



SENIOR  
LEADERSHIP  
TEAM

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## February 2018

### Office of the President/CEO

The Downtown Columbia Arts and Culture Commission (DCACC) reports that planned construction projects at Merriweather Post Pavilion (MPP) are progressing, with a timeline for substantial completion of the work for the opening event on Friday, May 4.

The Downtown Columbia Partnership's (DTCP) annual plan for 2018 includes priorities in six areas: Marketing/Promotion of Downtown Columbia; Partnership Funding Sustainability; Transportation, Walkability, Wayfinding and Pedestrian Safety; Maintenance; Beautification; and Continuing Education and Networking. An action plan containing specific tasks in each of the priorities has been created, and work on the tasks has begun.

Howard Community College's (HCC) Commission on the Future (COF) completed its work in December 2017 and a final report is available at <http://www.howardcc.edu/about-us/mission-and-strategic-plan/commission-on-future/index.html>. The document contains 23 recommendations collected from the final reports from the six task forces comprising the COF. HCC will begin its in-depth review of the recommendations in spring 2018 via its strategic planning process. CA's President/CEO chaired the Sustainability Task Force, and team members Dennis Mattey, director, Open Space and Facility Services, and Jeremy Scharfenberg, energy manager, served as two of its nine members.

The Howard County Chamber will hold its annual State-of-the-County luncheon on February 22, 2018. County Executive Allan Kittleman will provide the keynote address. The Chamber is also providing the business community with links to information to assist in complying with newly-enacted "Maryland Healthy Working Families Act," also known as the Mandatory Paid Sick Leave Act.

On Friday, February 23, the Howard County Economic Development Authority and the Maryland Center for Entrepreneurship (MCE) will celebrate the graduation of two MCE Resident Companies: 5:00 FILMS and NextLOGiK.

The Inner Arbor Trust (IAT) continues to work on the design of the pathway system at Merriweather Park in Symphony Woods. Nina Basu, president/CEO of the IAT, together with Dennis Mattey, CA, presented a proposed plan for the eastern entrance to the CA Board of Directors at its February 8, 2018 work session.

## **Office of the President/CEO (cont'd)**

The Spending Affordability Advisory Committee (SAAC) continues its weekly meetings and expects to complete its work by the end of February. Plans are being finalized for CA to host on Thursday evening, May 3, a presentation of the SAAC's final report and recommendations, including time for questions and answers.

## **Sport and Fitness**

### **Columbia Gym**

On Saturday, February 3, Columbia Gym hosted a concert featuring the children's band, "Milkshake." Milkshake has performed at the Columbia Lakefront concert series, Centennial Lake, and the Columbia 50<sup>th</sup> Birthday Party. Over 120 parents and children attended the event. During a pre-performance meet and greet, the band mixed with the children and parents, playing games with the crowd and warming up the audience. The one-hour concert culminated in a photo shoot, face painting, and more games in the arena for the audience.

### **Haven on the Lake**

Haven on the Lake hosted its second annual "Wine, Cheese, Chocolate, and Shopping" event on Thursday, February 8. Over 300 members of the community attended and enjoyed products from Iron Bridge Wine Company, Edible Arrangements, Perfections, and Cabot Creamery, as well as shopping opportunities with local vendors. Haven showcased its many services and offered Pilates demonstrations throughout the evening.

## **Planning and Community Affairs**

### **New Community Planner Joins CA**

Jessica Bellah comes to CA with experiences that prepared her well to contribute to enhancing Columbia as a great place to live, work and play. Jessica grew up in Charlottesville, Virginia, and holds a Bachelor's Degree in Historic Preservation and Geography from the University of Mary Washington. She earned her planning certification from the American Institute of Certified Planners in 2017.

Upon graduation of college, Jessica joined AmeriCorps and spent two years living on a small island in Maine working as a town administrator under the Island Institute's Island Fellows program. In 2012, she returned to the Washington D.C. area to pursue a Master's Degree in Community Planning from the University of Maryland, while completing several internships with planning agencies related to historic preservation, economic development and sustainable development.

Prior to joining CA, Jessica was a Community Planner with the City of Greenbelt, another planned community, where she reviewed development proposals and undertook bike improvement planning and green retrofit projects, among others. Jessica has lived in or near Columbia for the past four years and is eager to work in and serve the community.

## Increasing Influence in Columbia Planning and Development

Staff from the Office of Planning and Community Affairs continued to participate in and monitor proposed and on-going development projects in and around Columbia including participation in various meetings related to planning and development.

- Continued to track the Downtown Lakefront Core development proposal by Howard Hughes Corporation. Staff briefed the CA Board on the proposal and attended the February 1 Planning Board public hearing on the proposal. The Planning Board hearing will continue on March 15, 2018.
- Continued to track and provide input to the county's review of the development regulations. Following the release of the assessment final report, the Director of Planning and Community Affairs attended a meeting of the Development Regulations Assessment Steering Committee; and she and the community planner attended the public meetings related to the final assessment report. The report is available on the Howard County project webpage at <https://www.howardcountymd.gov/regulationassessment>
- Continued to track the Erickson Living proposal for a new continuing care retirement community development in Clarksville and briefed the CA Board on that at their February work session.
- Updated the [Development Tracker](#), which provides information on development related meetings and submitted proposals for sites in and near Columbia. This is revised at least monthly and is available on-line at <http://bit.ly/developmenttracker>.

