



SENIOR  
LEADERSHIP  
TEAM

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## June 2018

### Office of the President/CEO

The Downtown Columbia Arts and Culture Commission (DCACC) has partnered with the Howard County Public School System (HCPSS) to support initiatives that promote the benefits of music education programs in Howard County. Under the terms of the agreement, DCACC will provide opportunities for HCPSS students and staff to participate in community programming at Merriweather Post Pavilion. DCACC and HCPSS will collaborate to host a statewide high school jazz festival at Merriweather. DCACC will coordinate event staff management and marketing for the annual festive. HCPSS will coordinate with participating statewide high schools and provide performance scheduling for the event.

The Downtown Columbia Partnership (DTCP) hosted a successful “Books in Bloom” event on June 10. DTCP is partnering with the Downtown Columbia Arts and Culture Commission to host a Pub Crawl on June 21 in conjunction with a screening of *This is Spinal Tap* at Merriweather Post Pavilion. The goal is to spread the word that there are great restaurants in Downtown Columbia and great local beer brewed in Columbia and Howard County.

Other recent events in Downtown Columbia include Capital Jazz Fest at Merriweather Post Pavilion on June 1-3; the opening of “The Sundry” at the former site of Tomato Palace on June 1; Lakefest weekend on June 15-17; the second annual “Longest Table” sponsored by the Howard County Public Library System on June 16 at Howard Community College; and a free concert by the Columbia Orchestra at the Chrysalis on June 19.

The Transportation Demand Management Plan (TDMP) prepared by the Howard County Office of Transportation and the DTCP is complete. A community meeting is planned for July 10 in the community room at Merriweather Post Pavilion. A copy of the TDMP will be distributed to CA Board members at the June 28 meeting.

Also, a copy of the DTCP 2017 Annual Report will be distributed to CA Board members at the June 28 meeting.

As was the case in July 2016, the Howard County Economic Development Authority is actively working to help restore Ellicott City following the flooding during Memorial Day weekend.



## **Administrative Services**

### **Information Technology (IT)**

Columbia Association (CA) IT added five sites to the InterCounty Broadband Network (ICBN):

- Sports Park
- Wilde Lake Tennis
- Long Reach Tennis
- Ice Rink
- Fairway Hills

Other CA sites connected to the ICBN are CA Headquarters; the three fitness facilities (Athletic Club, Supreme Sports Club, and Columbia Gym); Haven on the Lake; and Open Space.

The ICBN enables CA IT to terminate slow and costly legacy network contracts, to eliminate chronic service issues, and to introduce high-speed, fiber-based connectivity to these sites.

## **Sport and Fitness**

### **Aquatics**

Columbia Association's 23 outdoor pools opened as scheduled for the summer season.

This pool season, the MacGill's Common pool will be operating as an Autism Sensory Pool. The Howard County Autism Society will inform CA of children with autism, who are CA members and who have stop/start issues, which will be noted on the swimmer's CA membership. The designation as an Autism Sensory Pool will allow the child to remain in the pool during adult-only times. CA members may qualify their family members for inclusion in the program by contacting the Howard County Autism Society at 410-290-3466 or email [info@howard-autism.org](mailto:info@howard-autism.org). Once a child's membership has been updated, another family member is requested to speak to a guard when visiting the pool.

### **Golf**

Both of CA's golf courses have been severely impacted by weather conditions. The team at Hobbit's Glen has been repairing winter freeze damage to the Bermuda grass fairways. The repair involves sprigging new Bermuda grass into the damaged areas and overwatering the areas for several weeks to allow them to grow. The areas that are too damaged for resprigging will be resodded. We anticipate that the course will be in peak form around the first week of July.

The recent rains and resulting floods on May 27 severely damaged the bridges on holes 6 and 18 at Fairway Hills. The golf team is working closely with the CIP (Capital Improvement Projects) team to assess the overall damage and plan for repairs. Until the bridges are repaired, guests are playing on a modified nine-hole layout.

