



February 21, 2014

To: Columbia Association Board of Directors  
Advisory Committee Chairpersons  
Village Board Chairs  
Village Managers  
Members of the Press  
CA Management

From: Andrew Stack, Board Chair

**The Columbia Association Board of Directors Meeting will be held on Thursday, February 27, 2014 at 7:00 p.m. at the Columbia Association Building, 10221 Wincopin Circle, Columbia, MD 21044.**

### AGENDA

- |   |                 |
|---|-----------------|
| 1. Call to Order (Announce Directors/Staff in Attendance)   | 1 min.          |
| 2. Announcement of Closed/Special Meetings Held/To Be Held  | 1 min.          |
| 3. Approval of Agenda   | 1 min.          |
| 4. Disclosure of Conflicts of Interest  | 1 min.          |
| 5. Approval of Minutes <i>(Deferred until March 13, 2014)</i>                                       | -----           |
| 6. Resident Speakout  | 15 min.         |
| 7. Chairman's Remarks   | 3 min.          |
| 8. President's Report – See written report – Follow-Up Questions from the BOD                       | 10 min.         |
| 9. Chairs' Reports  | <b>16 min.</b>  |
| (a) Board Operations Committee  | <i>(4 min.)</i> |
| (b) External Relations Committee  | <i>(4 min.)</i> |
| (c) Planning and Strategy Committee   | <i>(4 min.)</i> |
| (d) Strategic Implementation Committee  | <i>(4 min.)</i> |
| 10. Final Discussion by the Board of Directors – Proposed Draft FY 15 and Conditional FY 16 Budgets | 90 min.         |
| 11. Recommendations for Board Action  |                 |
| (a) Consent Agenda - None   |                 |
| (b) Recommendations for Action  | <b>8 min.</b>   |
| 1. Approve Draft Proposed FY 15 Capital Budget <i>(as amended)</i>                                  | <i>(2 min.)</i> |
| 2. Approve Draft Proposed FY 15 Operating Budget <i>(as amended)</i>                                | <i>(2 min.)</i> |
| 3. Approve Proposed Conditional FY 16 Capital Budget <i>(as amended)</i>                            | <i>(2 min.)</i> |
| 4. Approved Proposed Conditional FY 16 Operating Budget <i>(as amended)</i>                         | <i>(2 min.)</i> |
| 12. Special Topics and Presentations - None   |                 |
| 13. Committee Agendas   |                 |
| (a) External Relations Committee  |                 |
| 1. Discussion   |                 |
| (a) Committee Tracking Form   | 2 min.          |

- (b) Strategic Implementation Committee **32 min.**
  - 1. Discussion
    - (a) Presentation on the Budget Performance Element *(25 min.)*
    - (b) Verizon Land Lease Agreement Requests *(5 min.)*
    - (c) Committee Tracking Form *(2 min.)*
  - (c) Board Operations Committee
    - 1. Discussion
      - (a) Report from BOC Sub-Committee on Advisory Committees 30 min.
- 14. Tracking Forms 5 min.
  - (a) Tracking Form for Board Requests
  - (b) Tracking Form for Resident Requests
- 15. Talking Points 2 min.
- 16. Adjournment – No Later than 11:00 p.m. (Expected Ending Time: Approximately 10:15 p.m.)

**Next Board Meeting: Thursday, March 13, 2014**

**ARRANGEMENTS FOR AN INTERPRETER FOR THE HEARING IMPAIRED CAN BE MADE BY CALLING 410-715-3111 AT LEAST THREE DAYS IN ADVANCE OF THE MEETING.**

**CA Mission Statement**

Working every day in hundreds of ways to make Columbia an even better place to live, work, and play.

**CA Vision Statement**

Making Columbia the community of choice today and for generations to come.

Resident Request Tracking Log  
FY 14  
As of February 20, 2014

	A	B	C	D	E	F	G	H
1	<u>Number</u>	<u>Originator</u>	<u>Issue/Task Description</u>	<u>Origination Date</u>	<u>Assigned To (Department)</u>	<u>Due Date</u>	<u>Closed Date</u>	<u>Estimated Hours</u>
2	1	Tom and Virginia Scott	Comprehensive inventory of all Open Space lots and easements	7/12/2012	Open Space	6/28/2013	6/27/2013	
3	2	Ed Coleman	Would like the date that the CA conflict of interest and Board responsibility forms are distributed to CA Board Members and the date each completed form is received by CA.	5/24/2013	General Counsel	7/25/2013	Forms distributed on 7/25/13. Resident will be notified when all are received.	
4	3	Tom Scott	Unfilled-in Performance Appraisal forms for each individual employee, by name and job title, in Hay grades H, I, J, K who was employed for all or part of FY 2009, as well as the President.	6/11/2013	Office of the President	7/11/2013	6/26/2013	2.00
5	4	Tom Scott	Questions re: CA's granting of easements in Symphony Woods to the Inner Arbor Trust	8/16/2013	Office of the President	9/16/2013	8/20/2013	1.00
6	5	James Howard	Would like a copy of the current financial and bond covenant ratios	8/19/2013	CFO's Office	9/19/2013	8/19/2013	1.00
7	6	Tim Passalacqua	Owens property in Columbia and pays the assessment, but cannot get the resident rate for CA membership.	8/30/2013	Membership Services	9/30/2013	9/13/2013	3.00

Resident Request Tracking Log  
 FY 14  
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8	7	Tom and Ginger Scott	Would like to receive copies of any agreements, commitments, grants, or contracts between the Columbia Association and the Inner Arbor Trust	11/6/2013	President's Office	12/6/2013	12/5/2013	0.50
9	8	Tom Scott	Would like to obtain a copy of the Pro Forma or any other financial analysis projecting the performance of the proposed Wellness facility.	11/8/2013	CFO's Office	12/8/2013	11/20/2013	2.00
10	9	James Howard	Please provide the following data from FY 2000 through FY 2013: annual debt service; annual revenues; total debt; assessed value; population; per capita income	1/27/2014	CFO's Office	2/27/2014	2/10/2014	4.00
11	10							
12	11							
13	12							
14	13							
15	14							
16	15							
17	16							
18	17							
19	18							
20	19							
21	20							
22	21							
23	22							

Board Request Tracking Log  
 FY 14  
 As of February 21, 2014

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1	<u>Number</u>	<u>Originator</u>	<u>Issue/Task Description</u>	<u>Origination Date</u>	<u>Assigned To (Department)</u>	<u>Due Date</u>	<u>Closed Date</u>	<u>Estimated Hours</u>
2	1	Russ Swatek	Please provide copies of confidential memoranda from the CA General Counsel for the past two years.	5/10/2013	General Counsel	6/10/2013	6/6/2013	
3	2	Nancy McCord	Please provide copies of the minutes from closed meetings for the past two years.	5/10/2013	President's Office	6/10/2013	5/29/2013	
4	3	FY 14 BOD	Please ask the General Counsel to provide a memorandum clarifying Board Member indemnification.	5/11/2013	General Counsel	6/11/2013	5/29/2013	
5	4	Nancy McCord	Please provide hard copies of by-laws and procedures.	5/11/2013	President's Office	6/11/2013	6/11/2013	
6	5a	Alex Hekimian	What progress is being made in the current FY 2014 budget to give...priority to and to correct the most serious deficiencies at the outdoor pools, specifically for infrastructure components rates 1 (very poor) and 2 (poor) in the staff's Outdoor Pools Condition Assessment	5/23/2013	Sport and Fitness	6/23/2013	6/21/2013	
7	5b	Alex Hekimian	...What authority, if any, do the Covenants give CA to allow non-residents to use CA's Community Facilities?	5/23/2013	General Counsel	6/23/2013	6/20/2013	

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8	5c	Alex Hekimian	...What authority, if any, do the Covenants give CA to allow conveyance of CA land to a private corporation?	5/23/2013	General Counsel	6/23/2013	6/20/2013	
9	5d	Alex Hekimian	Since CA will continue to own the Symphony Woods property and...is responsible for submitting the SDP for Phase 1 of the Inner Arbor Plan to the County Planning Board, what is the approximate timeline for CA to hold the pre-submittal meeting with the Public and for CA Board approval of the proposed SDP submission?	5/23/2013	General Counsel	6/23/2013	6/20/2013	
10	6	Gregg Schwind	I noted the blurb on new HOA legislation in Mary Kay (Sigaty's) newsletter. I understand from the CA website that we supported the legislation, but with an amendment. I'm not sure what the amendment was. .Did the final bill include the amendment we wanted, and is the legislation a problem for us and the villages?	6/21/2013	General Counsel	7/21/2013	6/26/2013	
11	7a	Russ Swatek	Wellness Update and Staff Report - What partnering entities have been contacted?	7/1/2013	Community Health Sustainability/ Operations	7/24/2013	7/24/2013	

