

5 min.

5 min.

January 8, 2021

To: Columbia Association Board of Directors

(E-mail: Board.Members.FY21@ColumbiaAssociation.org)

CA Management

From: Andrew C. Stack, Board Chair

The Columbia Association Board of Directors Virtual Work Session will be held on Thursday, January 14, 2021 beginning at 7:00 p.m.

AGENDA

1.	Call to Order	5 min.	Page Nos.
	(a) Announce the procedures being used to conduct the virtual work session		
	(b) Roll Call to determine Directors in attendance		
	(c) Announce that both audio and video of the Board work session are being broadcast. Anyone with the link on CA's website will be able to see and hear the proceedings.		
2.	Approval of Agenda	1 min.	
3.	Verbal Resident Speakout will be available to individuals who submitted the Resident Speakout form on CA's website by the specified due date.		
	Residents may also send written comments to CA's Board of Directors at Board.Members.FY21@columbiaassociation.org. Please note that, due to		
	time constraints, it may be necessary to limit the number of people at Verbal		
	Resident Speakout.		
4.	Work Session Topics	150 min.	
	(a) Discussion – FY 2022 Draft Operating and Capital Budgets	(90 min.)	2
	(b) Inner Arbor Trust Revised Concept Plan	(15 min.)	3 – 4
	(c) Communications Strategy	(30 min.)	5 - 22
	(d) Applicable State Legislation Discussion – (Questions only)	(5 min.)	23 – 25
	(e) Discussion of the Most Recent Development Tracker – (Questions only)	(5 min.)	26 – 34
	(f) Capital Projects and Open Space Updates – (Questions only)	(5 min.)	35 – 52
5.	Chairman's Remarks	10 min.	53 - 54
	(a) Written Report		

8. Adjournment – Anticipated Ending Time: Approximately 10:20 p.m.

6. President's Remarks; Follow-Up Questions from the Board Members

(b) Update on the President/CEO Search

7. Proposed New Topics

Next Scheduled Virtual Board Events
Thursday, January 21, 2021 – 7:00 p.m. – Virtual Town Hall
Thursday, January 28, 2021 – 7:00 p.m. – BOD Meeting

CA Mission Statement

Engage our diverse community, cultivate a unique sense of place, and enhance quality of life

CA Vision Statement

CA creates and supports solutions to meet the evolving needs of a dynamic and inclusive community.



January 7, 2021

To: Columbia Association Board of Directors

Milton W. Matthews, President/CEO

From: Susan Krabbe, Vice President and CFO

Cc: Lynn Schwartz, Director of Finance/Treasurer

Subject: Budget Discussion at the January 14, 2021 Board Work Session

The January 14, 2021 CA Board work session includes the item entitled "Discussion – FY 2022 Draft Operating and Capital Budgets." The back-up for that agenda item is the draft budget document provided to the CA Board on January 8, 2021.

The file is too large to post with the agenda materials, therefore, it is on the CA website. To access the draft budget document on the website, please go to https://www.columbiaassociation.org/about-us/financials/financial-reports/ and select FY 2022 Budget Materials; then select FY 2022 Draft Operating and Capital Budgets from the list of documents posted.

I would like to encourage you to read the Transmittal Letter just following the Table of Contents. It is a very thorough summary of the draft budgets and the underlying assumptions, and it should be helpful to you in developing your understanding of the draft FY 2022 budgets.

Inner Arbor Trust Report

Symphony Woods Concept Plan: A Community Vision

The Trust is working in a proposed updated concept plan. The original Inner Arbor concept plan was presented in 2012 and updated in 2014. Since 2014, the area around Symphony Woods has changed significantly, and plans for development in adjacent properties have changed. In 2019, the Trust decided it needed to engage in a comprehensive review of the land to determine how to best serve those living in and visiting Downtown Columbia by connecting the property to adjacent properties through pathways and how to best serve the recreational needs of residents in this space. The Trust engaged a design team to review and update the concept plan.

Central to the concept plan update process has been engaging the community and listening to stakeholders. The Trust formed a stakeholder advisory committee made up of residents, Howard County arts organizations, Downtown based organizations, Columbia Association, Howard Hughes, and other stakeholders. The Trust held a number of meetings to obtain feedback from the stakeholder group and to come to a shared vision for the space. The design team presented the proposed updated concept plan at a work session of the Inner Arbor Trust Board, to which the CA Board was invited. A copy of the plan is submitted with this report.



Introduction

The purpose of the CA Communications Strategy is to positively impact the organization's brand and reputation through active engagement with the community, targeted messaging and in support of the organization's goals, and to provide access to relevant information about the organization, its programs and facilities.

The Communications function has inherently responsive and reactive elements which are difficult if not impossible to anticipate. Recognizing those factors, we present this strategic framework that demonstrates the scope of the communications team's functions and the broad goals that this team has for delivering information and engaging with the community. Detailed implementation and operations plans will be created on a quarterly basis to remain as timely and relevant as possible while still being prepared. Processes and structures for implementing such activities are presented in this strategy document.

We propose the following strategic objectives for CA's Communications team to guide our planning and implementation of communications activities:

- 1. To continuously align Columbia Association with the expressed reasons that the Columbia community is a great place be.
- 2. To create and manage a longitudinal mechanism (twice yearly) to robustly assess sentiment, awareness and priorities in the community.
- 3. To establish and follow consistent principles for rapid, impactful and strategic response to issues of public interest and concern.

Strategy Framework

The Communications Strategy is made of five core elements which can be considered separately but which have some clear areas of interdependence. Each element is introduced and broadly described below, with further details provided in the remainder of this document.



A. Message Campaigns



The purpose of the core Message Campaigns is to continuously align Columbia Association with the perception and belief that there is no better place to be than the Columbia community.

This strategy relies on the deep connection between the quality of life in Columbia for residents, visitors and employees and the range of assets, programs and facilities provided and managed by Columbia Association. It contends that Columbia's quality of life is dependent on the existence and operation of CA, and that CA is built on the unique qualities, features and history of the area.

To achieve this, we identify several key features and reasons for this quality of life, and build a set of "Message Campaigns" (see below for structure and definition of these campaigns) that support this connection between the Columbia community as a place and CA as an organization. It does **not** require that every advantage Columbia has as a community is directly and wholly related to a tangible service or asset provided by CA.Rather, we seek to subtly and repetitively create such cognitive connections.



