

OCTOBER 2015

Message from the Office of the President/CEO

Columbia Association and Howard County Government recently partnered with the University of Maryland to participate in the University's "Partnership for Action Learning in Sustainability" (PALS) program. The partnership will bring practical, research-based assistance and expertise to projects to enhance Columbia.

Columbia Association, the first nonprofit organization to participate in the PALS program, is sponsoring five projects, one of which is "An Oral History of Life and Change in Columbia, MD." Via a series of interviews with local residents, junior and senior anthropology majors are collecting data to assess environmental and community sustainability and change in Columbia over the past 50 years.

Seventy Columbia residents applied to be interviewed. Of these, thirty were chosen for the project. They represent a cross-section of Columbia in terms of age, gender, ethnicity, length of time lived in Columbia, and the village(s) in which s/he has resided. Interviews are being conducted at Columbia Association headquarters and are videotaped. They delve into why the community member moved to Columbia; their initial impressions; how the environment and open space in Columbia impact their life; diversity and its impact on Columbia; community feeling; possible future changes each person might suggest and/or want to see in Columbia; and what each person likes best and least about living here.

While interviews are still ongoing, it is clear that interviewees are passionate about the community. Interview responses are varied and include statements such as "It's a great place to raise kids," "I love the lakefront and the pathways," and "There is something about Columbia that keeps me here." Diversity of population, racial tolerance, the Howard County Public School and Library Systems, and the pathways and lakes are valued, as are volunteer opportunities; local events such as the Columbia Festival of the Arts, concerts and Wine in the Woods; and programs for seniors. Changes that have been noticed include the demise of the smaller "Mom and Pop" shops in the village centers; the passing of the small-town, neighborhood feeling; and development which has resulted in issues such as increased traffic. Changes that might be needed for the future include more affordable housing and more public transportation.

Students will produce a report analyzing community and environmental change in Columbia, and will publish a professional booklet containing the transcripts of the interviews. The booklet will also be part of the Columbia 50th Birthday celebration.

The project has garnered enthusiasm from both the students and Barbara Kellner, manager of the Columbia Archives and project coordinator. One student wrote in their blog, "I am...excited for the transcripts to provide future researchers information to use." Another wrote, "...it is exciting to think about expanding the oral history archives of Columbia and to learn more about how residents see Columbia and the goals and successes of the community." Barbara sums it up by saying, "It has been a great opportunity to hear from a variety of people and to see the stories absorbed by the students. I've had a chance to see Columbia through their eyes."



Sport and Fitness

Tennis

Each year the 17 USTA regions nominate one tennis organization from within their region to vie for the title of USTA Tennis Organization of the Year. The USTA Mid-Atlantic region has chosen CA as their nomination for the 2016 award. This is an enormous endorsement of the leadership and vision Anish has brought to CA and to the hard work and commitment of his team to deliver on that vision.

CA Tennis Fall junior and adult programs have significant participation increases in both programs as compared to prior year. Juniors are up to 258 from 206 last year and adults are up to 225 from 183 last year.

Wilde Lake Tennis Club played host to several big events:

- USTA Regional Tournament for adults from September 11-13 with over 400 players participating;
- The Championships at Columbia for adults from September 23-27 with approximately 160 participants; and
- USTA Combo Regionals for adults from October 9-11 with over 300 players participating.

Indoor Tennis at the Athletic Club played host to our first US Open Tennis Finals watch party and mixer on Sunday, September 13 with 14 members and guests participating.

CA hosted its season-ending member and guest social on Saturday, October 3 at the Athletic Club with 24 participants.

CA hosted a “Young Professionals Tennis Event” a new USTA initiative to attract the 18-39 demographic to the sport. We had 8 participants.

CA had its head tennis professional lead a clinic for Maryland Tennis Special Olympics coaches at Reservoir High School on Saturday, September 19. CA also donated multiple court times at our tennis clubs to Howard County Tennis Special Olympics for their team practices.

In-house league play continues to thrive at all our tennis clubs with participation increases in the Combo league play to 631 this year as compared to 555 last year and in the Fall league play to 344 this year as compared to 327 last year.

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

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 various public meetings related to planning and development including:

- Long Reach village center revitalization public meeting
- Two Planning Board meetings on the proposed Royal Farms gas station
- Gave a presentation to the River Hill Village Board on New Town zoning regulations and process.