### **Athletic Club**

Work continues on the Athletic Club renovation. The area for the addition that will house the locker room showers and hot tub has been excavated, and work on the foundation and framing will begin

soon. Five large trailers, which contain all the fitness equipment used inside the club, will be housed in the parking lot during the renovation.

Inside the club, the front desk, General Manager's office, laundry room and coffee area have been completely removed, as has all flooring and most of the drop ceilings. The drop ceilings will not be replaced in most areas; however, due to the existing infrastructure, some will be reinstalled. During the renovation, all areas will receive new flooring.

The most extensive work to date has been done in the men's and women's locker rooms, where demolition has left them almost unrecognizable. Walls have been torn down, lockers removed, floors torn up, showers torn down, and ceilings removed. One of the biggest projects has been the removal of the hot tub which, unbeknownst to the contractors, was encased in a solid block of concrete on all sides. They have literally been chipping away at it with jackhammers and big machines, creating dumpsters full of concrete. A new, larger hot tub measuring 14' x 18' will replace the old one.

For more information about the renovation, including FAQs and renderings, please visit [www.columbiaassociation.org/facilities/fitness/columbia-athletic-club/columbia-athletic-club-2018-renovations/](http://www.columbiaassociation.org/facilities/fitness/columbia-athletic-club/columbia-athletic-club-2018-renovations/)

### **Tennis**

Wilde Lake Tennis Club was host to young tennis talent during May as 160 tennis players competed in the Howard County High School Tennis Championships held May 7-12. Many of the players moved on to the Maryland Regional Championships held May 14-18.

### **Fitness Facility**

Supreme Sports Club hosted its first Silent-Headphone After-Prom Party for Woodlawn High School. During the Silent-Headphone Party, the DJ plays music and MCs into a system that transmits all sound into headphones that are worn by the participants. It is a way to party without waking the neighbors.

## **Planning and Community Affairs**

To keep the community aware of development proposals in and around Columbia, planning staff updated the [Development Tracker](#), which provides information on development-related meetings and submitted proposals for sites in and near Columbia. The Development Tracker is revised at least monthly and is available on-line at <http://bit.ly/developmenttracker>.

The Office of Planning and Community Affairs successfully concluded the fifth annual Bicycle and Pedestrian Count Program. This year, 39 volunteers performed 93 counts at 14 locations. Information collected during the count program is being aggregated into a report that will be posted on CA's website in July.

The Millennials Work Group continues its efforts to develop recommendations on how CA can serve them better. The Office of Planning and Community Affairs is providing technical and administrative support to this group. Recently, CA staff worked with the Mediation and Conflict Resolution Center to secure professional facilitators for three small group discussions with Millennials living and/or



working in Columbia. These small group discussions were part of the Working Group's efforts to gain input from Millennials other than themselves, and to determine what programs or environments are desired by Millennials and how they prefer to get information.

CA planning staff assisted Howard County's Office of Transportation with the smooth operation of Bike to Work Day at the Whole Foods pit stop location in Columbia. This was one of 48 pit stops around the Baltimore region where cyclists could mingle, get a free T-shirt, free refreshments, and get the day off to a good start.

## **Communications and Marketing**

On June 9, the Communications and Marketing (C&M) Team hosted Kids Day at the Columbia Sports Park. More than 3500 registered for the event, and actual attendance topped 2000. Participants enjoyed games hosted by CA Camps staff, pony rides, caricatures and introduction to a wide range of CA programs and facilities.

C&M collaborated with Membership Sales to conceive and execute the Flash Splash Special. This one-week membership offer was a carefully choreographed marketing and sales effort to boost lagging sales that were hampered by poor weather and late school closings. The campaign was tremendously successful, yielding 180 new memberships in 7 days and generating the highest click through rates across all CA e-commerce for the month.

C&M provided support for the June StayCAtion Open House through the design of promotional materials, including flyers, advertisements, digital ads, email blasts, and promoted the event through multiple external channels.

C&M provided branding, marketing and promotion support for numerous events throughout CA held in May and June, including Haven Outdoor Community Yoga, Team Member Picnic (6/3), and three Art Center events (Infinite Creator, Layer Upon Layer Salon Series, Annual Student Faculty Exhibit). Additionally, the team completed work on the Annual Report, new signage for the healing environments at Haven on the Lake, and a graphic identity for the Africa CultureFEST.