For example, the notion that Columbia is an excellent place to raise a family is based on a range of factors, with the individual contribution of each of these factors resonating in a unique way with any given resident. Factors may include the general sense of safety, access to quality outdoor spaces, a variety of commercial establishments catering to family needs, excellent schools and cost of living. Our messaging campaign in this area focuses equally on the investments made by CA in tot lots and parks, the availability of school age programs (CA and others) and small businesses within village centers and shopping districts from ice cream vendors to indoor trampoline parks. We have an opportunity to highlight our own programs and facilities alongside others, continuously connecting such features of the community to the core quality of life reason, in this case - a great place to raise a family.

This messaging strategy is organized around these identified "reasons", and we expect to have managed Message Campaigns for 3 to 5 of these reasons at any given time, which may be swapped out for the sake of maintaining freshness of content and connecting with the broadest possible audience over the long-term.

Message Campaign Structure

Any given Message Campaign is structured according to three fundamental communications platforms available to us:

- 1. Direct Content
- 2. Partners

3. Media

Direct Content

Development and deployment of "content" directly to CA's audiences is our primary communications tool that allows us to shape, define and deliver intentional messaging which informs and influences those target audiences.

Email, social media, direct mail, various forms of display (digital signage, physical signage, etc.) and our website (particularly blog content) constitute the primary vehicles for delivering content.

Content may be original and created wholly by ourselves, or it may be information and material provided by others and highlighted or amplified by CA.

Partners

Columbia Association exists as part of a complex network of organizations including non-profits, government agencies and commercial entities that connect with our target audiences in a multitude of ways. Where there is alignment of objectives or coordination in the delivery of services, there is opportunity to enhance and increase the reach of our message campaigns. In addition, the reinforcement or amplification of our message by other parties increases trust and confidence.

Media

Coverage of CA by media organizations is to be expected and generally welcomed, though is the channel that provides the least amount of message control. The definition of "media" for the purposes of this strategy includes traditional outlets (local and regional / newspaper, magazine, radio, television) as well as several blogs dedicated to coverage of the local community (Columbia and Howard County).

A proactive message strategy that seeks to use the extended reach of these channels and their independent voice involves relationship-building, story pitches and press releases, and in some cases the direct provision of content.

Management of media in response or reaction to their independent coverage (i.e. outside the scope of our intended messaging campaigns) is addressed in Section C - Response Communications.

Planning and Implementation

Implementation of Message Campaigns is based around quarterly Plans (calendar year) that include message and content calendars, partner engagement and media pitches. The specific structural details for these quarterly Plans will be developed during the first

quarter of 2021, with a proposed completion date of mid-February for the April to June 2021 Plan.

Content Calendar

A social media, email, blog and digital signage calendar will include details of content to be developed and deployed through these channels, allowing the Communications team to work efficiently with support resources such as in-house graphic design and program / facility teams across the organization. All internal stakeholders will have access to this shared calendar to ensure clarity and coordination.

Partner Engagements

For each "reason" (see above), a targeted group of partner organizations, or in some cases, individuals in the community, will be engaged in the planning phase of each quarterly Plan to determine shared goals and options for communications activities.

This may include exploration of new programmatic or event-based activities or simply the highlighting of such activities already in place. We will seek opportunities to overlap and reinforce content that is beneficial to both organizations.

Media Pitches

Coverage of CA activities and programs by media organizations is not subject to our internal planning. However we are able to "pitch" stories and news to such organizations to increase the likelihood that stories and events that reflect CA in a positive light will be covered.

January to March, 2021

In the absence of a structured plan for the first three months of 2021 (since the processes for creating such a plan will be under development during that time), the Communications team will work to reflect the approach described as far as possible. In fact, preliminary content calendars already exist to provide guidance to the publication of content through CA's main social media and email channels.

Partner relationships have been established and we will explore opportunities in the first few months to cross-promote and share content and audiences. Equally, media relationships have been nurtured during the last few months of 2020, and opportunities do exist to pitch targeted stories at the beginning of 2021.

B. Community Engagement Campaign (Twice Yearly)



The purpose of the biannual Community Engagement Campaign is to create a well-resourced and well-planned survey (broadly defined) of community **sentiment**, **awareness** and **priorities**, which is repeated twice per year and therefore comparative from campaign to campaign.

This campaign will be formally implemented for a full calendar month, six months apart in April and October, though mechanisms will be created to allow for ongoing collection of input between campaigns.

The existence of this community engagement process on a regular basis provides CA with longitudinal data to determine trends and respond to changes in the community's understanding and awareness of CA's programs and resources.

By setting targets and goals for the number and diversity of respondents and participants, CA will ensure that insights that emerge from the campaign are representative of the views of the community. Participation will be sought from a cross-section of community members across:

- Age and other demographics
- Geography
- Stakeholder groups (residents, members / non-members, business owners, employees, non-profit organizations, etc.)

Input from the community will be collected via a standard long-form survey (larger number of participants) and a series of focus groups facilitated by CA's Communications team.

Results from the engagement campaign will go through appropriate analysis, and summaries and top-line results will be made public. Comprehensive results will provide

a valuable input into organizational and programmatic decisions and Board deliberations.

The promotional strategy for inviting targeted audiences to participate in survey and focus group activities will be associated with the publication of a biannual 'brochure' (printed and digitally distributed as demand and cost constraints allow), which will provide engaging highlights of the impact of CA in the Columbia community.

Planning and Implementation

Each campaign will be implemented in three broad phases.

- 1. Development of published brochure
- 2. Survey collection and focus groups
- 3. Analysis and publication of results

It is anticipated that the first Community Engagement Campaign will take place in April 2021. As the first such event, projections around participation numbers and the promotion / logistics involved to achieve targeted outcomes are necessarily approximate. Statistically, a response rate of around 400 to 500 is sufficient to attain a representative sample, but our goal is to have up to 1,000 people complete the survey during any given cycle.

Focus groups provide an opportunity to engage in a more dynamic, detailed and nuanced way with representatives from the community. Our goal for the first event is to engage with up to 50 people from across the various geographic and demographic groups to ensure coverage.

C. Response Communications



For all the effort that goes into planning message campaigns and various forms of community engagement, there are many events and situations that are unanticipated, unplanned or unpredictable. Not all such unanticipated events have the potential to have a negative impact on the organization, though many do.

CA's communications strategy includes protocols and practices to navigate such situations, optimizing the public relations and messaging environment from beginning to end.