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12	7b	Russ Swatek	Wellness Update and Staff Report - Status of any arrangements?	7/1/2013	Community Health Sustainability/ Operations	7/24/2013	7/24/2013	
13	7c	Russ Swatek	Wellness Update and Staff Report - Any staff recommendations for current/future ERC action?	7/1/2013	Community Health Sustainability/ Operations	7/24/2013	7/24/2013	
14	8	Alex Hekimian	What is the schedule for when the CA Board will review and vote on the first Easement and Easement Agreement for the Inner Arbor Trust before CA grants that easement for the use of certain Symphony Woods property?	7/17/2013	President's Office/ General Counsel	11/1/2013	11/21/2013	
15	9	Nancy McCord	Please provide a report on the number of incidents at CA facilities	7/29/2013	Operations	8/29/2013	8/22/2013	2.00
16	10	Alex Hekimian	When can he expect a response to questions posed to John McCoy and John Herdson re: maintenance of streams in several locations and a possible meeting to discuss a spraypad for the Talbott Springs pool?	8/6/2013	President's Office	9/6/2013	8/29/2013	John McCoy- 96 hours over 2 years
17	11	Cynthia Coyle	Concern expressed by a Columbia property owner who pays the assessment fee but cannot obtain resident rates for a CA membership.	8/30/2013	Membership Services	9/30/2013	9/13/2013	3.00

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18	12a	Suzanne Waller	Does BGE pay CA for the easements CA has given them?	10/13/2013	President's Office	11/13/2013	12/2/2013	3.00
19	12b	Suzanne Waller	Are there other entities to whom CA has given easements for which CA gets remuneration?	10/13/2013	President's Office	11/13/2013	12/2/2013	3.00
20	12c	Suzanne Waller	Since the Inner Arbor Trust is a 501(c)(3), can it be assumed that it can, or cannot, receive remuneration for granting an easement? OR do we, as CA, receive ongoing remuneration for the easement?	10/13/2013	President's Office	11/13/2013	12/2/2013	3.00
21	12d	Suzanne Waller	Will the owners of the establishments in the Inner Arbor/Symphony Woods turn a profit? And, if so, does a portion of the profit return to the Trust, or CA, for the easement rights?	10/13/2013	President's Office	11/13/2013	12/2/2013	3.00
22	12e	Suzanne Waller	When CA enters into partnerships with the County, developers, etc., how is it determined who owns what portion of any project? And should we or they want to pull out of a joint project in the future, do we have the rights to sell our portion? Do they? Is there a distinction between public and private partnerships in CA's case?	10/13/2013	President's Office	11/13/2013	12/2/2013	3.00



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23	13	Russ Swatek	Please make available an accounting for the expenditures for the October 17, 2013 Stakeholders Social Evening to include catering, staff person-hours preparing for the dinner, staff person-hours attending the dinner, and any other pertinent costs.	10/21/2013	Chief Staff Liaison-External Relations Committee	11/21/2013	11/22/2013	3.00
24	14	Russ Swatek	Has a policy been developed to address annexation of residences that have been, or are being, built on CA-assessed property that are not being annexed by a Village? If the policy has been developed, please send him a copy.	10/28/2013	President's Office/General Counsel	11/28/2013	12/2/2013	2.00
25	15	Russ Swatek	Re: Upcoming New Town zoning discussions. What is the current state and extent of any CA discussions with County entities regarding this topic including consideration of a new "gatekeeper" role? When will the content and direction of any discussions be presented to the CA Board?	11/12/2013	Community Building and Open Space	12/12/2013	12/4/2013	2.00

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26	16	Russ Swatek	Please send him a copy of the License Agreement dated July 2, 2013 by and between Grantor (CA) and Merriweather Owner and the Lease Agreement dated May 30, 2012 by and between Grantor (CA) and the Merriweather Operator.	11/21/2013	President's Office/General Counsel/Open Space	12/21/2013	12/19/2013	1.00
27	17	Gregg Schwind	Please include an update on the Hobbits Glen Club House project and the Haven on the Lake project in the President's Report for the 1-23-14 Board meeting.	12/12/2013	CFO's Office	1/23/2014	1/23/2014	6.00
28	18	Michael Cornell	Better solution for calling in to Board meetings	2/20/2014	IT	8/20/2014		
29	19	Michael Cornell	Full Compensation Study	2/20/2014	HR	8/20/2014		
30	20	Alex Hekimian	Under what authority did the Inner Arbor Trust change the name of Symphony Woods Park to Merriweather Park?	2/20/2014	President's Office	3/20/2014		
31	21	Alex Hekimian	When is the first meeting of the IT Advisory Committee?	2/20/2014	President's Office	3/20/2014		



**DATE:** January 30, 2014  
Updated February 19, 2014

**TO:** Board Operating Committee

**FROM:** Sub-Committee on Advisory Committees:  
Suzanne Waller, Nancy McCord, Russ Swatek

**RE:** Recommendations of Sub-committee

The sub-committee on Advisory Committees has met several times since October 2013 to discuss ways to enhance the effectiveness of CA's Advisory Committees program. The committee perused the July 16, 2012 report to the BOC on Advisory Committees, studied the Reston Association Advisory Committee system and related paperwork, discussed a variety of ideas and concepts, and members of the sub-committee attended meetings of most of CA's active Advisory Committees. Based on all of the above, the sub-committee recommends that the BOC and Board of Directors consider the following:

1. That the charters for all Advisory Committees be standardized by including:
  - a. A requirement to submit an "Annual Report" to the board in June each year. Staff will develop a template for this report.
  - b. A requirement that each committee make an annual visit to a CA Board meeting to discuss the work of the committee with the Board.
  - c. That the CA Board, in collaboration with the Advisory Committee and CA Staff, develop an annual "charge" for each committee that is aligned with both CA's Strategic Plan and the President's goals and objectives, in July of each year.
  - d. A requirement that each Advisory Committee provide budget testimony each year during the budget process, if that committee is requesting budgetary funds.
  - e. A note that Advisory Committees are not authorized to direct or oversee the day-to-day work staff.
2. That a Board Member attend a meeting of each Advisory Committee each year.

3. That the name, picture and email address of each Advisory Committee's chairperson be posted online, and all emails should be forwarded to all committee members.
4. That Advisory Committee meeting, dates, times and location be posted on CA's online calendar (staff liaison to each committee would have this responsibility).
5. That Advisory Committee meeting agendas and minutes be listed online along with CA Board and CA Board Committee agendas and minutes.
6. A requirement that updates from each Advisory Committee would be included in the President's Report at least quarterly (staff liaison to each committee would have this responsibility).
7. The ERC or a new Board Committee would have responsibility for oversight and facilitation of the entire Advisory Committee program.
8. A separate document that details all chief staff liaison duties and responsibilities should be developed.
9. Advisory Committee charters and current "charges" should be printed online.

The sub-committee looks forward to discussing these recommendations with the BOC at the February 27, 2014 BOD meeting.

**Tracking Form  
Strategic Implementation Committee FY14**

Submitted to Committee by (name):	Date sent to Committee	Description of Topic	1st Reading	Date Due to Board	Extensions	Date sent to CA Board	Recommendation of the Committee	Board Action
SIC		Monitor Inner Arbor Plan and Organization			ongoing		to be included in the monthly President's Report	
SIC		Monitor Key Performance Indicators Dashboard			ongoing		to be included in the monthly President's Report	
SIC		Monitor Friends of Columbia 501(c)(3) Progress			ongoing		to be included in the monthly President's Report	
SIC		Monitor the Progress of the Major Lake Dredging Projects and other significant projects			ongoing		to be included in the monthly President's Report	
SIC		Monitor Watershed Program			ongoing-quarterly			
SIC		Monitor Hobbit's Glen Clubhouse Project			ongoing		to be included in the monthly President's Report	
SIC	6/27/2013	Objectives for FY 14 - Linked to President's Goals and Objectives	6/27/2013		ongoing			
SIC	6/27/2013	Heating the Dorsey's Search Pool for Year-Round Use	6/27/2013		7/25/2013		to be included in the FY15/16 budget process	
SIC	6/27/2013	Transfer of Funding for Village Organizers to Village Association Budgets	6/27/2013		9/26/2013		to be resolved during the upcoming budget process	
SIC	6/27/2013	Purchasing Exception - Former Rouse Building	6/27/2013				withdrawn by staff	
SIC	6/27/2013	Request for Additional Watershed Project Funding	6/27/2013			6/27/2013	failed in committee, Board voted to waive 3-reading rule	approved

