

### **Partnership in Action Learning Sustainability (PALS)**

CA Planning and Facilities and Open Space staff attended the final presentations of the Lake Kittamaqundi Master Plan, Management of Forest Edges and Neighborhood Stabilization Index projects. Landscape Architecture students in the Lake Kittamaqundi Master Plan course created high quality graphics and concepts to enhance this central gathering place and promote views and connections to the lakefront. There was also much value in the Government and Political Science student work on the Neighborhood Stabilization Index project, where students created an “index” to evaluate the health and stability of older neighborhoods in Howard County. For the Forest Edges project, urban ecology students provided their education, outreach and restoration recommendations for specific forest edge conductions based on documented research on the ecological values of urban forest edges/patches and best management practices. CA Senior Staff and County leaders also attended a PALS open house at the University of Maryland, College Park campus to celebrate the success of the collaboration between local jurisdictions, CA, and the university.

### **Energy Management**

CA’s energy management program received notable recognition over the last month. CA is an active partner in the Department of Energy’s Better Buildings Challenge Program that promotes efforts to reduce energy consumption in buildings throughout the country; CA was selected as an outstanding partner and invited to a reception at the White House in Washington, DC, together with representatives from approximately 40 other institutions. CA’s energy manager, Jeremy Scharfenberg, attended the event on May 10 in which the group was addressed by the Under Secretary for Science and Energy Lynn Orr, who conveyed his appreciation for our commitment to energy efficiency and sustainability.

Separately, CA was presented with a ceremonial rebate check for \$66,000 from Baltimore Gas and Electric (BGE) for completion of a combined heat and power (CHP) generating station that was recently installed at the Supreme Sports Club. The check presentation event on May 11 was attended by BGE’s Smart Energy Savers Program staff and corporate leadership.

### **Community Services**

#### **Columbia Archives**

Columbia Archives Manager Barbara Kellner spoke on the “Idea, the Reality and the Possibilities of Downtown Columbia” at the Hickory Ridge Village Association senior luncheon on May 13.

Columbia Archives participated in the Laura Lippman event at Slayton House by displaying posters featuring historic photos of the locations mentioned by Lippman in her newest novel, “Wilde Lake.”

#### **Columbia Art Center**

The Columbia Art Center partnered with Arc of Howard County for a fiber/mixed media exhibit in its Studio I Gallery. The works were created by Arc participants over this past year as part of a community arts grant received by the Arc of Howard County. A reception for the show was held on May 17.

The Columbia Art Center hosted an awards ceremony and reception on May 7 for the 2016 Congressional Youth Art Competition for the 3rd District of Maryland. Thirty works created by high school students in five counties were on display in the Columbia Art Center Galleries. Congressman John Sarbanes, Maryland 3rd District, presented the juror awards. The First Place winning work will be

showcased in the US Capitol for one year. This event marked the third time in the past five years the Columbia Art Center hosted this Maryland youth arts event.

Columbia Art Center's Youth Department hosted a free Artful Fun House on April 2. Over 100 children, teens, and adults attended the free event which introduced Columbia Art Center to many new residents and community art enthusiasts.

The Columbia Art Center hosted its "Blossoms of Hope Moving Forward" theme show reception on April 8 with 135 people attending. Representatives from Howard County General Hospital, Claudia Mayer/Tina Broccolino Cancer Resource Center, Blossoms of Hope Board of Directors, and Howard County Tourism and Promotion were present at the event.

### **Columbia 50<sup>th</sup> Birthday Celebration**

Howard County Government has verbally indicated the 50<sup>th</sup> Birthday Celebration will receive \$100,000 from the county's FY 2017 Budget. The 50<sup>th</sup> Birthday Celebration board members are in the process of soliciting sponsorships from fifty-nine business entities.

Community group interest, desire and willingness to participate in 50<sup>th</sup> Celebration continue to be impressive. The Howard County School System is evaluating curriculum and arts participation during the 2016-17 academic year, which would involve over 50,000 students in appreciation of the community in which they are learning.