While the nature of situations that require a response from CA are, by definition, unable to be planned in detail, the following principles are intended to guide our communications efforts:

Perspective

Above all, our objective is to maintain CA's long-term brand and reputation for the purpose of maintaining trust and viability as a foundational part of the Columbia community. With an audience and constituency that measures in the hundreds of thousands, we need to acknowledge that there will always be individuals and stakeholders that vocally disagree with elements of the organization's position, operations and prioritization, and it cannot be our goal that every person in the community has a positive view of the organization.

Equally important is the fact that not every dramatic or negative sentiment will make a meaningful impact, measured by spread or longevity, and in many cases, a lack of response is the optimal path to avoid unintentionally elevating small issues beyond what would have otherwise occurred.

For an organization that has existed for over half a century, taking a long-term view means responding to and addressing only those issues that risk impacting our ability to continue to provide valuable services and facilities to the community.

Accuracy

In public relations and communications, trust is the cornerstone of reputation, and we must always take care to address issues with the facts on our side and a minimum of spin. It is just as important to ensure the spread of misinformation is contained to the best of our ability.

Speed

While acknowledging the importance of taking an appropriate long-term view, news moves very quickly, particularly where there is drama and the perception of conflict or friction. In situations where a response campaign is warranted, our communications efforts need to move as quickly as possible to maintain relevance and impact.

Objectivity

CA will continue to do our best to share information with everyone in the Columbia community. We recognize the diversity and complexity of the community as an inherent strength, and we will strive to ensure equal access to our communications and equal opportunity to get involved in engagement processes.

Tact

When situations are emotionally-charged, it can tempt any person or organization to interact in a way that exacerbates those emotions. We remain cautious and calculated in our responses, understanding that combatting feelings with fact can be a fruitless battle. CA will be intentional and not impulsive when it comes to addressing anger, misconceptions, harsh criticisms and slanderous comments. We reserve our own emotional statements for times when they are merited on behalf of our community.

Confidence

CA provides unparalleled value to the Columbia community, and criticisms or conflict that arise in the public space around it's operations and impact must be considered in light of the massive positive contribution that it has made to the health and wellness and general quality of life of so many.

This impact is testament to the goodwill and support that CA has received from the many thousands of residential households, members, customers and visitors who have made use of the facilities and programs offered by the organization.

In engaging in responsive communications, this reality must be the starting point for the statements and positions that we take, along with the knowledge that CA will continue to provide this value for years and decades to come.

Managing Responses

While applying the above principles in pursuing responsive communications activities, there remains a certain level of instinct, experience and judgment that must be applied, and no two situations are ever the same. While this reality prevents us from mapping out a simple playbook, we seek to calibrate our tactics and approach by applying a tiered approach that takes into account the severity, impact and context of any given situation:

Level 1 - A situation is monitored, but no direct response is necessary

- Situations that may merit a level 1 response
 - Small groups of individuals talking negatively about CA on online forums
 - Local blog post about CA
- Tools to utilize in level 1 responses
 - N/A
- Other considerations
 - Our ability to monitor the conversations happening in the community regarding CA is an essential part of understanding what needs to be addressed in our communications strategy in the future and where opportunities exist to celebrate our successes in the public eye.

Level 2 - Calculated response is beneficial

- Situations that may merit a level 2 response
 - Addressing misinformation and criticisms in persistent online conversations involving a significant number of people
 - Local blog post about CA
- Tools to utilize in level 2 responses
 - Social media
 - Community conversations
 - Reaching out to media contacts for positive coverage
 - Blog posts
 - Digital signage
- Other considerations

 These are the situations that are not inherently damaging to CA when it comes to public perception, but there may be opportunities to engage people and invite critics to get involved in CA processes.

Level 3 - Rapid, significant response is needed

- Situations that may merit a level 3 response
 - Clear and present danger to the public at our facilities or on our Open Space
 - Severe damage to CA's core brand, values and reputation
 - o Correction of misinformation in a major news outlet
- Tools to utilize in level 3 responses
 - Press releases and media events
 - Blog posts
 - Social media
 - SMS systems
 - Email
- Other considerations
 - These priority initial reactions may grow into Special Campaigns (see next section) if the communications team identifies an ongoing, enduring and coordinated need to respond.

Special Campaigns

In cases where a situation is particularly significant or sensitive, we need to shift from a purely responsive approach to one in which we create and implement a more defined strategy. Such efforts will be labeled "Special Campaigns".

These campaigns require us to formulate unique communications strategies and calendars. In 2021, we have identified:

- COVID-19
- FY2022 budget process
- Symphony of Lights
- New President/CEO search

Each Special Campaign is necessarily unique with respect to timelines, triggers, tone and the tools used to engage in the public discussion. However, any issue that is significant enough to warrant the formation of a Special Campaign will require the articulation of objectives and a broad campaign description, talking points made available to Board members (updated as required by the situation), and at least one cornerstone blog article that may be referred to in all content and communications.

Some of these Campaigns can be mapped out while others have planned reactions/responses that go into motion at certain points in the process. For instance, we have a good understanding of the schedule for the FY2022 budget, while much of the Symphony of Lights strategy is triggered by legal decisions that we cannot predict or control. The same goes for COVID-19, changes in guidelines and spikes in cases.

D. Columbia Voices



The purpose of CA's Columbia Voices initiative is to maintain a continuous channel of two-way communication between the organization and stakeholders, particularly focused on listening and gathering customer and resident feedback.

This engagement is grounded in two basic concepts.

First, engaging the community on multiple levels is the most logical way to **build a sense of community between CA and it's audience**. That requires interaction on various platforms, a two-way conversation that addresses questions associated with customer service, conveys an awareness of what's going on in the community and a desire to be involved in people's lives.

Second, being reliable with our day-to-day responses helps us **foster an environment of trust and accountability** for our organization.

The set of actions and mechanisms that make up Columbia Voices is distinct from the twice-yearly Community Engagement Campaign, which seeks to capture a repeated and comparable set of community data points focused on sentiment, awareness and priorities, with an engagement framework carefully defined by CA.

CA-Selected Topics

While CA is ready and willing to engage with stakeholders on any issue of relevance to them at any time, we will provide a framework of topic areas in which CA will "seed" discussion with content designed to encourage community input.

The purpose of this is to generate community input in areas that may not be otherwise strongly considered by a wide audience, but which have broad relevance to the delivery of services, and are impactful to the community as a whole.