**Tracking Form  
Strategic Implementation Committee FY14**

Submitted to Committee by (name):	Date sent to Committee	Description of Topic	1st Reading	Date Due to Board	Extensions	Date sent to CA Board	Recommendation of the Committee	Board Action
SIC	6/27/2013	HAFAC Request to Name the Athletic Club Lounge	6/27/2013			6/27/2013	approve	approved
SIC		Develop strategy to implement elements of the long range strategic planning effort						
SIC		Oversight of a commitment to providing great facilities and great service						
SIC		Develop strategy to address new town zoning changes						
SIC		Continue oversight of major CA efforts such as new fitness facility, path around Lake Kittamaquundi, etc.						
SIC	7/25/2013	Spectrum NG Update	7/25/2013					No action needed
SIC	7/25/2013	Additional Funding for the Dog Park Project	7/25/2013		8/8/2013 - with additional information requested of staff	8/8/2013	recommended	approved
SIC	8/8/2013	Wellness Center	5/30/2013		8/8/2013	9/12/2013	recommended	approved
SIC	8/8/2013	Purchasing Exception - ClubIntel	8/8/2013			9/12/2013	recommended	approved
SIC		SIC Objectives for FY 2014: 1 - Work with staff to develop strategies to implement elements of the Long Range Strategic Planning effort.						

**Tracking Form  
Strategic Implementation Committee FY14**

Submitted to Committee by (name):	Date sent to Committee	Description of Topic	1st Reading	Date Due to Board	Extensions	Date sent to CA Board	Recommendation of the Committee	Board Action
SIC		SIC Objectives for FY 2014: 2 - Work with staff to develop strategies to address ADA as it relates to CA.	10/24/2013 Status of the ADA Plan					
SIC		SIC Objectives for FY 2014: 3 - Work with Staff to develop strategies to address New Town zoning changes.						
SIC		SIC Objectives for FY 2014: 4 - Continue review of major CA efforts such as the new fitness facility in the former Rouse building, the new Hobbit's Glen Clubhouse, and the Lakefront.						
SIC	11/14/2013	Long-Term Lake Management Plan	11/14/2013		12/12/2013 1/9/2014	12/12/2013	recommended	
SIC	1/9/2014	Easement Request from Howard County for a Water and Sewer Extension to Blandair Park and the Spring House Creek Stream Restoration	1/9/2014		2/20/2014			approved
SIC	1/9/2014	Easement Request from Howard Hughes Corporation to Erect Signage Columns for Whole Foods and Haven on the Lake	1/9/2014				withdrawn by requester	
SIC		A Representative from the State Highway Administration to attend a future meeting						
SIC	1/23/2014	SHA Easement Request - Rt. 29 Project	1/23/2014					
PSC	2/20/2014	Haven on the Lake Update	2/20/2014					no action required

**Tracking Form  
Strategic Implementation Committee FY14**

Submitted to Committee by (name):	Date sent to Committee	Description of Topic	1st Reading	Date Due to Board	Extensions	Date sent to CA Board	Recommendation of the Committee	Board Action
SIC	2/20/2014	Purchasing Exception Request - Haven on the Lake	2/20/2014					approved
SIC	2/20/2014	Easement Request from Howard County - Traffic Circle at Intersection of Oakland Mills Road and Old Montgomery Road near Blandair Park	2/20/2014					approved
SIC	2/20/2014	Compensation Study	2/20/2014					
SIC	2/27/2014	Presentation on the Budget Performance Element	2/27/2014					
SIC	2/27/2014	Verizon Land Lease Agreement Requests	2/27/2014					
SIC								
SIC								
SIC								





TO: Brian Dunn, SIC Committee Chair

FROM: Daniel D'Amore, Open Space Management Division Director

THROUGH: Phil Nelson

CC: Susan Krabbe; Sheri Fanaroff; Jane Dembner

SUBJECT: Verizon Land Lease Agreement Requests

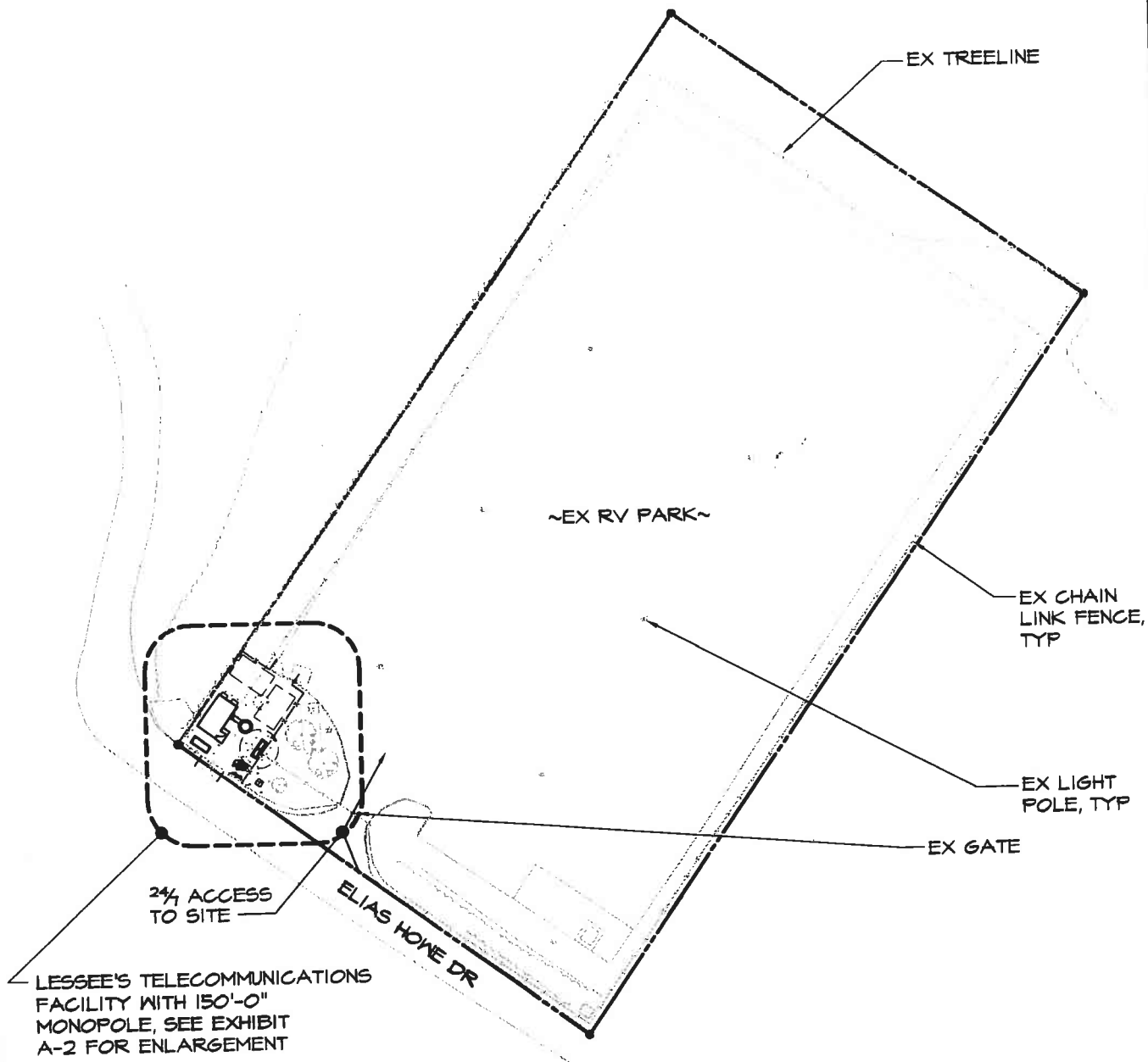
DATE: February 20, 2014

Verizon is requesting two long term land lease agreements, one at the RV Park and one in Oakland Mills.

At the RV Park site, Verizon would like to install a 150-foot tower ("monopole"), equipment shelter(s) and related equipment inside a 38-foot by 56-foot fenced enclosure. Please refer to the attached exhibits (A-1, A-2 and A-3) for details about the proposed monopole, shelters and other equipment. The final exhibit is a Notice of Completion from the HRD Architectural Review Committee in regards to this proposed project.

At the Oakland Mills site, Verizon is requesting an equipment shelter enclosure at the base of an existing BGE tower.

