



SENIOR
LEADERSHIP
TEAM

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July 2018

Office of the President/CEO

The Downtown Columbia Partnership (DTCP) hosted a community meeting on the Transportation Demand Management Plan (TDMP) on July 10. The TDMP was created as part of the 2010 Downtown Columbia Plan. The Howard County Office of Transportation and the DTCP worked in close coordination to develop the TDMP, which is the first plan of its type in the region.

Books in Bloom, which was held in June, has been selected for a Certificate of Merit award within the 2018 Downtown Achievement Awards: Events and Programming category. The award is sponsored by the International Downtown Association, which recognizes outstanding improvements to downtown by the work of dedicated individuals through the Downtown Achievement Awards. Merit awards recognize best practices in the areas of innovation, representation, and sustainability.

The Howard County Chamber continues to work with its members and community partners to aid in the relief efforts for the people and businesses of historic Ellicott City. Visit Howard County has assembled a comprehensive list of the places in which monetary donations, time, space, and skills may be donated, together with a list of upcoming fundraising events. More information can be found at www.visithowardcounty.com/ecstrong/

Representatives from the Howard County Economic Development Authority (HCEDA) and Fraunhofer USA (FhUSA), on behalf its Center for Experimental Software Engineering (CESE), have signed a Memorandum of Understanding providing the framework and commitment to bring innovative and excellent services to the Howard County Innovation Center.

Fraunhofer USA's CESE is a key partner in the HCEDA's Howard County Innovation Center. Located on Gateway Drive, the HCEDA plans to develop the location into the epicenter of innovation to support excellence in business in Howard Center and across the region. Together with strategic partner organizations, the Innovation Center will feature a business incubator and accelerator; provide coworking space; offer business event facilities; while leading the way to close gaps in the application of new technologies and solutions to the business community.



Administrative Services

Human Resources

The Administrative Services team is moving through the human resources information system (HRIS) selection process. After reviewing proposals and participating in on-site demonstrations, three finalists have been scheduled for full-day demonstrations so that team members can thoroughly evaluate each vendor.

Information Technology

The Information Technology Division filled two open positions for Help Desk technicians.

Sport and Fitness

Tennis – Pickleball

CA's new six-outdoor-court Pickleball facility at the Owen Brown Tennis Club opened in mid-July 2018. This is a state-of-the-art facility that will showcase America's fastest growing sport. CA will be offering adult pickleball instructional and drill programs, pickleball leagues, special social events, as well as private and group lessons for pickleball enthusiasts.

Fitness

This summer we have launched TRFlex, Columbia Association's newest group training program. With a mix of cardio and strength, TRFlex provides participants with a complete and comprehensive fitness program. Centered around the popular suspension trainers, TRFlex delivers the best elements of high-intensity (H.I.I.T) and resistance training through its three main classes: TRX Strong, TRX Sweat, and Total TRX, together with our foundational classes: TRX Basics and TRX Gold. Each class is 50 minutes and incorporates a standard dynamic warm-up and cool-down routine.

The TRFlex program was established to fill a void for a portion of our fitness population, including the growing millennial presence in Columbia. This will be accomplished by focusing on availability and accessibility. The program has a basic schedule of classes; however, members have the ability to request a class to be added during days/times convenient for their schedule and staff will work to create the class. In addition, the ongoing nature of the classes and rolling enrollment allow for the program to maintain a uniformed structure, while allowing enough flexibility to fit the members' needs.

Due to the adaptability of the TRX Suspension Trainers, participants in our TRX Sweat class will even be able to incorporate running on CA-maintained trails as a component of their class experience. Also, we will take a different approach to class packages by allowing program participants to schedule their classes as they go rather than committing to a specific series. Access to class information and registration are being driven through the Columbia Association website and the CA app. This allows participants and prospects to do everything from buying class packages to registering for their classes, all at the tips of their fingers.

