



SENIOR
LEADERSHIP
TEAM

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MAY 2017

Message from the Office of the President/CEO

As Columbia Association begins its new fiscal year, we would like to welcome the members of its FY 2018 Board of Directors. Eight village representatives who served on the FY 2017 Board are returning – Dick Boulton (Dorsey’s Search); Lin Eagan (Town Center); Janet Evans (Long Reach); Alan Klein (Harper’s Choice); Nancy McCord (Wilde Lake); Gregg Schwind (Hickory Ridge); Andrew Stack (Owen Brown); and Chao Wu (River Hill). Two new village representatives are on the Board – Virginia (“Ginny”) Thomas (Oakland Mills) and Shari Zaret (Kings Contrivance).

Andrew Stack and Dick Boulton were re-elected Board Chair and Vice Chair, respectively, at the Board’s May 11, 2017 organizational meeting.

Reg Avery (Oakland Mills) and Brian Dunn (Kings Contrivance), from the FY 2017 Board, did not seek re-election. We thank both of them for their time, contributions, and commitment to Columbia, Columbia Association, and the Board.

Several initiatives are planned for FY 2018. Columbia Association will begin construction of the Long Reach Tennis Center and renovation of the Athletic Club. CA also will be actively involved in the plans for the development of the Lakefront Core Neighborhood of Downtown Columbia, and will begin live streaming of its Board meetings, beginning with the June 22, 2017 meeting. The six-month celebration of Columbia’s 50th Birthday will continue, and three special events are planned for June – Lakefest, sponsored by Columbia Festival of the Arts, on June 16-18; Columbia’s 50th Birthday, with its iconic cupcakes, on June 17 at 7:00 p.m.; and a special celebration of the People Tree and the Lakefront Bell Tree featuring the carillon on June 21 at 5:30 p.m.

We hope you will join us as we “appreciate the past; imagine the future” and continue our pursuit of CA’s vision of “making Columbia the community of choice – today and for generations to come.”

Updates - Local Organizations

This new section of the President’s Report will feature short narratives on activities of local organizations at which the CA President/CEO or senior staff members participate.

The Columbia 50th Birthday Celebration, Inc. continues its work on the six-month celebration. June 2017 is “50th Birthday Month” and many activities are planned to commemorate this milestone.



Updates - Local Organizations (cont'd)

We want to say “thank you” very much to the board members of the 50th Birthday Committee and other volunteers who presented the Columbia community with the exceptional Founders Day Program (Part 1) on May 9th at the Horowitz Center and Smith Theatre on the campus of Howard Community College.

The Downtown Columbia Arts and Culture Commission recently announced its first season of “Merriweather Movie Nights,” a series of movies to be shown at Merriweather Post Pavilion. The season begins on May 27th with the movie “Grease” and will continue throughout the summer.

The Downtown Columbia Partnership continues its search for an executive director. A candidate is scheduled to be interviewed on May 19.

The Howard County Chamber of Commerce held its annual meeting on May 18. The slate of nominees for its Board of Directors was approved and CA’s President/CEO will serve his second two-year term on the Chamber Board.

The Howard County Economic Development Authority (“EDA”) held its monthly board of directors meeting on May 18. Coming soon from the EDA is its new strategic plan.

Administrative Services

New Membership Structure

April was the final month of preparation for the May 1 conversion to the new CA membership structure. The on-schedule delivery of the new membership program was the result of a two-year inter-departmental effort. Now CA moves to actual implementation, including continuing our educational and communications initiatives, and working with members to address their questions and concerns, as they arise. We will begin tracking and measuring membership activity and comparing actuals to projected participation levels. We also plan to monitor billing and collection trends, as problems in the collection cycle can be a leading indicator of cancellations to follow.

Communications and Marketing reports that the membership restructure has gone well. There have been few issues and there was minimal disruption to members. Feedback received is that members have had no problems gaining access to their desired equipment or in registering for classes.

The few issues that have arisen are related to members thinking they would be paying the new member rate upon renewal, or not understanding that a larger-than-expected price increase they have received at renewal is due to their individual circumstances, such as expiration of a multi-year contract, having adult children on their membership, etc.

Review of the Village Assessment Share Formula

Finance team members, Julie Goad and Lynn Schwartz, are participating on the “Village Assessment Share” committee, together with Jane Dembner and village manager representatives Craig Barton (Owen Brown) and Kristen Shulder (Wilde Lake). The current

assessment share formula was adopted five years ago, and both the villages and CA acknowledge revisions are needed.

The objective of the committee is to (1) review and evaluate the current Assessment Share Formula and its underlying assumptions and history, and to recommend a new approach; and (2) review and evaluate the current Contingency Fund policy and recommend changes, as needed. The meetings bring together the strategic and financial strengths of both CA and the village committee members in a collaborative effort to generate recommendations that are reasonable and acceptable to the involved parties.