# EXHIBIT A-1



**PRELIMINARY  
FOR REVIEW ONLY**

## SITE PLAN

SCALE: 1" = 80'



**MORRIS & RITCHIE ASSOCIATES, INC.**  
ENGINEERS, PLANNERS, SURVEYORS AND LANDSCAPE ARCHITECTS

1220-C East Joppa Road, Suite 505  
Towson, Maryland 21286  
(410) 821-1690  
Fax (410) 821-1748

**SOLAR WALK**  
8711 ELIAS HOWE DRIVE  
COLUMBIA, MARYLAND 21045  
HOWARD COUNTY

SCALE: AS NOTED

DATE: 02/07/13

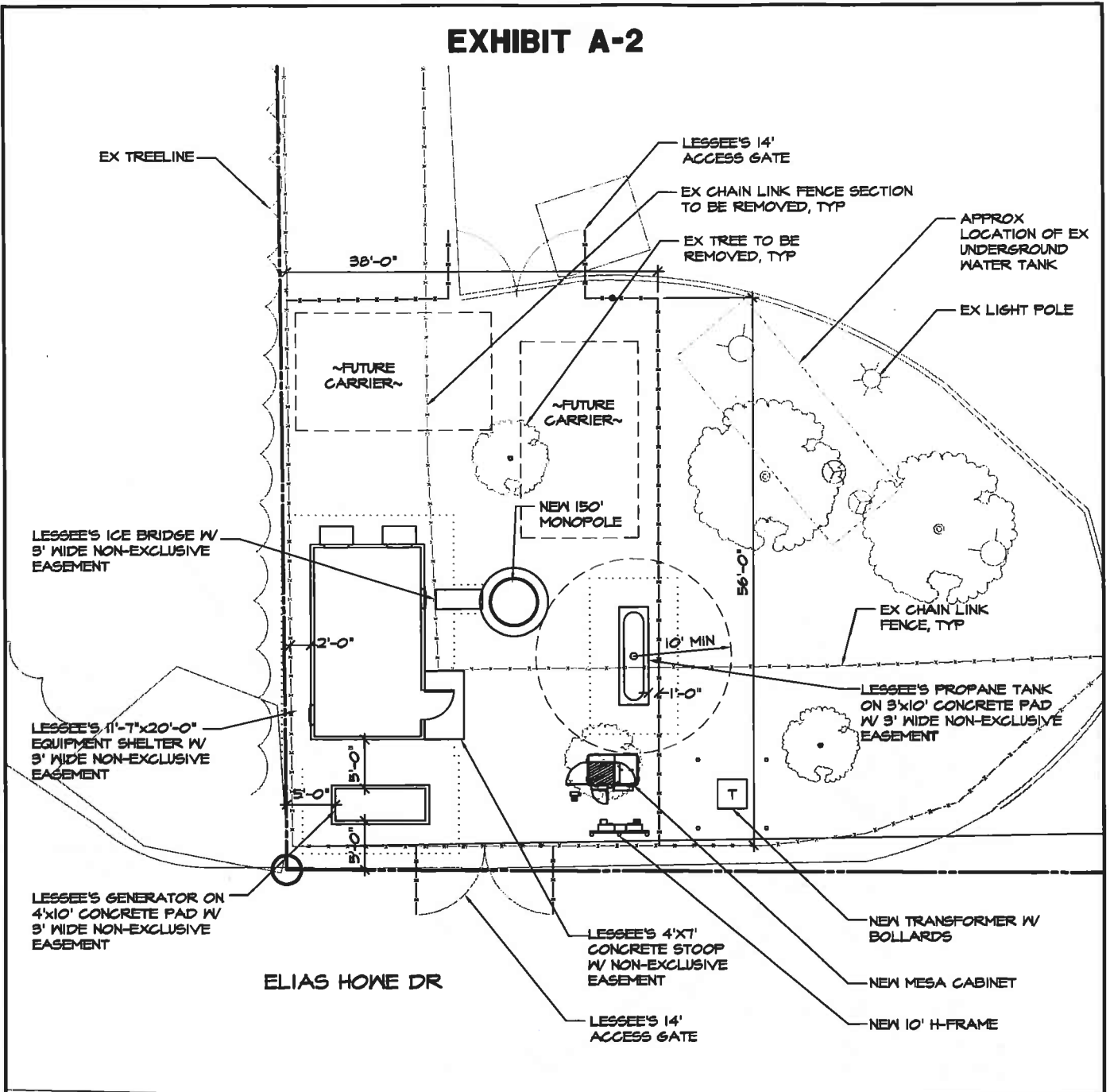
DRAWN BY: CJS

DESIGN BY: RJD

REVIEW BY: BES

JOB NO.: 10427.1107

# EXHIBIT A-2



**PRELIMINARY  
FOR REVIEW ONLY**

## COMPOUND LAYOUT

SCALE: 1" = 15'

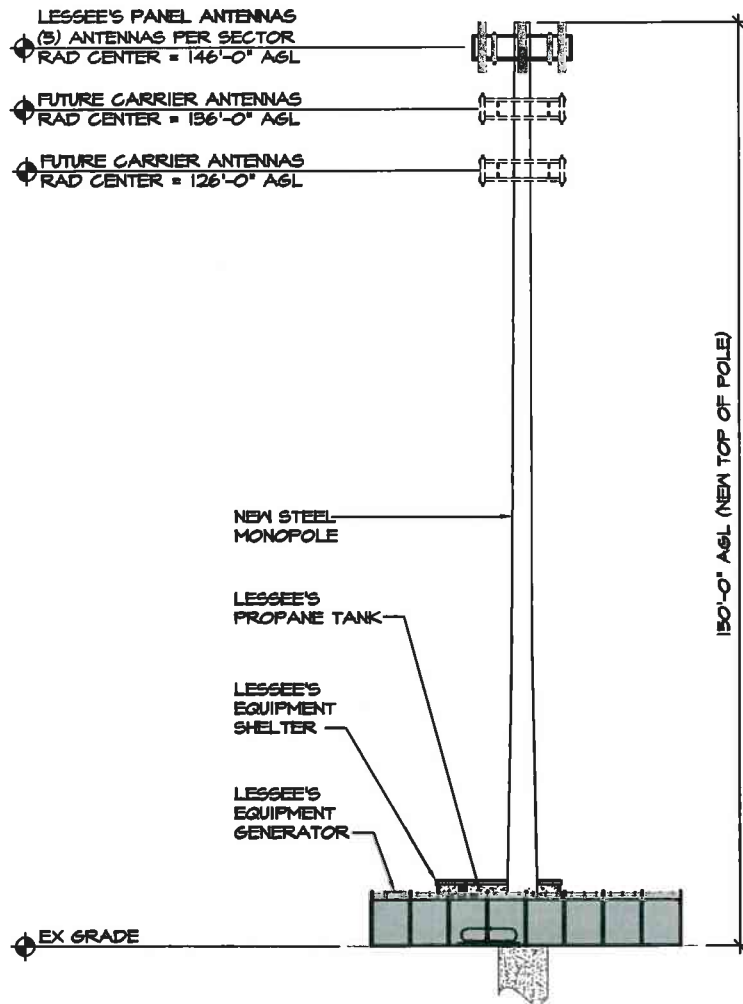


**MORRIS & RITCHIE ASSOCIATES, INC.**  
ENGINEERS, PLANNERS, SURVEYORS AND LANDSCAPE ARCHITECTS  
1220-C East Joppa Road, Suite 505  
Towson, Maryland 21286  
(410) 821-1690  
Fax (410) 821-1748

**SOLAR WALK**  
8711 ELIAS HOWE DRIVE  
COLUMBIA, MARYLAND 21045  
HOWARD COUNTY

SCALE: AS NOTED	DATE: 02/07/13	DRAWN BY: CJS	DESIGN BY: RJD	REVIEW BY: BES	JOB NO.: 1042T.1107
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# EXHIBIT A-3



**PRELIMINARY  
FOR REVIEW ONLY**

## POLE ELEVATION

SCALE: NTS



**MORRIS & RITCHIE ASSOCIATES, INC.**  
ENGINEERS, PLANNERS, SURVEYORS AND LANDSCAPE ARCHITECTS

1220-C East Joppa Road, Suite 505  
Towson, Maryland 21286  
(410) 821-1690  
Fax (410) 821-1748