Community Building Speakers Series

Don Elliott, a nationally recognized zoning and planning expert will be the next featured guest in the Community Building Speakers Series. Mr. Elliott will speak about how modern zoning codes address development and change in maturing large planned communities. The event will be co-hosted with Howard County Government on October 28 at 7pm at Slayton House. Registration is appreciated at: ZoningSpeakerSeries.Eventbrite.com.

Partnership Learning in Sustainability

Planning and Community Affairs staff continued to oversee and coordinate CA projects for the University of Maryland's Partnership Learning in Sustainability (PALS) program. CA and Howard County applied together for the PALS program and were selected by the university. The PALS program will operate for the academic year 2015-2016 and will bring practical, research-based assistance and expertise to projects to improve Columbia.

Bike Friendly Community

Columbia Association and Howard County Government hosted a meeting with representatives from League of American Bicyclists (LAB) and Bike Maryland on whether Columbia would be a good candidate to be designated as a "Bike Friendly Community." The meeting included a bike tour and feedback from a representative from LAB. There was enthusiasm among the participants about a joint application by Howard County Government and Columbia Association. Further discussions are planned.

Facility Inspections

The Department of Open Space and Facility Services began conducting village and neighborhood facility inspections this month in conjunction Office of Planning and Community Affairs staff. Inspections help identify capital improvements to maintain CA's facilities for use by the community associations.

Community Services

Columbia Archives' Barbara Kellner received a Preservationist of the Year award from Preservation Howard County in recognition of preserving and sharing the history of Columbia and Jim Rouse's vision through events, media and presentations.

Youth and Teen Center has formed a partnership with Howard County Police Department. One of the activities that has come out of the partnership is the Chess Club. On Mondays at the Teen Center the game of chess is taught by Howard County Police Officers who have a love for the game.

Columbia Archives and Open Space worked together to create the 15th annual BikeAbout on September 26. It was a great success by the numbers and the achievement of goals. By the Numbers, there were 412 participants, 61 volunteers including National Honor Society students from Centennial HS, and five strong partners – Columbia Amateur Radio Association for monitoring the

route, Howard County for planning the pilot lane and providing information about the future of Long Reach Village Center, Giant Foods and Whole Foods for free food for participants, Howard County Police for the assistance at intersections and the Bicycle Patrol who said they had a great time. The goals of the BikeAbout are to increase awareness of Columbia history, increase familiarity and use of the path system; and to encourage cycling for recreation and pleasure. The post event survey revealed that 92% felt the event raised their awareness of Columbia history; 99% felt the event raised the awareness of the path system; 94% said they saw new paths and 72% said they were more likely to use their bicycles for errands, visiting or commuting.

International Exchange & Multicultural Programs held the *Western Europe Culture Fest* on October 4, from 1:30 to 4:30 pm at the Miller Library, in collaboration with Howard County Library System. Attendance was over 500 people. This album of photos was taken by the Library's photographer, Geoffrey Baker: <https://goo.gl/AJ1GiR>

School Age Services added free Martial arts lessons to the after school program in two schools. These lessons will rotate to all the schools throughout the course of the year. Additionally, art classes taught by Art Center teachers and fitness sessions provided by Sports & Fitness personal trainers will begin in October and run throughout the year.

Volunteer Center Serving Howard County was awarded a Volunteer Generation Fund (VGF) continuation grant from the Governor's Office on Service and Volunteerism (GOSV). Funds support the recruitment and management of new volunteers and the education of organizations to utilize volunteers effectively in our community. Seven new partner organizations were added in September, with approximately 300 new volunteers registered.

Communications and Marketing

Press Releases & Media Interaction

Seven releases were sent between September 1 and October 9. High-profile coverage during that period included *Club Insider Online* about the USTA award for which CA has been nominated; an article in the *Columbia Flier* about CA's opposition to the Royal Farms proposal on Snowden River Parkway; an ABC2 website feature mentioning the Columbia Solar Cooperative; and photo spreads in the *Columbia Flier* of the Swansfield Mini-WaterPark and the Bowled Over fundraiser at Columbia Art Center.

Email Broadcasts

Columbia Archives, Fairway Hills, Hobbits Glen, Art Center, CA Monthly Digest, Haven, Columbia Ice Rink, School Age Services, Community Exchange & Time Banking, KidSpace, Martial Arts, Planning & Community Affairs, Camps, Aquatics, CA Fitness

Print Publications

The topic of September *CA Monthly* was fall events and the topic for October is Volunteering.