Notable press interaction from mid-May through mid-June included spotlights on CA's Lakefront Summer Festival in Baltimore Magazine, the Columbia Flier and Howard Magazine, as well as mentions of several CA summer activities in Her Mind Magazine and Howard Magazine feature articles.

## **Open Space and Facility Services**

### **Construction Services**

Fairway Hills Golf: Damage from the May storm includes destroyed bridges and walkways in two locations on the course. The passageway tunnels are also severely impacted and restoration work is underway to restore service as quickly as possible.

Lake Elkhorn: ADA upgrades and refurbishing for the pavilion on the southwest side of Lake Elkhorn are complete.

Aquatics: Several construction projects were completed in time for the opening of outdoor pools on Memorial Day weekend. Major improvements included renovated bathhouses and new shade structures at Phelps Luck; upgrades to the mechanical systems at the Hawthorn pool; deck replacement at the Faulkner Ridge pool; and roof replacement on the Phelps Luck bathhouse.

Swim Center Phase III: Work is underway for the third and final phase at the Swim Center. The work includes replacing the main pool roof and erecting a new entrance canopy. The Swim Center will remain closed for the duration of the summer and will reopen in September.

Horse Center: A major roof replacement project at the Horse Center has begun. Work will continue through the summer.

Supreme Sports Club: Upgrades to the locker rooms on the lower level have been completed and the new stretching area will open late June/early July.

### **Energy and Sustainability**

A 15 kW solar PV project is underway at Hobbits Glen Golf Clubhouse, with construction to start in early July. Solar PV projects are also under consideration for the Athletic Club and Columbia Gym.

An air conditioner and dehumidifier recycling event, organized in collaboration with BGE, was held on June 2 in the Athletic Club parking lot; there were 255 participants yielding approximately 325 pieces of equipment for recycling.

### **Open Space**

Storm Cleans-ups: The major storm and flooding that took place on Sunday, May 27 had a significant impact on the pathways and other amenities around Lake Kittamaqundi. The water level at the lake was the highest seen in recent decades - approximately eight feet above the normal lake water elevation.

Large portions of the pathway and boardwalk around the lake were covered with up-to-three inches of mud. A section of pathway was washed out near the north end of the lake from water rushing out of the Little Patuxent River and into Lake Kittamaqundi. Stairs and brickwork were damaged and many other amenities, plant material and tree trunks were covered in mud and debris. More than 30 CA open space team members assisted with clean-up efforts.

### **Watershed**

Design work is in progress for bioretention facilities in open space adjacent to Faulkner Ridge Circle, at Lake Elkhorn adjacent to Lakeside/Dockside, and in open space adjacent to Deering Woods.

Design work and permitting are also underway to repair and stabilize the instream flow control structures ("Weirs 2 & 3") above Jackson Pond.

## **Community Services**

### **Camps**

The Camps summer program began on June 20, 2018, with 870 children currently enrolled. Spaces



are still available in some of the camps. More information on CA's 2018 Camps program is available at [www.columbiaassociation.org/services/camps/2018-ca-camps/](http://www.columbiaassociation.org/services/camps/2018-ca-camps/)

### **CA Lakefront Festival**

CA's summer Lakefront Festival concerts and movies began on June 18, with the movie "The Secret Life of Pets."

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

Pam Simonson, Volunteer Center manager, hosted an information table at the Leadership Premier "Take your Place Fair" on May 22 at the Howard County Library, Miller Branch. It was an opportunity to promote Board Connection, a program that recruits and refers interested community members to local non-profit boards.

Volunteer Center Serving Howard County supported spontaneous volunteer registration through its agreement with Howard County Recreation and Parks at VolunteerHoward.org following the May 27 flash flood in Ellicott City. More than 1200 new volunteers registered. The Volunteer Center also referred calls to the County website and call center and connected local Target stores with the Community Action Council for donations.