**SOLAR WALK**  
**8711 ELIAS HOWE DRIVE**  
**COLUMBIA, MARYLAND 21045**  
**HOWARD COUNTY**

SCALE: AS NOTED	DATE: 02/07/13	DRAWN BY: CJS	DESIGN BY: RJD	REVIEW BY: BES	JOB NO.: 10427.1107
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To: Strategic Implementation Committee, CA Board of Directors  
From: Anne Brinker, Director of Strategic Organizational Planning  
Through: Phil Nelson  
CC: Susan Krabbe, Chief Staff Liaison to the SIC  
Subject: Budget Performance Element  
Date: February 20, 2014

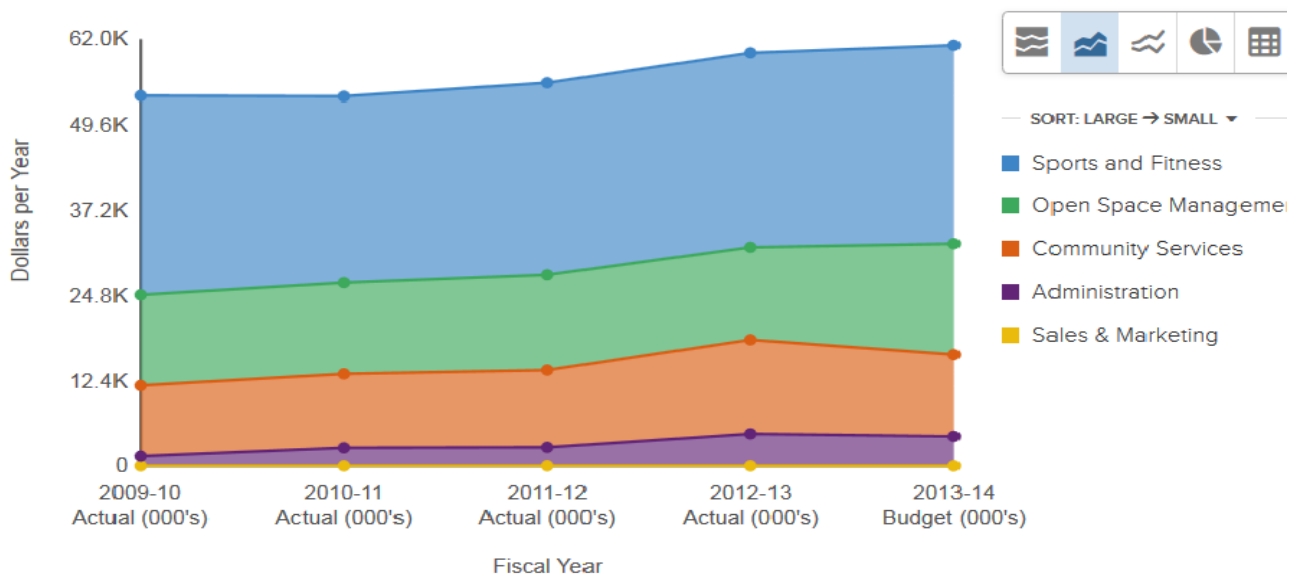
The Budget Performance Element (BPE) is an online resource that provides a dynamic look at Columbia Association’s revenue sources, expenses, and the major community trends taken into consideration during the development of the Fiscal Year 2015 and Conditional Fiscal Year 2016 Budgets. This illustrative tool offers a new way to understand how CA uses the budgets to both serve the Columbia community today and make decisions that support CA’s long term capacity to serve the community. Once the budgets are approved, the BPE will be updated with the new budget numbers and will go live.

People accessing the BPE will experience a “self-guided” tour structured around three components: the illustrative budget tool, the President’s goals, and the four pillars of sustainability.

### 1. Illustrative Budget Tool

The following is a picture of the illustrative budget tool. This particular view shows CA expenses by division:

Behind CA's Budget FY 15-16



This platform, developed by a company called OpenGov, is designed to complement the traditional budget by displaying financial data in easy-to-navigate presentations. Innovative cities and communities across the nation are using this tool, including Palo Alto, California, Thurston County, Washington, and New Haven, Connecticut.

CA's use of this illustrative budget tool will enable community members to explore CA's revenues and expenses by selecting the category of information and the level of budget detail they want to see. Additionally, users can choose the way the information is presented to them--pie chart, line graph, stacked graph, etc. Integrating this into the BPE offers a new transparency experience for residents and the community. This is a powerful way to deliver on our commitment to transparency and growing an informed community.

## **2. The President's Goals**

The President's goals are framed as outcome statements and challenge the organization to provide for today's community while actively preparing for future uncertainties and possibilities. The BPE is composed of six pages—one introduction page and a page for each of the five goals. Through the use of charts, videos, and whiteboard animations, each page demonstrates how CA is meeting long term goals. The format of the BPE is light on text and heavy on illustrative tools, allowing people to truly see how CA dedicates resources to serve the Columbia community.

## **3. Four Pillars of Sustainability**

Guiding the approach to reaching the goals are the four pillars of sustainability: societal, relational, environmental and economic. These pillars guide CA to operate in ways that add value to life and property, enhance the social and ecological environment, and maximize economic resources in a responsible way. The collective output of these efforts is Columbia's capacity to remain a destination of choice. At least one of the four pillars is highlighted on each page of the BPE, enabling people to understand CA's approach to meeting long term goals.

Through intuitive presentations, dynamic charts, interesting videos, and whiteboard animation, the BPE offers a new way for the community to understand CA's response to the challenges and opportunities ahead. This resource not only creates transparency in what CA is doing, but offers a new level of accountability as the community can now easily understand how CA is planning to use the budget and other resources to make Columbia the community of choice today and for generations to come.

**Tracking Form**  
**External Relations Committee - FY 14**  
**As of 2-21-14**

Submitted to Committee by Marc Kolp:	Date sent to Committee	Description of Topic	1st Reading	Date Due to Board	Extensions	Date sent to CA Board	Recommendation of the Committee	Board Action	Comments
	1-May-13	Arts in Columbia			On Hold				See Staff Report 1st Q. FY14
	1-May-13	Planning for Columbia's 50th birthday		TBD					See Staff Report 1st Q. FY14
	1-May-13	Engagement with Columbia/Howard Co. Business Community		TBD					See Staff Report 1st Q. FY14
	1-May-13	Relationship Building with Villages		24-Oct-13			Approved by the ERC on 10-24-13.		
	1-May-13	Engagement with HC Chamber		TBD					See Staff Report 1st Q. FY14
	16-May-13	Stakeholder Dinner Scheudle	23-May-13						See Staff Report 1st Q. FY14
	1-Jul-13	Staff Update Report		25-Jul-13		25-Jul-13			CSL provided a 1st Quarter Update on open items and lingering ERC Log which included staff recommendations. This report can serve as a guide as future ERC agenda items are considered during 2nd Q.
	25-Jul-13	Community-wide Surveys		26-Sep-13					Management discussed with the ERC in September a plan and suggested path forward to review and update CA's bi-annual Community-wide Survey.
	26-Sep-13	Approach to FY16 Budget Planning Process		24-Oct-13	11/14/2013 12/12/2013	1/9/2014	ERC recommends sending staff recommendation to the BOD for approval (12-12-13)	Approved	Staff recommendation approved by the CA BOD on 1-9-14.
	23-Jan-14	Town Hall Meeting Format							
	23-Jan-14	New Webpage Briefing							





## COMMITTEE RECOMMENDATIONS TO BOARD

Date: February 21, 2014  
To: Columbia Association Board of Directors  
From: Michael Cornell, Chair – Planning and Strategy Committee  
Subject: Recommendation for the Draft Proposed FY 16 Operating Budget

Issue:

At its February 20, 2014 meeting during the Board of Directors meeting, the Planning and Strategy Committee (PSC) reviewed and discussed the draft proposed FY 16 operating budget. Committee members made some changes as documented in the attached spreadsheet, in the column entitled "Feb. 20, 2014 Proposed Changes."

Discussion:

PSC members and other Board members reviewed and discussed the draft proposed FY 16 capital budget and made some changes as documented in the attached spreadsheet.

Recommendation of Committee:

By a vote of   3   For   0   Opposed   0   Abstain

Has no recommendation.

Recommends the following action be taken or motion be approved by the CA Board of Directors in regards to the issue described above.

Justification for Recommendation:

The draft proposed FY 16 operating budget was discussed in work sessions throughout the budget process.

Motion: The recommendation must be written in the form of a motion or resolution.

The PSC moved to recommend that the Board of Directors approve the draft proposed FY 16 operating budget, as amended.

Additional Action recommended by committee in lieu of motion or in addition to motion:  
None.