Sport and Fitness

Athletic Club Renovation

The Athletic Club will begin phase one of a planned two-phase renovation this summer. Beginning Sunday, July 30 and continuing through Sunday, August 27, the Athletic Club will be closed for the following upgrades:

- Seven new HVAC units that will replace about half of our aging units and greatly improve air quality and flow in the building.
- Removal of the glass wall that partitions off the former Package Plan Plus room, creating a free flow in and out of the area. A railing will be put in its place around the stairwell.
- Removal of the drop ceilings in the main strength area (upper level), Studio 2 and the Free Weight Room (lower level), creating a more open feeling in these spaces.
- Addition of windows in the KidSpace area, Studio 2 and the Boxing Studio.
- Small expansion of the upper level of the Free Weight Room and complete replacement of the plate-loaded equipment in this area.
- Reconfiguration of the KidSpace outdoor play area, including the replacement of some pieces of playground equipment.
- Replacement of the gutter system on the tennis barn and men's locker room to remedy the leak issues.

SportsPark and SkatePark

The SportsPark/SkatePark and the Sustainability Division collaborated with BGE to bring the community an opportunity to clean up. BGE residential customers can stop by the SportsPark on Saturday, May 20 from 8:00 a.m. to 2:00 p.m. and drop off a maximum of two room air conditioning units and/or dehumidifiers and receive a \$25 reward per appliance. The units must be in working condition to be eligible. Customers will receive a check approximately four to six weeks after the event. CA is also handing out free mini-golf coupons and LED light bulbs. Rain or shine, BGE representatives will be at the SportsPark to unload units directly from vehicles.

Haven on the Lake

Haven on the Lake offered four events this past month, all of which were well-attended. “Staycation” allowed parents to come and enjoy classes during Spring Break, while their children enjoyed KidSpace. Earth Day Yoga and Mother’s Day Yoga were held on the fountain patio. The Wine and Chocolate Tasting/Shopping event featured Lakefront restaurants and community vendors, and was enjoyed by over 200 attendees.

Planning and Community Affairs

Increasing Influence in Columbia Planning and Development

Staff from the Office of Planning and Community Affairs continued to participate in and monitor on-going and proposed development projects in and around Columbia.

Village Center and Downtown Redevelopment

- The County Executive's announcement of the selection of Orchard Development (a Howard County-based developer) to purchase and redevelop Long Reach Village Center. The plan includes a village green, pavilion, approximately 75,000 square feet of retail, medical office space, a food incubator, vertical garden, 132 market rate multi-family housing, 120 units of senior multi-family housing and 52 for-sale townhomes. The next steps in the government process include Planning Board review of the plans for the urban renewal project follow by a County Council public hearing and council vote on the urban renewal project and vote to sell the property. This will be followed by the village center redevelopment process, which includes public meetings, Design Advisory Panel review, Planning Board review and a County Council vote.
- The May 4th Planning Board meeting, a summary of which was provided to the CA Board of Directors. The Planning Board approved a request to increase the permitted density in New Town zoning from 2.38 dwelling units per acre to 2.3809 dwelling units per acres to accommodate and assign 20 single family units to the Grandfathers Garden Center redevelopment project near Long Reach. Using criteria provided by the Hearing Examiner, the Planning Board also approved a change to the FDP for the Sieling Industrial Center. In the area governed by this FDP, the approved amendment would permit a liquor store on the same site as a full service food and grocery store (in this case, Wegman's).
- Staff updated the [Development Tracker](#), which 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>.

ColumbiaDialogues

The Office of Planning and Community Affairs brought together a diverse group of representatives from community and government organizations to organize, convene and facilitate small group conversations on the intersections of race, class, and culture. The goal of ColumbiaDialogues is to foster a personal commitment by participants to better understand their own perspectives, which may include biases, and take action to help our community be more inclusive. The ColumbiaDialogues organizing committee began working together in late fall 2016. The dialogue sessions are currently in progress and will be completed later this spring.

The Office of Planning and Community Affairs worked closely with the Howard County Public School System's (HCPSS) Cultural Proficiency Coordinator and other committee members to design the program and the outreach to the community to solicit participants who reflect the diversity of our community. A subcommittee established the participant selection process, with the goal of having a diverse cohort of participants for each group discussion.

While CA administered the program and handled the communications, website, participant recruitment, meeting space rental, and refreshments for the ColumbiaDialogues sessions, the program would not have been successful without the dedication of the committee members and the expertise of the HCPSS Cultural Proficiency Coordinator John Krownapple. Mr. Krownapple brought his expertise in cultural competency and facilitation to the effort and recruited other school system employees trained in facilitation and cultural competency to volunteer their time to be session facilitators. The committee work began in the late fall of 2016 and the sessions are currently in progress and will be completed later this spring.

Open Space Assessment

The Office of Planning and Community Affairs provided an overview of the Open Space Assessment final report to the Village Managers at their April 19 monthly meeting. Staff offered to provide a similar presentation to village boards and several of these presentations are planned in the coming months. The report and the companion set of new maps can be found on CA's [website](#).