### **Volunteer Center Serving Howard County**

Attended by 24 people representing 22 organizations, the Volunteer Center hosted a "Meet & Greet" on April 12 to introduce local partner organizations to Jeff Griffin, Director - Governor's Office on Service and Volunteerism and Stacey Ulrich, newly appointed Commissioner from Howard County. It was also an opportunity to thank and recognize volunteer managers for their service to the community during National Volunteer Month.

The Volunteer Center hosted its first Virtual Volunteer STEM (science, technology, engineering, math) Fair at VolunteerHoward.org, promoting opportunities to serve with seven organizations requesting volunteers with technical backgrounds.

## **Communications and Marketing**

May was the official launch of the Yay CA! campaign that will run for approximately two years. You'll see this in all CA publications, digital media and advertising going forward through FY18. An event rolling out the campaign to CA team members was held on May 9.

### **Advertising/Marketing**

Most focus for advertising in May is for general membership, golf or aquatics. A broadcast media package has ads airing on multiple TV channels throughout the month. We're also involved in golf promotions through Howard County Tourism.

## **E-mail Broadcasts**

About one year ago, the open rates for CA Digest, our general eNewsletter, were at 29%-34%. The open rates have steadily increased, month over month, and we are up to a 57% open rate for the PPP version, and a 44% open rate for the version that goes to everyone else.

Since putting the sign-up feature on the home page of the new website, our email list is growing at the rate of about 70 new addresses each week, greatly expanding the number of people receiving CA information.

## **Columbia Matters Video**

Columbia Matters TV Show May/June: 2016 Outdoor Pool Season, Lowering Your Energy Bills in the Summer/Update on How CA Saves Energy, Dr. Harry Oken – Osteoporosis, Village in Howard, Lake Kittamaquundi walking group.

## **Columbia Matters Radio**

CA's Office of Planning and Public Affairs, Haven on the Lake – services, and the new Student Discount Pass, Interview with Laura Lippman – "Wilde Lake" Author, Wilde Lake High School Graduate, YaY CA!

## **Press/Media Activity**

Five press releases were sent between April 16 and May 13. High profile coverage during that period included a story about the pilot bike sharing program in Downtown Columbia; a story on the free wireless Internet coverage at Columbia's lakefront; and further television reporting on a child who was injured after a bicyclist collided with her at Lake Elkhorn.

## **Publications**

The *CA Today* May issue features the pathway system on the cover with features about Supreme Sports Club's 24-hour availability, conserving energy in the summer and body wraps at Haven on the Lake. *Howard Magazine* has lengthier articles on the same topics as well as articles on working with weights and a wellness Tip from Dr. Harry Oken about water exercise as low impact workout for the elderly, physically disabled. In June, we will release the *CA FY2016 Annual Report*, which is currently in production.

## **Monthly Updates**

### **Inner Arbor Plan and Organization**

The next Inner Arbor Trust Board of Directors meeting is Tuesday, May 24.

## **Upcoming Events**

### **Columbia Archives**

Columbia Archives is partnering with Preservation Maryland for a bus tour on Saturday, June 4, from 10 am to 2 pm. Barbara Kellner, CA's archives manager, will be the tour guide. The tour will include Wilde Lake Village Center; the Birches neighborhood of Wilde Lake, including tours of the interiors of two homes; the Oakland Mills Village Center; the Whole Foods building; and a behind-the-scenes look at Merriweather Post Pavilion. Preservation Maryland is handling all the logistics and advertising for the limited ticket event.

### **Volunteer Center Serving Howard County**

The Volunteer Center is planning a social media roundtable panel on June 14 to discuss creative ways to use more effectively various outlets. Panelists have been invited from Howard Community College and Girls Who Code.

### **Columbia Art Center**

The Columbia Art Center is partnering with the Howard County Arts Council, Howard County Government, Columbia Festival of the Arts, and the Long Reach Village Association for the ARTreach Festival on June 11, 11am-4pm in the Long Reach Village Center. This year's event will feature free live music, hands-on activities, face painting, and more. The Columbia Art Center will provide a variety of indoor opportunities including a meet & greet with faculty and tours of the galleries, studios, and a Japanese Garden. Both adults and youth will have the opportunity to try the potters' ceramics wheel and enjoy indoor demonstrations of fused glass and jewelry-making.