# Proposed FY 16 Summary Operating Budget

As of February 21, 2014

Feb. 20, 2014

	Issued in Draft	Proposed Changes	2/20/2014 Draft
<b>Proposed Total Income</b>	<b>\$ 68,673,000</b>		<b>\$ 68,673,000</b>
			-
			-
			-
Proposed Total Income	<b>\$ 68,673,000</b>	<b>\$ -</b>	<b>\$ 68,673,000</b>
<b>Proposed Total Operating Expenses</b>	<b>65,884,000</b>		<b>65,884,000</b>
<b>Staff Adjustments:</b>			
<i>Correction of S&amp;F Administration salaries - reduction in Salaries (33k), Payroll Taxes (2k), Employee Benefits (2k)</i>		<i>(37,000)</i>	<i>(37,000)</i>
<i>Supreme Sports Club correction, increasing Fees Expenses</i>		<i>30,000</i>	<i>30,000</i>
<i>Reduction of contingency for salary study</i>		<i>(214,000)</i>	<i>(214,000)</i>
			-
			-
<b>Board Adjustments:</b>			
<i>Reduction of annual performance increases to an average of 1.5 percent</i>		<i>(300,000)</i>	<i>(300,000)</i>
<i>Reduction of annual performance incentives to FY 14 amount (\$379,000-\$292,000)</i>		<i>(87,000)</i>	<i>(87,000)</i>
<i>Elimination of new storefront fitness facility</i>		<i>(50,000)</i>	<i>(50,000)</i>
			-
			-
			-
Proposed Total Operating Expenses	<b>65,884,000</b>	<b>(658,000)</b>	<b>65,226,000</b>
Board of Directors Contingency	-	-	-
Non-Operating Expense Contingency	46,000		46,000
<b>Proposed Company-Wide Contingencies</b>	<b>46,000</b>	<b>-</b>	<b>46,000</b>
Proposed INCREASE IN NET ASSETS	<b>2,743,000</b>	<b>658,000</b>	<b>3,401,000</b>
<b>Summary:</b>			
<b>Adjusted FY 16 Total Income</b>	<b>\$ 68,673,000</b>	<b>\$ -</b>	<b>\$ 68,673,000</b>
<b>Adjusted FY 16 Total Expenses</b>	<b>65,930,000</b>	<b>(658,000)</b>	<b>65,272,000</b>
<b>Adjusted FY 16 Increase In Net Assets</b>	<b>\$ 2,743,000</b>	<b>\$ 658,000</b>	<b>\$ 3,401,000</b>
<b>Board-Approved Paramenter for FY 16 Increase in Net Assets</b>	<b>\$ 2,700,000</b>		<b>\$ 2,700,000</b>
<b>Difference</b>	<b>\$ 43,000</b>	<b>\$ 658,000</b>	<b>\$ 701,000</b>



## COMMITTEE RECOMMENDATIONS TO BOARD

Date: February 21, 2014  
To: Columbia Association Board of Directors  
From: Michael Cornell, Chair – Planning and Strategy Committee  
Subject: Recommendation for the Draft Proposed FY 16 Capital Budget

Issue:

At its February 20, 2014 meeting during the Board of Directors meeting, the Planning and Strategy Committee (PSC) reviewed and discussed the draft proposed FY 16 capital budget. Committee members made some changes as documented in the attached spreadsheet, in the column entitled "Feb. 20, 2014 Proposed Changes."

Discussion:

PSC members and other Board members reviewed and discussed the draft proposed FY 16 capital budget and made some changes as documented in the attached spreadsheet.

Recommendation of Committee:

By a vote of   3   For   0   Opposed   0   Abstain

Has no recommendation.

Recommends the following action be taken or motion be approved by the CA Board of Directors in regards to the issue described above.

Justification for Recommendation:

The draft proposed FY 15 capital budget was discussed in work sessions throughout the budget process.

Motion: The recommendation must be written in the form of a motion or resolution.

The PSC moved to recommend that the Board of Directors approve the draft proposed FY 16 capital budget, as amended.

Additional Action recommended by committee in lieu of motion or in addition to motion:

None.

# FY 2016

Columbia Association FY 2016 Capital Budget Summary by Category	Issued in Draft	Straw-voted Changes	Updated Draft	Feb. 20, 2014	
				Proposed Changes	2/20/2014 Draft
Category I					
Building Energy Retrofits	\$ 200,000		\$ 200,000		\$ 200,000
Columbia-Wide Water Quality Improvements	75,000		75,000		75,000
Going Green Projects	200,000		200,000		200,000
Pathway Connectivity Improvements*	150,000		150,000		150,000
Watershed Improvements Projects	410,000		410,000		410,000
<b>Total Category I Projects</b>	<b>\$ 1,035,000</b>	<b>\$ -</b>	<b>\$ 1,035,000</b>	<b>\$ -</b>	<b>\$ 1,035,000</b>
Category II					
Columbia Gym Roof Replacement	300,000		300,000		300,000
Enterprise Wireless Network Replacement	300,000		300,000		300,000
Equipment and Vehicles	514,500		514,500		514,500
Fairway Hills Outing Pavilion	50,000		50,000		50,000
Sport and Fitness Facilities Equipment Upgrades*	350,000		350,000		350,000
Harper's Choice Village Signs	20,000		20,000		20,000
Hawthorn Bathhouse & ADA Upgrades	250,000		250,000		250,000
Hickory Ridge Village Center - Park, <i>Phase 1 and 2*</i>	200,000		200,000	200,000	400,000
HVAC Unit Replacement - CA-Wide	300,000		300,000		300,000
Internal Digital Signage	100,000		100,000	100,000	200,000
Jackson Pond Improvements	100,000		100,000		100,000
Indoor Pool Architectural and Engineering	150,000		150,000		150,000
Pushcart Pond Improvements	175,000		175,000		175,000
SportsPark Tennis	360,000		360,000	(360,000)	-
Storefront Fitness Facility*	250,000		250,000	(250,000)	-
Supreme Sports Club - Pool Area Renovations*	250,000		250,000		250,000
Wilde Lake Barn Renovation Planning Funds*	75,000		75,000		75,000
<b>Total Category II Projects</b>	<b>\$ 3,744,500</b>	<b>\$ -</b>	<b>\$ 3,744,500</b>	<b>\$ (310,000)</b>	<b>\$ 3,434,500</b>
Total Category III Projects	\$ 5,120,500		\$ 5,120,500		\$ 5,120,500
<b>Total - All Categories</b>	<b>\$ 9,900,000</b>	<b>\$ -</b>	<b>\$ 9,900,000</b>	<b>\$ (310,000)</b>	<b>\$ 9,590,000</b>
Budget Parameters	<b>\$ 9,900,000</b>		<b>\$ 9,900,000</b>		<b>\$ 9,900,000</b>

\* Includes ADA Component



## COMMITTEE RECOMMENDATIONS TO BOARD

Date: February 21, 2014  
To: Columbia Association Board of Directors  
From: Michael Cornell, Chair – Planning and Strategy Committee  
Subject: Recommendation for the Draft Proposed FY 15 Operating Budget

Issue:

At its February 20, 2014 meeting during the Board of Directors meeting, the Planning and Strategy Committee (PSC) reviewed and discussed the draft proposed FY 15 operating budget. Committee members made some changes as documented in the attached spreadsheet, in the column entitled "Feb. 20, 2014 Proposed Changes."

Discussion:

PSC members and other Board members reviewed and discussed the draft proposed FY 15 capital budget and made some changes as documented in the attached spreadsheet.

Recommendation of Committee:

By a vote of   3   For   0   Opposed   0   Abstain

Has no recommendation.

Recommends the following action be taken or motion be approved by the CA Board of Directors in regards to the issue described above.

Justification for Recommendation:

The draft proposed FY 15 operating budget was discussed in work sessions throughout the budget process.

Motion: The recommendation must be written in the form of a motion or resolution.

The PSC moved to recommend that the Board of Directors approve the draft proposed FY 15 operating budget, as amended.

Additional Action recommended by committee in lieu of motion or in addition to motion:  
None.