## Communications and Marketing

### E-Mail

Top email broadcast open rates from January 1-February 9, 2018 were:

- January 2018: Hobbit's Glen golf, 62%
- Inclement Weather, 59%
- School Age Services, 55%
- Press Release: Potential candidates for CA Board of Directors information sessions, 54%
- Happy Birthday Members, 53%
- January 2018 Membership Special Offer, 48%: this email goes to recent guests of all clubs focusing on a new member offer

### Forms

- Since July 2016, there have been nearly 3,000 opt-in forms from the website, signing up for CA Digest and other email eNewsletters and notifications.
- Program-specific email opt-in forms are being added to main landing pages on the website, in an effort to grow individual program listings.
- Membership lead submission forms are up 56% overall in January compared to December; this follows the trend from last year.

### **PR/Media**

Notable press interactions between January 14 and February 9 included:

- Coverage from the Laurel Leader and Howard County Times of the hiring of new Columbia Archives manager Lela Sewell-Williams;
- A press request from the Maryland Daily Record for a camps story; and
- A press request from Howard Magazine for its annual Guide to Howard County.

During this time period, Columbia Association issued press releases about Excite Columbia and the information sessions for potential CA Board candidates.

### **Publications**

The February issue of “CA Today” (Howard Magazine) had great CA date options on the cover, plus a Q+A with Camps, in addition to other articles.

The CA Update in February had calendar items, as well as a recap of the January 25, 2018 Board of Directors meeting.

### **Website**

Photographs from the Board of Directors alumni event were posted on CA’s website. The link may be accessed by clicking on “Board of Directors” on the homepage.

## **Open Space and Facility Services**

### **General Construction**

The Long Reach Tennis Club is nearing completion and will open in the first quarter of calendar year 2018.

Fairway Hills Golf Course interior renovations have started and construction of the patio retaining wall is now underway. The improvements include interior finishes in the clubhouse and a new warming kitchen to serve the clubhouse patrons.

Wilde Lake dredging is complete, pending the installation of plant material which will be installed this spring in a newly completed wetland bench.

Construction of the stream restoration project at Dobbin Road and Oakland Mills Road is complete, pending plant material which will be installed this spring.

Stabilization of both sides of the stream bank, below the Wilde Lake dam and adjacent to the pedestrian bridge, is underway. Construction should be completed by early March.

New solar projects were completed at the Dorsey Search Meeting Room and at the new Long Reach Tennis Center. Plans were also finalized for a solar project at Dickinson Pool.

New monument signs for Harper’s Choice will be installed this spring, pending the finalization of easements required for two of the six signs. Refurbishment of the text on five brick walls signs is complete.

## Community Services

### Columbia Art Center

Columbia Art Center (CAC) held its first live literary podcast on Saturday, February 10 as part of its salon series and in honor of Black History Month. Co-sponsored by Little Patuxent Review, the podcast featured African-American authors from Baltimore who shared prose from their latest published works.

CAC's Youth Department met with representatives from Columbia Festival of the Arts to complete plans for an interactive youth/family sculpture installation at Lakefest on June 15-17, 2018. The hands-on interactive sculpture installation will be located along the lake near the concert stage. Several Art Center Youth Department teachers will oversee the project.

CAC's Youth Department participated in the Martin Luther King *Day of Service* on January 15 by overseeing an art activity where volunteers created ornaments for the 55+ community residents.

### Volunteer Center Serving Howard County

The Volunteer Center Serving Howard County collaborated with the Howard County Dr. Martin Luther King, Jr. Holiday Commission with a Day of Service on January 15. As of February 2, the Center had been able to confirm 224 participants (connections) for 12 opportunities held in Howard County and the Columbia Gateway Government building, documenting 692.25 hours of service in honor of Dr. King.

### Summer Camps/Columbia Community Exchange

The Summer Camps Division joined the Columbia Community Exchange Program to host a Senior Sweethearts Dance on February 6 at Amherst House. Approximately 60 participants attended this event, which featured a light lunch, savory snacks, sweet treats, raffles, games, and dancing.

### School Age Services

School Age Services hosted its first Friday Family Fun Night on February 2. The theme was "Do you know who invented this?" and highlighted inventions and accomplishments by African Americans and women, in honor of Black History and Women's History months. Approximately 600 parents and siblings joined their children in the after school programs. The next Family Night is scheduled for April 13.

## Upcoming Events

### Columbia Art Center

Columbia Art Center and Little Patuxent Review will host a music-themed salon series presentation on Monday, March 5, at 7pm. The "Birth of Bebop" will be hosted by musicians Seth Kibel and Sean Lane. The event is free to the public.

Columbia Art Center and HoCoPoLitSo will present a Wilde Reading Series discussion on Tuesday, March 13, from 7-8:30pm. Authors Edward Belfar and Michael Tims will discuss their recently published works. The event is free to the public.



Columbia Art Center Galleries will host a reception for two solo painting shows on Sunday, March 11, from 2-4pm. The two solo artists to be featured in the galleries are Fariba Gheisour and Joanna Barnum. The event is free of charge, and the community is invited to attend the reception and talk to the artists.