Communications and Marketing

Events/Program/Sales

Communications & Marketing (C&M) launched “**Summer’s hot, but we’re cool with that!**” an awareness campaign leveraging the July 4 holiday week’s expected heat wave with a social media and targeted email blast encouraging recipients to consider CA membership options to keep cool. A June 29 email, sent to 1621 prospects, drove an impressive 30.68% open rate. The June 29 post yielded 1,460 reads, 697 video views, 9 reactions and 3 clicks to an associated link. The June 29 Facebook ad yielded 196 landing page views, 5,244 people reached, and 8,369 impressions from an investment of a mere \$89.82.

Publications and Design

The C&M team completed production of the Fall Activities Guide, which is currently being printed in preparation for mailing and distribution in early August. Additionally, the team created and produced 124 flyers that highlight Fall Activities Guide classes and events for fitness club posting.

Digital Marketing

An article in our monthly Fitness Newsletter, combined with a regularly updated gallery of photos documenting the Columbia Athletic Club renovation, resulted in over 750 views of the Athletic Club Renovation page on columbiaassociation.org. In social media, Facebook top-liked posts included *CA Camps spotlighting Cara Mogavero from My First Camp* (160 likes, 43 comments), *Three water safety tips* (100 likes, 13 comments) and *Athletic Club photo progress* (31 likes, 3 comments).

The C&M team began planning a communications and marketing campaign to promote the re-opening of Columbia Athletic Club this fall.

Media

Notable press interaction from mid-June through early July included coverage of Columbia's new sister city in China by the Baltimore Sun and Columbia Flier, a story about CA's neighborhood center study by Business Monthly, and weekly articles and photo albums about the Columbia Neighborhood Swim League in the Columbia Flier.

Open Space and Facility Services

Athletic Club

The demolition phase is largely complete and interior renovations are now underway. Progress photos and the working construction schedule can be accessed on the Columbia Association’s website at www.columbiaassociation.org/facilities/fitness/columbia-athletic-club/columbia-athletic-club-2018-renovations/

Swim Center Phase III

Work continues on the third and final phase at the Swim Center. The old roof has been removed and the repairs are underway on the structure, preparing to receive the new roof later this month. The Swim Center will remain closed for the duration of the summer and will reopen in September.

Horse Center

Exterior drainage improvements and storm drain piping associated with the roof repairs are complete. The Barn One roof is under construction and should be completed next month. Work on the Barn Two roof has been rescheduled for later in August to accommodate the summer camp program. Design work associated with ADA improvements to the restrooms and other public spaces is currently in progress.

Supreme Sports Club

The new stretching room near the cardio area has been completed and is open for patron use.

Fairway Hills Golf

All debris from the storm has been cleaned up and removed. Work will begin on the bridge and boardwalk at Hole 6 (adjacent to Columbia Road) in mid- to late-July. Procurement documents associated with the boardwalk and bridges adjacent to Hole 18 are currently being developed.

Community Services

School Age Services

Columbia Association School Age Services presented a check for more than \$575 to Linwood Center, a Howard County-based organization dedicated to creating the possibility of extraordinary lives for children and adults living with autism.

The donation was part of School Age Services' "10 Cents for the Community" campaign, which teaches children to acknowledge the need in their world and gives them a tangible way to give back, if they so choose. In past years, we have collected 10 cents at a time for the environment, with proceeds going to the zoo and the Humane Society. The School Age Services directors, who led the committee this year, decided that CA should work with a local agency that serves a population mirroring a portion of the larger population served within our own programs.

Volunteer Center Serving Howard County

The Volunteer Center Serving Howard County facilitated the collaboration between Prepare for Success and CA School Age Services to decorate school supply collection boxes that are located in CA fitness facilities, the Columbia Art Center, and the village centers. Boxes are decorated by students in CA's After School program to collect school supplies for children in need. Students appear to enjoy this project, which allows them the opportunity to help other students. Supplies are distributed through Prepare for Success.

Upcoming Events

The Volunteer Center Serving Howard County will offer revised trainings for partner organizations to introduce and showcase new functionalities available through the updated volunteer management system available at VolunteerHoward.org, as well as modified "Volunteering Made Easy" sessions in July and August.