# Proposed FY 15 Summary Operating Budget

As of February 21, 2014

Feb. 20, 2014

	Issued in Draft	Proposed Changes	2/20/2014 Draft
<b>Proposed Total Income</b>	<b>\$ 66,394,000</b>		<b>\$ 66,394,000</b>
			-
			-
			-
Proposed Total Income	<b>\$ 66,394,000</b>	<b>\$ -</b>	<b>\$ 66,394,000</b>
<b>Proposed Total Operating Expenses</b>	<b>63,615,000</b>		<b>63,615,000</b>
<b>Staff Adjustments:</b>			
<i>Correction of S&amp;F Administration salaries - reduction in Salaries (33k), Payroll Taxes (2k), Employee Benefits (2k)</i>		<i>(37,000)</i>	<i>(37,000)</i>
<i>Supreme Sports Club correction, increasing Fees Expenses</i>		<i>30,000</i>	<i>30,000</i>
<i>Reduction of contingency for salary study</i>		<i>(214,000)</i>	<i>(214,000)</i>
			-
			-
<b>Board Adjustments:</b>			
<i>Reduction of annual performance increases to an average of 1.5 percent</i>		<i>(300,000)</i>	<i>(300,000)</i>
<i>Reduction of annual performance incentives to FY 14 amount (\$372,000-\$292,000)</i>		<i>(80,000)</i>	<i>(80,000)</i>
			-
			-
			-
			-
Proposed Total Operating Expenses	<b>63,615,000</b>	<b>(601,000)</b>	<b>63,014,000</b>
Board of Directors Contingency	-	-	-
Non-Operating Expense Contingency	45,000		45,000
<b>Proposed Company-Wide Contingencies</b>	<b>45,000</b>	<b>-</b>	<b>45,000</b>
Proposed INCREASE IN NET ASSETS	<b>2,734,000</b>	<b>601,000</b>	<b>3,335,000</b>
<b>Summary:</b>			
<b>Adjusted FY 15 Total Income</b>	<b>\$ 66,394,000</b>	<b>\$ -</b>	<b>\$ 66,394,000</b>
<b>Adjusted FY 15 Total Expenses</b>	<b>63,660,000</b>	<b>(601,000)</b>	<b>63,059,000</b>
<b>Adjusted FY 15 Increase In Net Assets</b>	<b>\$ 2,734,000</b>	<b>\$ 601,000</b>	<b>\$ 3,335,000</b>
<b>Board-Approved Paramenter for FY 15 Increase in Net Assets</b>	<b>\$ 2,700,000</b>		<b>\$ 2,700,000</b>
<b>Difference</b>	<b>\$ 34,000</b>	<b>\$ 601,000</b>	<b>\$ 635,000</b>



## COMMITTEE RECOMMENDATIONS TO BOARD

Date: February 21, 2014  
To: Columbia Association Board of Directors  
From: Michael Cornell, Chair – Planning and Strategy Committee  
Subject: Recommendation for the Draft Proposed FY 15 Capital Budget

Issue:

At its February 20, 2014 meeting during the Board of Directors meeting, the Planning and Strategy Committee (PSC) reviewed and discussed the draft proposed FY 15 capital budget. Committee members made some changes as documented in the attached spreadsheet, in the column entitled "Feb. 20, 2014 Proposed Changes."

Discussion:

PSC members and other Board members reviewed and discussed the draft proposed FY 15 capital budget and made some changes as documented in the attached spreadsheet.

Recommendation of Committee:

By a vote of   3   For   0   Opposed   0   Abstain

Has no recommendation.

Recommends the following action be taken or motion be approved by the CA Board of Directors in regards to the issue described above.

Justification for Recommendation:

The draft proposed FY 15 capital budget was discussed in work sessions throughout the budget process.

Motion: The recommendation must be written in the form of a motion or resolution.

The PSC moved to recommend that the Board of Directors approve the draft proposed FY 15 capital budget, as amended.

Additional Action recommended by committee in lieu of motion or in addition to motion:

None.

# FY 2015

Columbia Association FY 2015 Capital Budget Summary by Category		Issued in Draft	Straw-voted Changes	Updated Draft	Feb. 20, 2014 Proposed Changes	2/20/2014 Draft				
<b>Category I</b>										
Building Energy Retrofits	\$	200,000	(50,000)	\$	150,000	\$	150,000			
Columbia-Wide Water Quality Improvements		75,000			75,000		75,000			
Going Green Projects		200,000	(50,000)		150,000		150,000			
Pathway Connectivity Improvements*		150,000	(50,000)		100,000		100,000			
Watershed Improvements Projects		440,000			440,000		440,000			
<i>Lake Kittamaquondi Pathway Loop Construction</i>			<i>580,000</i>		<i>580,000</i>		<i>580,000</i>			
<b>Total Category I Projects</b>										
	\$	1,065,000	\$	430,000	\$	1,495,000	\$	-	\$	1,495,000
<b>Category II</b>										
Athletic Club Exterior Renovations		180,000			180,000		180,000			
Dorsey Hall Bathhouse & ADA Upgrades*		400,000			400,000		400,000			
Equipment and Vehicles		495,000	(50,000)		445,000		445,000			
Hickory Ridge Village Center - Park, Phase 1*		200,000			200,000	(200,000)	-			
HVAC Unit Replacement - CA-Wide		300,000	(100,000)		200,000		200,000			
Indoor Pool Architectural and Engineering		250,000			250,000		250,000			
Internal Digital Signage		100,000			100,000	(100,000)	-			
Jackson Pond Engineering		50,000			50,000		50,000			
Mind-Body Wellness Facility*		4,000,000			4,000,000		4,000,000			
Owen Brown Tennis Clubhouse Construction*		280,000			280,000		280,000			
Pushcart Pond Engineering		30,000			30,000		30,000			
Sport and Fitness Facilities Equipment Upgrades*		350,000			350,000	(50,000)	300,000			
Supreme Sports Club Arena Upgrades		270,000			270,000		270,000			
Virtual Desktop Infrastructure		50,000			50,000		50,000			
<i>SportsPark Tennis (from FY 16)</i>						<i>350,000</i>	<i>350,000</i>			
<b>Total Category II Projects</b>										
	\$	6,955,000	\$	(150,000)	\$	6,805,000	\$	-	\$	6,805,000
<b>Total Category III Projects</b>										
	\$	4,580,000	\$	(70,000)	\$	4,510,000	\$		\$	4,510,000
<b>Total - All Categories</b>										
	\$	12,600,000	\$	210,000	\$	12,810,000	\$	-	\$	12,810,000
<b>Less: FY 14 Amendments</b>										
			\$	(210,000)	\$	(210,000)	\$		\$	(210,000)
<b>Budget Parameters</b>										
	\$	12,600,000	\$	-	\$	12,600,000	\$	-	\$	12,600,000

\* Includes ADA Component





**President's Report  
February 21, 2014**

**Project Status—Capital Projects Categories I and II**

Please see the listing of Category I and II projects at the end of this report. Category III projects will be distributed to the Board at the end of every quarter.

**Inner Arbor Trust Update**

Members of the CA Board of Directors asked for an update concerning the Inner Arbor Trust. Management is providing the information as follows:

The Inner Arbor Trust (IAT) received approval of its 1023 Application for non-profit status from the IRS in what seems to be record time.

Inner Arbor also submitted plans to the County so that IAT can move forward in the County's development process. This submittal places the plans at Step 9 of the County's development process. No one can predict the overall timing for approval of the plans, but the County has shown that they like the plans that have been submitted. Inner Arbor is still moving forward with a set of plans that are coordinated with Merriweather Post, and is trying to set the combined area up as a true neighborhood that is the basis for development in the County's General Development Plan. The County Design Advisory Panel meeting is scheduled to review the IAT Plan on February 26.

Michael McCall, President and CEO of the Inner Arbor Trust, has been meeting with representatives of both Howard County and the Howard Hughes Corporation in terms of what to do with Merriweather Post Pavilion and how it fits in with the Inner Arbor Trust plan. Since Merriweather is supposed to be turned over to the County when development in the downtown area has reached a certain milestone, the County is looking at the overall redevelopment of MPP, and since the milestone is some distance away from turnover of the venue to the County, Howard Hughes is also looking at what can be done to MPP.

The Inner Arbor Trust Web page is up and running. The URL is [inartrust.org](http://inartrust.org). Inner Arbor also has a Facebook page that has been set up as an interactive sight to get feedback from residents and those who might use the park once it's up and running.

While not officially reported, the CA President and the Inner Arbor President were instrumental in securing a \$3.5 million grant from Howard County that is to be used for the construction of the amphitheater. The County is also planning another \$3.5 million in next year's budget for other construction projects. The Inner Arbor has a grant agreement with the County that is similar to the grant agreement with CA. The County has also programmed another one million in planning

funds for the art complex in current budget, and is looking at another million for next year's budget.

### **Community Commitment**

#### Comprehensive Plan for Serving the Older Adult Community

On January 13, 2014 two community meetings were held at Slayton House to get community input on the draft Plan for Serving the Older Adult Community. Approximately 180 residents attended the meetings. Input was gathered at those meetings and, the community was encouraged to send additional input to CA any time prior to January 31, 2014. A significant amount of input was received (18 typed pages) and that input was the basis for revisions to the draft plan.