It is intended that the CA communications team manage this on a monthly basis, planning themes in advance to be addressed in a given calendar month. Examples of topics which may be covered through this program include:

- Community resources (pathways and parks)
- Environmental stewardship
- Local development
- Diversity / Equity / Inclusion
- CA Programs & Facilities
- Community health and wellness
- Civic participation
- Schools and school programs
- Arts and culture
- Economic development
- Small business
- Ageing and retirement

A combination of content delivered through social media and email newsletters, partner channels, rich website content, handouts, brochures and flyers will be pushed out to the community with the express purpose of generating comments and input through various mechanisms such as online forms, email and surveys / questionnaires.

Community-Selected Topics

Equally important is being responsive to the community in all the ways that they choose to reach out to us. Enhancements to the CA website are required to create a more user friendly "Contact Us" functionality, with clear descriptions of our processes for receiving and responding to input.

Standards that we are setting in place in the immediate term include:

- Social media messages Direct messages to our CA social media pages
 (Facebook, Instagram and Twitter) should get a response within 48 hours.
- Social media mentions Mentions/tags on social media should be acknowledged within 48 hours. That could be a response, a like or other means of letting that user know we appreciate the interaction.
- Social media comments Comments on our social media pages should be monitored daily, gaging for opportunities to positively interact with the public or respond to criticism with ways to get involved.
- Emails to CA Communications We should be responding to emails within 48 hours.

Community Outreach

In addition, and subject to freedom to gather and meet the community based on COVID presence and protocols, we will undertake efforts to initiate in-person contact and conversation in places where people are. This may include some form of booth setup in village centers, shopping centers, CA facilities and similar locations. The purpose of these setups will be to invite and welcome spontaneous and in-depth conversations, distribute collateral materials and answer questions or direct inquiries to an appropriate CA team member.

We believe that this initiative is a valuable opportunity for CA staff at all levels and in all roles to engage directly with the public and better understand their perspectives on topics of importance to them. We will draw on the deep experience of the Customer and Member Service Center Team as we prepare for the early outreach efforts (most likely in Q2 2021).

At the conclusion of each month's activity, CA will collect and summarize all feedback collected and synthesize the results into a brief report to be provided to Senior Leadership, the CA Board and the community.

Resident Speakout

The currently available Resident Speakout mechanism is an underutilized process for directly providing input to the Board. A campaign will be developed to encourage use of this channel with the addition of options for submitting content.

E. Local Coverage



While there are significant proactive and reactive components to the CA Communications Strategy as described in the preceding sections, there remains the need for CA to engage in the more informal, daily chatter that relates to the random and low-key issues and events around the community.

This speaks to our ability to share and react to information that's of general interest to our community that doesn't necessarily fall into categories that align CA with the identified factors ("reasons") that make the Columbia community a great place to be. It provides the flexibility to demonstrate to stakeholders that we are in touch with what's happening in the Columbia community outside of CA.

This may include things like:

- Sharing news stories that are connected to CA's values
- Cross promotion of events happening in Howard County that are of general interest
- Passing along announcements from Columbia and Howard County leaders
- Highlighting efforts by our community partners
- Celebrating the people of Columbia

Examples of such content that we have recently published includes:

- Highlights of an educational initiative provided by the Howard County Library System
- A celebration of National Ugly Sweater Day (to encourage the community to share user generated content)
- A donation made by the Rotary Club of Columbia Town Center to senior care facilities
- Celebration of a publishing achievement by a Clarksville Middle School student

Implementation of this strategy requires sustained work by the Communications team to maintain awareness of things that are happening around the community by tracking social media, newsletters and working with partners. We will maintain a regular cadence of posts (1 to 2 per day) in social media against a set of standard categories and styles.

Parameters

The selection of items, organizations, events and issues to cover is at the discretion of the CA Communications team, and we will seek to highlight content that aligns with the values of the community and which contributes positively to the public discourse.

Our efforts in this area will not be advertised or promoted, nor do we claim to offer access to our communications channels by right.



TO: COLUMBIA ASSOCIATION BOARD OF DIRECTORS

FROM: SHERI FANAROFF

RE: 2021 LEGISLATIVE SESSION – MEMO 1

DATE: JANUARY 8, 2021

The 2021 session of the Maryland General Assembly convenes on January 13, 2021. As in prior years and pursuant to CA's legislative policy, periodically throughout the session I will provide memos like this one summarizing legislation that may be of interest or concern to CA and attaching copies of the bills described in the memo. The bills summarized below are those that have been pre-filed for the 2021 session.

If you have any questions, please contact me by January 15th at Sheri.Fanaroff@ColumbiaAssociation.org or at 443-677-2169.

A. Bill Descriptions

HOWARD COUNTY DELEGATION BILLS

<u>Ho. Co. 13-21 – Howard County – Homeowners Association Commission – Alternative Dispute Resolution</u> <u>Authority</u>

This bill is enabling legislation that would allow but not require Howard County to establish a homeowners association commission with the authority to hear and resolve disputes between the homeowners association (HOA) and the homeowner regarding enforcement of the association's governing documents by providing alternative dispute resolution services, including binding arbitration. This bill has now been withdrawn.

MARYLAND GENERAL ASSEMBLY BILLS

SB 73 / HB 239 – State Real Estate Commission - Property Managers – Registration

These bills were filed last year. They would impose a registration process on persons providing "property management services" defined as "the leasing, managing, advertising, renting or handling of trust money of a property." Property management services would not include "participating in a homeowners association" or "services provided on an incidental basis and without additional compensation by employees of an owner of property." Given those exceptions, these bills do not appear to impact CA.

SB 174 – Property Tax Assessments – 5-Year Assessment Cycle

This bill would change the 3-year real property assessment cycle to a 5-year cycle, meaning that a physical inspection of a property for tax assessment purposes would occur every 5 rather than 3 years. In cases where a property increases in value, this also would alter the phased-in value of the property each year. Instead of increasing the prior value of the property by thirds, the increase would be by fifths. Thus in year one, the prior value would be increased by one-fifth of the additional value, in year 2 by two-fifths, in year 3 by three-fifths, in year 4 by four-fifths and in year 5 by the full additional value. Since CA's annual charge is calculated on the basis of the state tax assessment, this bill would result in a slower increase in the amount of the annual charge.

SB 210 – COVID-19 Claim – Civil Immunity

This bill would apply to any claim for damages arising out of exposure to COVID-19 between March 5, 2020 and the date 180 days after the termination of the Governor's March 5, 2020 declaration of a state of emergency due to COVID-19. The bill would confer immunity on any person (defined to include a corporation) from civil liability for a COVID-19 claim when the person has acted in compliance with all federal, state and local laws, rules, regulations, and executive and agency orders.