Advertising

Print Ads September – October

BikeAbout event: *Columbia Flier*

Wibits/Wibits Bash: Mall Directory display, *Columbia Flier*

New Mobile App: *Columbia Flier*

New Headquarters: October issue of *Howard Magazine*, the Fall/Winter edition of the *Welcome to Our Neighborhood Guide*, and the Columbia Festival of the Arts' October events program booklet

Korean translation service: *Korea Times* and *Korea Daily*

CA memberships and activities for mature adults: *2015 Howard County Senior Resource Guide*

distributed through the Howard County Office on Aging, *50+EXPO Guide*, *Columbia Flier*, aqua therapy and aqua fitness classes at Haven on the Lake, Columbia Athletic Club and Columbia Gym: *Columbia Flier*.

General CA programs for kids: (swimming, mini-golf, camps, martial arts, Art Center, Ice Rink, Youth and Teen center, roller-skating and more) *Columbia Flier*, *2015 Pointer's Run PTA Student Directory* distributed to all parents

Direct Mail

September: Special offer for class packs at Haven on the Lake

October: Open House for people over the age of 50 at the end of October

Social Media as of September 30, 2015

Facebook: over the 8,000 mark at 8,090!

Twitter: 2,899

YouTube Channel Views: 116,286

Social Media Highlights:

–Popular posts: shared article about MD's new laws taking effect Oct. 1 and Howard County Police Department's alert to public about robberies around Lake Elkhorn

–Top YouTube videos continue to be non-promo/evergreen videos such as mowing/mulching leaves & Lyme Disease prevention

Videos Produced and/or Filmed

Columbia Art Center Empty Bowls

Youth & Teen Center Columbia Teen Idol

Synergy Program for HR

CATO Video for HR

CA's Partnership with Howard County Library System

CA's Partnership with Howard County Police Department

CA Headquarters Move

Wulah Cooper at Columbia Art Center

CA's Partnership with Horizon Foundation

NeighborRide

CM Radio:

Howard County Volunteer Center Serving Howard County

Time Banking

September Membership

General (not including Haven): 81 PPP, 86PP; 223 total
16 were initiated online

– Total revenue: \$343,572

Haven: 44 Refresh, 1 Revive, 6 Restore, 5 Rejuvenate; 56 total

– Total revenue: \$28,703

Other

As of the November issue of *CA Monthly*, we will be scaling back to four pages. In January 2016, we will launch an 8-page insert in *Howard Magazine*.

Monthly Updates

Columbia Swim Center

Design and preconstruction services associated with the Columbia Swim Center facility assessment survey are actively continuing. The design team is working toward the two design options requested by the board. Project Scheduling and budget estimates will accompany the options.

Indoor Tennis Facility

Design and preconstruction services associated with the new indoor tennis facility are underway. The design team has submitted a first round or schematic design and working toward refinements to address several design issues related to the site. Construction cost estimates based on the schematic design are due to CA before the end of October.

Inner Arbor Plan and Organization

The next meeting of the Inner Arbor Trust Board of Directors is October 21, 2015.

Upcoming Events

Community Building Speakers Series

Don Elliott, a nationally recognized zoning and planning expert will be the next featured guest in the Community Building Speakers Series. Mr. Elliott will speak about how modern zoning codes address development and change in maturing large planned communities. The event will be co-hosted with Howard County Government on October 28 at 7pm at Slayton House. Registration is appreciated at: ZoningSpeakerSeries.Eventbrite.com.

International Exchange & Multicultural Programs and the Tema Sister City Committee will be hosting *Ghana Fest 2* at Slayton House in Wilde Lake on Sunday, November 8 from 3 - 5:30 pm to celebrate Columbia's Sister City relationship with Tema (Agreement was signed in Nov 2014). Kwame Ansah-Brew and his FRITETE African Dance Company will perform. Food will be provided by Okumkom Catering. Both were at the first Ghana Fest in November 2013. The Mayor of Tema will send a message via video and a representative of the Ambassador of Ghana will speak. The event is free and for the community.



Summer Camps will host a Camp Fire Event on Saturday October 24th, at the Wilde Lake Barn. The camp team will be roasting marshmallows, making smores, singing songs, playing games, taking a night hike and doing arts and crafts activities. This event is free to all families.