Pedestrian and Bicycling Initiatives

Staff has organized the 2017 CA Bicycle and Pedestrian Counts program and will conduct the counts between Saturday, May 27 and Saturday, June 3. CA has recruited and trained dozens of community volunteers for this effort. CA is also collaborating with the Howard County Office of Transportation. The resulting information provide a better understanding of the number and the demographics of people who walk and cycling along these routes, validating the impact of past improvements and informing future infrastructure investments.

As part of the organizing committee, Planning and Community Affairs staff worked with the Howard County Office of Transportation to plan and implement a successful 2017 Bike to Work Day event and celebration in Downtown Columbia as part of more than 30 other parallel events throughout the region and many more around US in the month of May. Participation in the May 19 event was high.

Communications and Marketing

Notable press interactions between April 8 and May 10 include *Howard Magazine* for an article about bike sharing published in May; *Business Monthly* for an article published in May about Columbia Association's role over the past 50 years; *Baltimore Magazine* for an upcoming article about Columbia at 50; and *Common Ground Magazine* for an upcoming article about community associations using social media and apps for communications and marketing.

There was a large spike in website traffic to "About Us" in March. A review of communications going out at that time shows it was related to the ColumbiaDialogues series hosted by CA. The open rate for emails related to this event was 400%, meaning that people shared it with others and/or opened the emails multiple times.

The Annual Report will go to the printer at the end of the month and be mailed with Annual Charge information in June.



A Facebook live session about the new membership structure was held on April 28. A Lunch and Learn session was held for team members about the new membership structure on May 11.

DogDay was cancelled on May 13 due to rain and is rescheduled for May 20.

Community Services

CA Older Adult Program and Multicultural Program

Columbia Association Older Adult Programs and Multicultural Programs collaborated with the Howard County Office on Aging and Independence and the Korean American Senior Association to present an intercultural conversation on aging in community at Kahler Hall on May 11. The event featured a roundtable discussion between seniors of Korean and non-Korean ancestry about their experiences of aging in the community. Specific topics discussed were the things that people did and wished they could do to keep themselves healthy and happy. Ninety participants were at the event and conversations were facilitated by a table leader and an interpreter.

Volunteer Center Serving Howard County

The Volunteer Center Serving Howard County hosted a Volunteer Managers' Roundtable on May 12 focusing on the recruitment, engagement and retention of youth volunteers. Bunny Egerton, School Age Services; Casey Schuman, Governor's Office on Service and Volunteerism Commissioner; and Cathy V. Smith, Project Manager for ChangeMatters participated in the Roundtable. Key points included keep service opportunities age appropriate and manageable; engage a family member as a partner volunteer or recruit additional supervision; plan for the unexpected; and encourage reflection on the importance and meaning of service projects.

Columbia Archives and Columbia 50th Birthday Celebration, Inc.

Columbia Archives collaborated with Howard Community College and the Columbia 50th Birthday Celebration, Inc. to present Founder's Day on May 9. Almost 200 people attended the morning event which featured Rouse biographer Josh Olsen and noted urban design expert and Harvard University professor Ann Forsyth, as well as a panel of community leaders including Ethel Hill, Ian Kennedy, Heather Kirk-Davidoff, Nikki Highsmith Vernick and Ken Ulman. A luncheon followed for Rouse Scholars and community leaders who shared questions regarding Columbia's future.

Upcoming Events

Site Dedication – Howard County Veterans Monument

The site dedication of the Howard County Veterans Monument will be held Saturday, June 3 at 11:00 a.m. at Columbia's Lakefront next to Whole Foods. Featured speakers will be Allan Kittleman, County Executive; Robert Gillette, Howard County Veterans Foundation; Gregg Fitchitt, Howard Hughes Corporation; Milton W. Matthews, Columbia Association; and Major General Howard Mooney, Jr. (Retired).

HeART of Community Exhibit

Columbia Archives, in collaboration with Howard Community College, will hold the "HeART of



Community” exhibit in The Rouse Company Foundation Gallery from June 10 to July 17. The opening reception is Sunday, June 18 from 4:00 to 6:00 p.m. The exhibit traces the attention to the arts by Columbia’s developer. On exhibit will be artifacts, photographs, and documents on loan from some of the major arts organizations including the African Art Museum of Maryland, Columbia Center of Theatrical Arts, Toby’s Dinner Theatre, Columbia Orchestra, Pro Cantare, Howard County Poetry and Literature Society, the Columbia Arts Center, Merriweather Post Pavilion, and more.

Other Events

May 20 – BGE/CA Sustainability Division Room Air Conditioner/Dehumidifier Recycling Event - SportsPark

June 3 – Kids Day at the SportsPark

June 24 & 25 – Open House at the Athletic Club, Columbia Gym, Supreme Sports Club, Haven on the Lake, Hobbit’s Glen, Fairway Hills, SportsPark