HB 248 Condominiums and Homeowners Associations - Rights and Restrictions - Composting

The text of this bill is not yet available. I will provide a summary in a future memo when the text becomes available.

<u>HB 313 - Cooperative Housing Corporations, Condominiums and Homeowners Associations - Reserve Studies</u>

The text of this bill is not yet available, but it was filed during the 2019 and 2020 legislative sessions, so we believe the text will be the same as or similar to the prior bills. It would require an HOA to have an independent reserve study completed at least every five years and to include in its annual budget reserve funds equal to at least 80% of the funding recommended by the most recent reserve study. CA was exempted from this legislation due to its ability to issue bonds to fund capital improvements.

HB 322 – Real Property - Restrictions on Use – Low-Impact Landscaping

This bill was also filed last year. It would prohibit an HOA from imposing unreasonable restrictions on low-impact landscaping such as bio-habitat, pollinator and rain gardens, that is designed to conserve water, prevent pollution, create wildlife habitat and lower maintenance costs. An unreasonable restriction is defined as one that significantly increases the cost or significantly decreases the efficiency of low-impact landscaping. Reasonable design and aesthetic guidelines regarding the type, location and number of low-impact landscaping features are not considered unreasonable restrictions.

<u>HB 352 - Real Property - Condominiums and Homeowners Associations - Governing Bodies and Annual Meetings</u>

This bill would require an HOA to hold two board of directors meetings each year (rather than the one meeting the law currently requires) at which the agenda is open to any matter relating to the HOA and the lot owners have an opportunity to comment. Since CA allows for resident speakout at every board meeting on any topic, CA already complies with this requirement.

HB 361 - Real Property - Governing Bodies of Common Ownership Communities - Member Training

The text of this bill is not yet available, but it was also filed last year, so we believe the text will be the same as or similar to the prior bill. This bill would require that each member of the governing body of an HOA (e.g., a board of directors), within 90 days after taking office, successfully complete a training curriculum on their responsibilities developed by a common ownership commission. The certificate of completion would be good for 3 years. If a member of the governing body does not successfully complete the training, the governing body may remove the member or invalidate his/her vote.

HB 367 – Real Property – Regulation of Common Ownership Community Managers

This bill is similar to bills filed in prior years and would create an onerous regulatory process imposing registration and licensing requirements for HOAs and community managers. However, the bill contains an exemption stating that it does not apply to an "individual who is an employee of [an HOA] from providing management services only to that [HOA] or to an affiliated [HOA]." As a result, CA and village employees providing "community manager services" (as defined in the bill) to CA and the villages are not subject to the bill's regulatory requirements.

B. Hearing Schedule

Hearing Date – Time	Bill Number	Title	Cross-filed Bill
N/A - Withdrawn	Ho.Co. 13-21	Howard County – Homeowners Association Commission – Alternative Dispute Resolution Authority	
TBD	SB 73	State Real Estate Commission - Property Managers - Registration	HB 239
TBD	SB 174	Property Tax Assessments – 5–Year Assessment Cycle	
1/26 - 1:00 p.m.	SB 210	COVID-19 Claim - Civil Immunity	
1/19 – 1:30 p.m.	HB 239	State Real Estate Commission - Property Managers - Registration	SB 73
1/26 – 1:30 p.m.	HB 248	Condominiums and Homeowners Associations - Rights and Restrictions - Composting	
1/26 – 1:30 p.m.	HB 313	Cooperative Housing Corporations, Condominiums, and Homeowners Associations - Reserve Studies - Statewide	
1/19 – 1:30 p.m.	HB 322	Real Property - Restrictions on Use - Low-Impact Landscaping	
		Real Property – Condominiums and Homeowners Associations – Governing Bodies and Annual Meetings	
1/26 – 1:30 p.m.	Real Property - Governing Rodies of Common Ownership Communities		
1/19 – 1:30 p.m.	HB 367	Real Property - Regulation of Common Ownership Community Managers	

Columbia Development Tracker

January 1, 2021



The Columbia Development Tracker incorporates projects or development proposals going through their entitlement and/or planning review process. The tracker is composed of four separate sections, which are listed below in order of appearance:

- 1. Upcoming development related public meetings
- 2. Previous development related public meetings and decisions
- 3. Newly submitted development plans
- 4. Previously submitted development proposals and decisions/status

This monthly report is produced by CA's Office of Planning and Community Affairs with information compiled from Howard County Government

Upcoming Development Public Meetings

Special Note: Temporary Modifications to Development Tracker

In response to the Covid-19 virus, most Howard County planning and development meetings have transitioned to a virtual format with computer and phone-based call in options. The procedures and registration requirements of these virtual meetings varies by meeting type. Columbia Association's Office of Planning and Community Affairs will continue to monitor the status of meetings and hearings. When virtual meetings are held the development tracker will attempt to reflect procedures for attending such meetings.

The Howard County Department of Planning and Zoning is still accepting applications and development proposal plans for review which will continue to be tracked in this report. The Howard County Planning Board, Hearing Examiner, and Zoning Board will continue to meet virtually for the next several months.

Developers may now host virtual pre-submission community meetings subject to approval of their proposed accommodations through the waiver petition process. Material presented during these meetings is required to be posted online for at least two weeks after the meeting and accommodate community comments on those materials. The CA development tracker will note when pre-submission community meetings are being held but will not track the WP submissions associated with these meetings.

Upcoming Development Public Meetings

Project	Village	Meeting Date, Time, and Location	Meeting Type	Stage in the Development Review Process	CA Staff Recommendation
ZB-1119M HRVC Limited Partnership, C/O Kimco Realty Corp A request to amend the Preliminary Development Plan for Columbia's New Town District for the purpose of redeveloping the Hickory Ridge Village Center.	Hickory Ridge	1/6/2021 6:00 pm WebEx Hearing – Register and View Online Continuation of hearing from 7/24/19, 9/4/19, 9/25/19 (cancelled), 11/07/19, 1/15/20, 1/29/20, 2/5/20, 6/3/20, 6/10/20, 6/24/20, 7/22/20, 9/30+/20, 10/21/20,11/18/2020	Zoning Board The Planning Board previously voted to recommend approval of the PDP amendment.	Public hearing and decision by the Zoning Board	No action recommended. CA planning staff will closely monitor this case. The Village of Hickory Ridge is listed as neutral party requesting alterations to the plan as submitted.
FDP-2-A-X, Child Development Center, Wilde Lake Inc. Amendments proposed to reflect existing land use conditions associated with a private daycare center at 10453 Green Mountain Circle including a correction of the recorded property boundaries, lot numbers and permitted uses as identified by their lot number in the FDP criteria.	Wilde Lake	1/7/2021; 7:00 pm Watch live or register to testify using this link	Planning Board – Decision Making Role	Final meeting and approval/denial	No action recommended. CA OPCA staff is reviewing the revised FDP to confirm there is no change in use for CA lands or to credited open space acreage associated with the proposed updates.

Upcoming Development Public Meetings

Project	Village	Meeting Date, Time, and Location	Meeting Type	Stage in the Development Review Process	CA Staff Recommendation
Erickson at Limestone Valley ZB-1118M A proposal to rezone 62.116 acres from B-2 & RC-DEO to CEF-M for development of a continuing care retirement community and to permit the expansion/relocation of the existing Freestate Gasoline Service Station. Property under consideration is located off MD 108 at 12170 Clarksville Pike.	Near River Hill	1/13 /2021; 4:30 pm WebEx Hearing – Register and View Online - Registration Pending Continuation of hearing from 6/17/20, 7/15/20, 9/02/20, 9/16/20, 10/7/20, 10/28/20, 12/2/ 2020	Zoning Board	Public hearing and decision by the ZB for change to CEF-M zoning Planning Board previously recommended approval	No action recommended. CA planning staff is monitoring this proposal.
SDP-20-042 Lakeview Retail The owner of property located on Broken Land Parkway (BLP) north of Patuxent Woods Dr. is proposing a single multi-tenant retail building, including a fast food restaurant, on a pad site between BLP and the existing office buildings at 9801, 9821, & 9861 BLP. Also associated with this project is a multi-use pathway along the frontage of BLP connecting to nearby pedestrian and bicycle networks.	Owen Brown	1/21/2021; 7:00 pm Watch live or register to testify using this link	Planning Board – Decision Making Role	Final meeting and approval/denial	Dependent on review of the TSR and posting of the final plan submission, CA OPCA recommends CA submit testimony associated with maintaining the aesthetic sensibility of the BLP corridor.

Previous Development Related Meetings and Decisions

Project	Village	Meeting Date, Time, and Location	Meeting Type	Decision	Stage in the Development Review Process	CA Staff Recommendation
SDP-19-025 Cedar Creek Bridge and Trail A CEF-R community enhancement consisting of an environmental trail connecting the Cedar Creek development to the Robinson Nature Center via a suspension bridge.	Near River Hill & Hickory Ridge	12/3/2020 7 pm Withdrawn	Planning Board – Decision Making Role	No Decision – Agenda Item was withdrawn. TBS	Final meeting and approval	No action recommended – development is consistent with concept plan approved as part of CEF-R zoning change.

Newly Submitted Development Plans

F-21-031, Pushcart Pond

Oakland Mills



Project Description:

A final plan was submitted to record easements associated with the transfer of maintenance responsibilities from CA to the County for Pushcart Pond.

Submitted: 12/01/2020

Zoning: NT, New Town

Decision/Status: Under review

Next Steps: Review and recordation

CA Staff Recommendation: No action

recommended

ECP-21-028, Woodmere Retail

Owen Brown



Project Description: An environmental concept plan was submitted associated with a proposed single-story 5,000 SF building & drive thru to be located within the existing parking lot between the existing building located at 9881 Broken Land Parkway and the parkway.

Submitted: 12/22/2020

Zoning: NT, New Town

Decision/Status: Under review

Next Steps: Technical review and decision by Department of Planning

and Zoning

CA Staff Recommendation: No action recommended - The applicant will need to meet current design standards as determined by the Development Engineering Division.

This is the monthly status summary of previously proposed development and redevelopment projects in Columbia.

Previous Development Proposals and Decisions

Previous Development Proposals and Decisions								
Project	Latest Submission or Meeting Date	Project Description	Village	Zoning	Decision/Status	Stage in the Development Review Process / Next Steps	CA Staff Recommendation	
SDP-19-025 Cedar Creek Bridge and Trail WP-20-094 (3/13/2020)	11/21/2018, 2/28/2019, 5/28/2019, 1/6/2020, 9/10/2020	Drive. Alternative Compliance Request is for additional time for developer to address DPZ review comments. (Approved)	Near River Hill & Hickory Ridge	NT	Technically complete 11/17/2020 - To be scheduled before Planning Board	Technical review by staff	No action recommended – development is consistent with concept plan approved as part of CEF-R zoning change.	
SDP-20-027 Ellicott Gardens II WP-20-095	12/23/2019 3/16/2020	The owners of property at 5513 & 5511 Waterloo Road are proposing to develop a 70 unit apartment building on 3 acres of property partially developed with an existing surface parking lot. This is a Howard County Housing Commission project. Alternative Compliance requests additional time to prepare additional storm-water management plans.	Near Long Reach	POR	Submit Revised	Review and decision by Department of Planning and Zoning.	No action recommended	
SDP-20-042, Lakeview Retail	2/25/2020, 6/18/2020, 11/16/2020	The owner of property located on Broken Land Parkway north of Patuxent Woods Dr. is proposing a single multi-tenant retail building, including a fast food restaurant, on a pad site between Broken Land Parkway and the existing office buildings at 9801, 9821, & 9861 BLP. The proposed use is permitted under the current FDP but subject to Planning Board approval of landscaping plans.	Owen Brown	NT	Scheduled before the Planning Board for 1/21/2021	DPZ staff level review prior to Planning Board	The Office of Transportation has requested the inclusion of a bicycle and pedestrian sidepath on the frontage of Broken Land Parkway connecting from the proposed development north to the intersection at Cradlerock Way. CA Planning staff is highly supportive of this proposal for improved transportation opportunities and recommends CA support the request.	
Jordan Overlook SDP-20-044 F-20-073 F-20-059	3/9/2020; 5/21/2020; 5/6/2020; 6/30/2020; 9/3/2020	The owner of property at 9211, 9214, 9215, & 9219 Jordan River Road (access from Canvasback Dr.), consisting of 5.45 acres total, submitted a site development plan proposing 4 single family detached homes to be built on the three smaller lot. Two final subdivision plans were submitted in association with this proposal (under review).	Near Oakland Mills	R-20	Technically Complete 10/26/20	Technical review and decision by Department of Planning and Zoning.	No action recommended. Proposal is consistent with surrounding density and zoning.	

This is the monthly status summary of previously proposed development and redevelopment projects in Columbia.

Previous Development Proposals and Decisions

Tresticate Descriptions		1					
Project	Latest Submission or Meeting Date	Project Description	Village	Zoning	Decision/Status	Stage in the Development Review Process / Next Steps	CA Staff Recommendation
ISIND-10-059 Fact (Allimhia	5/26/2020, 8/20/2020, 11/23/2020	A Site Development Plan was submitted for a 2 story standalone community center at 6600 Cradlerock Way, adjacent to the East Columbia Library. This facility is to replace the existing center located within the library.	Owen Brown	NT	Under Review	Review by Department of Planning and Zoning; then Planning Board.	No action recommended. Project is net community benefit and while impacting existing tree line, is sited to achieve minimum disturbance.
ECP-19-055, Pope Property	6/16/2020, 9/9/2020	The owner of property at 10446 Owen Brown Rd submitted an Environmental Concept Plan for 3 single family detached homes on 1.81 acres.	Near Hickory Ridge	R-20	Submit Revised	Technical review and decision by Department of Planning and Zoning	No action recommended. The proposal is consistent with the zoning and surrounding area.
IF-70-061 Huntington Point	6/4/2020, 8/28/2020	The owner of property at 9454 Volmerhausen Rd submitted a final plan associated with the development of 8 single family detached homes on 2.02 acres.	Near Kings Contrivance	R-SC	Technically Complete 10/7/20	Technical review and decision by Department of Planning and Zoning	No action recommended. The proposal is consistent with the zoning and surrounding area.
SDP-20-055 Cedar Creek Phase 2	7/30/2020	The owner of property at 7600 Grace Drive submitted a site development plan for 55 single family detached homes which are part of a larger development proposal at this site.	Near River Hill	CEF-R	Technically Complete 9/23/2020	Review and approval by Department of Planning and Zoning	No action recommended – development is consistent with concept plan approved as part of CEF-R zoning change.
ECP-21-003 New Path Reformed Church	8/25/2020	An environmental concept plan was submitted proposing the construction of a new religious facility on currently undeveloped land located at 10425 Clarksville Pike (Route 108).	Near Harper's Choice	R-20	Submit Revised	Technical review and decision by Department of Planning and Zoning	No action recommended - The applicant will need to meet current design standards as determined by the Development Engineering Division.
ECP-20-052 Harriet Tubman Auditorium	8/18/2020, 11/2/2020	An environmental concept plan was submitted associated with outdoor site improvements including additional parking, playground, outdoor seating area, etc.	Near Hickory Ridge	R-SC	Submit Revised	Technical review and decision by Department of Planning and Zoning	No action recommended - The applicant will need to meet current design standards as determined by the Development Engineering Division.
SDP-20-077, Columbia EZ Storage	8/11/2020	The owners of property at 9265 Berger Road are proposing demolishing the two existing buildings on the rear of the site and constructing one new storage facility.	Near Columbia non-village & Owen Brown	M-1	Submit Revised	Technical review and decision by Department of Planning and Zoning	No action recommended - The project is consistent with permitted uses and surrounding area.
F-21-004	8/11/2020	A final plan was submitted in order to record easements related to construction of the new Talbott Springs Elementary School.	Oakland Mills	NT	Under Review	Review and recordation	No action recommended
ECP-21-011, Mathematics & Athletics Complex	9/22/2020, 11/9/2020, 12/10/20	An environmental concept plan was submitted associated with a project on the Howard Community College Campus. More information about the project is pending.	Columbia Non-village	POR	Submit Revised	Technical review and decision by Department of Planning and Zoning	No action recommended - The applicant will need to meet current design standards as determined by the Development Engineering Division.

This is the monthly status summary of previously proposed development and redevelopment projects in Columbia.

Previous Development Proposals and Decisions

Project	Latest Submission or Meeting Date	Project Description	Village	Zoning	Decision/Status	Stage in the Development Review Process / Next Steps	CA Staff Recommendation
SDP-21-003	9/15/2020	A Site Development Plan was submitted for a property located at 9190 red Branch Road. The proposal would demolish the existing building and replace it with two buildings one of which would serve as a warehouse and the other as a warehouse and office space.	Columbia Non-village	NT	Technically Complete 12/22/2020	Review by DPZ staff and the Planning Board should it chose to exercise review authority	No action recommended. Proposal conforms with zoning regulations and is appropriate to the site and surrounding area.
F-21-023, Dorsey Overlook	10/22/2020	A final plan was submitted in association with an 82 unit 1 over 2 townhome proposal at the northeast quadrant of the intersection of MD 108 and Columbia Road.	Near Dorsey's Search	R-Apt	Submit Revised	Review and decision by Department of Planning and Zoning	No action recommended
ECP-20-051, Sapariya Property	10/8/2020, 11/30/2020	An environmental concept plan was submitted for two single family detached homes on a property located at 5669 Trotter Road with an existing single family detached home.	Columbia Non-village	R-20	Approved 12/7/2020	Technical review and decision by Department of Planning and Zoning	No action recommended - The applicant will need to meet current design standards as determined by the Development Engineering Division.
WP-21-050	11/4/2020	A townhome property located at 10363 College Square is requesting alternative compliance from the 100 ft. stream buffer setback restriction for new structures in order to expand and screen in an existing deck.	Hickory Ridge	NT	Approved 12/10/2020 with conditions for site improvements that improve stormwater runoff and prevent erosion.	Review and decision by Department of Planning and Zoning	No Action Recommended
F-21-028	11/10/2020	A final plan was submitted for a property fronting Stevens Forest Road north of Camelback Lane. More information about this submission is pending.	Oakland Mills	NT	Signed 12/23/2020	Review and recordation	No Action Recommended
ECP-21-024, United Way Day Care	11/10/2020	An environmental concept plan associated with the proposed development of a 1 story building and play area located at 7125 Columbia Gateway Drive. The site is currently developed as a parking lot.	Near Columbia non-village	M-1	Approved 12/9/2020	Technical review and decision by Department of Planning and Zoning	No action recommended - The applicant will need to meet current design standards as determined by the Development Engineering Division.
SDP-20-074, Dorsey Overlook	11/10/2020	A site development plan was submitted for 82 unit development of 1 over 2 townhomes at the northeast quadrant of the intersection of MD 108 and Columbia Road.	Near Dorsey's Search	R-Apt	Under Review	Review for compliance with regulations and decision by Department of Planning and Zoning	No Action Recommended



Capital Improvement Projects

Bridge Replacement

Trailing Moss Gate



BEFORE

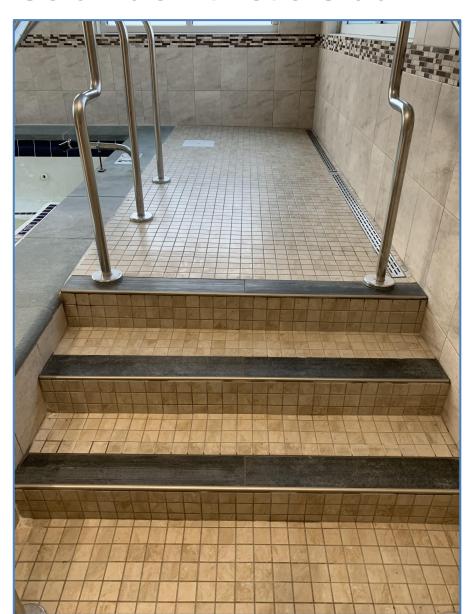


AFTER

Spa Tile Installed

Columbia Athletic Club





ADA Ramp Under Construction Oakland Manor





Removal of Lake Sediment

Lake Elkhorn





ADA Reception Desk Modifications

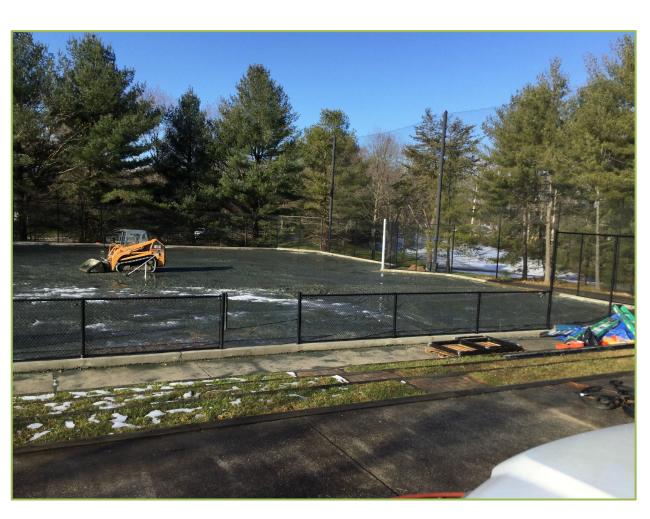
Linden Hall





Tennis Court Reconstruction Hobbits Glen





Open Space Operations



Tot Lot Mulch Replenishment Program



Open Space Operations

Ash Tree Removal Kendall Ridge



Pathway along April Brook Cir, Summer cloud, Dry Stone Gate, Distant Rock, and Young Buck Cir.



Open Space Operations

Winter Storm



Landscape Services

Tree Care Symphony Woods



Landscape Services

Landscaping

Bryant Woods Neighborhood Center



Watershed Management

Stream Restoration Project

Work continues Above Hesperus Drive





Watershed Management

Bioretention Facility Faulkner Ridge

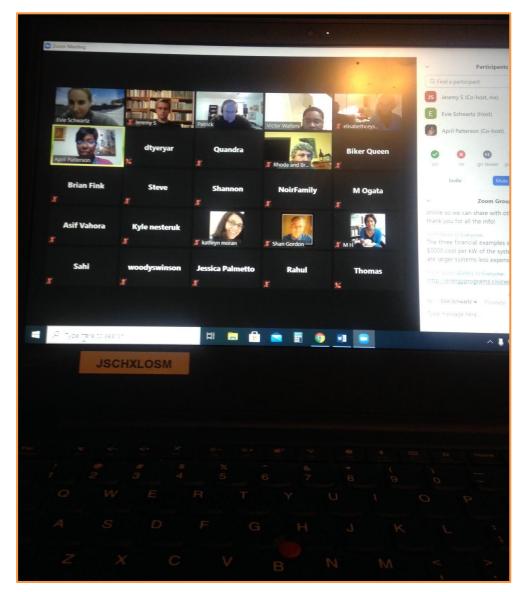




Energy Management



Virtual Community Energy Meeting



Energy Management

Installed a new ENERGY STAR HVAC unit

Supreme Sports Club







No Board action requested or required



Chair's Remarks January 14, 2021 CA Board Work Session

<u>Date</u>	<u>Activity</u>	<u>Time</u>
Jan 9, 2021	Lively Arts for Little Ones (Virtual; Oakland Mills; see OM website)	10:00 AM RR
Jan 9, 2021	Moving Forward in Wellness: 2021 Health Fair (Virtual - see website)	1:00 PM RR
Jan 13, 2021	Howard County Zoning Board Erickson at Limestone development case continuation (Virtual)	4:30 PM
Jan 13, 2021	Climate Change & Sustainability Advisory Committee (Virtual)	7:00 PM
Jan 14, 2021	CA Board work session (Virtual)	7:00 PM
Jan 15, 2021	Hickory Ridge Bike Corridor Study Public Meeting / Open House (Atholton High School)	6:30 PM
Jan 21, 2021	Senior Advisory Committee (Virtual - Tentative)	2:30 PM
Jan 21, 2021	CA Town Hall session (Virtual)	7:00 PM
Jan 21, 2021	Planning Board session regarding Lakeview Retail proposal (Virtual)	7:00 PM
Jan 25, 2021	Master Gardener's Series: Getting Your Garden Ready for Spring (Virtual; River Hill; see RH website)	7:00 PM RR
Jan 26, 2021	Master Gardener's Series: Getting Your Garden Ready for Spring (Virtual; Kings Contrivance; see KC website)	7:00 PM RR
Jan 28, 2021	CA Board meeting (Virtual)	7:00 PM

RR = Registration Required or there is a Cost associated with this Activity

The proposed FY-2022 budget has been released. You can view the proposed budget by going to the CA home page (www.columbiaassociation.org/), scrolling down to Announcements Section, and clicking on the link in the announcement.

CA Open Space has launched an Adopt-A-Spot program. This provides a new way for residents to take charge of their Open Space and ensure native plants are the norm. Please see www.columbiaassociation.org/blog/open-space-launches-adopt-a-spot-program/ for more information.

Do you have questions for CA? Consider joining CA's Virtual Town Hall event which is focused on answering your questions about all things CA. This is an opportunity for residents, members and anyone interested in participating to get involved to hear directly from CA leadership. Additional information and registration can be found at https://zoom.us/webinar/register/WN_Ezkl6hoQT_CopPov0ZaZtA.

CA Board regularly scheduled work sessions and meetings are now live-streamed on YouTube. Check the CA website for details

www.columbiaassociation.org/about-us/leadership/board-of-directors/live-recorded-ca-board-meeting-videos/ .