The next draft of the plan will be distributed to the Board of Directors and will be available for the community to peruse by Friday, March 6. The first Board discussion of the draft plan will occur at the March 13, 2014 Board of Directors meeting.

#### Columbia Market Study

The Columbia Market Analysis and Economic Development Services is on-going. The second of three next public meetings is scheduled for Tuesday, March 25 from 7-9pm at Slayton House. For more information on the project go to [www.ColumbiaAssociation.org/MarketStudy](http://www.ColumbiaAssociation.org/MarketStudy).

#### Coordination with County on Bike Howard

Team members from the Community Building and Open Space Bureau have continued to coordinate with the Howard County government and also to serve on the technical advisory committee for Bike Howard, the county's bicycle master plan. We have reviewed several drafts of the plan and provided comments. The draft plan is coming together nicely. See [BikeHoward.org](http://BikeHoward.org) for more information. No schedule is yet available for when a plan will be forwarded to County Council for consideration.

#### Long Reach Village Center Redevelopment

Management has continued to coordinate and exchange ideas with the Howard County government on their plans to redevelop a portion of Long Reach Village Center. Management testified at the county's public hearing on this matter.

### **Organizational Development**

#### Group Fitness

Michelle Willis, Tae Bo Instructor, has been chosen to be a Lululemon Ambassador. She will be featured as a CA instructor in their marketing materials. A Lululemon store recently opened at the Mall in Columbia.

#### Aquatics

On Saturday, February 1, the Columbia Association Aquatics department held its annual "Mass Interview Day" for new applicants. Fourteen Team Members interviewed 154 new applicants throughout the day. Those chosen to staff one of the 23 Columbia Association outdoor pools have now been sent offers and will begin the lifeguard certification training as early as mid-February. This has proven to be a time saving and effective method to augment the 450 positions needed for the outdoor pools every summer. Well done team!

## **Program Offerings**

### Tennis

Our inaugural Singles Ladder League which started third week of January has been very successful already, with 25 people signed up and playing so far.

The new Tennis Professionals hired since December have done a terrific job of building and growing CA's lessons program, including attracting some top high school junior players back to CA from clubs like Green Spring Racquet Club.

Our new and improved Junior Development and Competition Program and Adult Instructional and Drill Program will be rolled out beginning May 1.

We will be re-launching some pro shop presence to CA Tennis to provide point of sale service to members and guests.

We will also be partnering with organizations to make CA Tennis more visible and relevant.

## **Organizational/Community Transparency**

### Media Interactions/Initiatives

Media Inquiries and interactions between January 15 and February 15:

- Al Jazeera TV tagged along with a subject (Paralympian Tatyana McFadden) to the Columbia Athletic Club, but without contacting us ahead of time.
- Baltimore Magazine about a Haven on the Lake story pitch.
- Baltimore Sun about its "boilerplate" description of what CA does, interviews after the mall shootings.
- Business Monthly about the Columbia Archives and Rouse's 100th birthday, Haven on the Lake, Phil Nelson's departure.
- Chesapeake Family magazine about the Louis van Amstel master class on LaBlast.
- Chesapeake Home and Living magazine about a Haven on the Lake story pitch.
- Columbia Flier about Haven on the Lake, Starlicious Talent Show, Columbia DogPark, budget compensation study, interviews after the mall shootings, Phil Nelson's departure, getting Senior Advisory Committee meeting times into the paper.
- Columbia Life magazine about the Starlicious Talent Show, Phil Nelson's departure.
- Columbia Patch about the Ghanaian art exhibit at the Columbia Art Center, and about the company-wide changes at Patch.
- Her Mind Magazine about Haven on the Lake.
- Howard County Government for quote for Long Reach Village Center-related press release.
- Howard Magazine about Haven on the Lake, dates for Dog Day Afternoon and Columbia BikeAbout.
- Maryland Family Magazine about camps.
- Maryland Women's Journal about Haven on the Lake.
- Washington Post about interview after the mall shootings.

Press Releases Issued by CA  
between January 15 and February 15

Media and Blog Coverage by Outlet (*note: Business Monthly, Columbia Life, Howard Magazine often publish CA releases at a later date.*)

CA's Haven on the Lake hosting preview of programs and services on March 1	- Coverage of Haven expected from Columbia Flier, Her Mind Magazine and Howard Magazine, among others.
Columbia Association Launches Revamped, User-Friendly Website	
Spots Remain for Next Two Mini-Course Sessions on Columbia's Early History	<ul style="list-style-type: none"> <li>- Patch blog posted by CA staff</li> <li>- Columbia Flier "community calendar," January 30, February 6 and February 13</li> <li>- Columbia Life magazine, February 2014: "Columbia's Beginnings Explored in Sessions"</li> <li>- HoCo Connect (2 posts): "Howard County land grab" and "Columbia Archives mini course on Creating Columbia"</li> </ul>
Louis van Amstel of Dancing With the Stars to Teach Dance Fitness Master Class on March 15 in Columbia	<ul style="list-style-type: none"> <li>- Patch blog posted by CA staff</li> <li>- Coverage expected from Chesapeake Family magazine.</li> </ul>
Artwork Sought for Ghanaian Exhibit at Columbia Art Center	- Patch blog posted by CA staff. That blog post was then "promoted" higher on the homepage by the Patch editor.
Mrs. Maryland 2014 to Cheer on Local Youth Performers on February 7 at CA's Starlicious Talent Show	<ul style="list-style-type: none"> <li>- Patch blog posted by CA staff</li> <li>- Coverage expected from Columbia Life magazine</li> </ul>
Columbia Association President Phil Nelson Leaving	<ul style="list-style-type: none"> <li>- Business Monthly, February 2014: "CA Not Renewing Contract / Phil Nelson Leaving in April"</li> <li>- Business Monthly's BizWeekly: "Nelson's Contract Not Renewed by CA Board"</li> <li>- Columbia Patch: "Columbia Association President Phil Nelson Leaving"</li> <li>- HoCo Rising: "Losing Phil Nelson"</li> <li>- The 53 (3 posts): "Phil Nelson Departing," "The rush to Phil Nelson's replacement" and "In Which Janus Drops 8 Inches, and Pinking Delayed"</li> <li>- Village Green/Town Squared (3 posts): "Personal Connections," "Gossip Girls" and "Wacky Wednesday"</li> <li>- Columbia Flier: "Columbia Association will not renew president's contract"</li> </ul>

Musicians Wanted! CA Seeking Performers for Lakefront Wednesdays Concerts	- Patch blog posted by CA staff
Two Months Until Deadline for Maggie J. Brown Spirit of Columbia Scholarship Award	- Patch blog posted by CA staff - Business Monthly, February 2014: "Deadline for CA Brown Scholarship Approaching"

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## Website Update

The Communications team completed the new ColumbiaAssociation.org website and met with CA team members to go over individual pages for edits.

## Community Engagement/Involvement

- Created comprehensive communication and engagement plans for:
  - LaBlast Fitness Master Class
  - Columbia Archives Upcoming Events
  - Lakefront Wednesday Open Call
  - New CA Website
  - The Art of Ghana Artist Submission
  - Haven on the Lake Launch Event
- Continued to engage with residents and other stakeholders via our social networking accounts including CA's main Facebook page, Twitter, YouTube, Instagram and LinkedIn.
- Communications set a date for the next session for its citizens academy, Excite Columbia. The session will begin on February 18.

## Programming/ Publications

- [This Week@CA](#) continues to be a great weekly resource to promote and inform residents about CA related news. Programming topics recently featured:
  - Excite Columbia
  - Haven on the Lake preview event
  - New ColumbiaAssociation.org website
  - DogDay Afternoon seeking vendors
  - Lakefront Wednesday Lunchtime Concert Series Open Call
  - KidSpace Starlicious Talent Show
  - Urgent Notifications
  - Lake and Pond Maintenance Plan approved by CA Board of Directors
  - Student Exchange Information Sessions
  - Columbia's 50th Birthday Survey
  - Columbia Archives, Creating Columbia Mini - Courses
- Additional Videos Produced and Filming:
  - CA Open Space crews, Snow Removal
  - Starlicious
  - Compensation Study presentation
  - Comprehensive Plan for Older Adults
  - Haven on the Lake

- Yoga Wall
- Services at The Still Point Spa
- Barre None at Columbia Gym
- HydroPilates at Columbia Athletic Club
- Tai Chi at Columbia Athletic Club
- BPE Videos
  - Intro to BPE w/Phil Nelson
  - Energy Usage
  - Watershed Management
  - Community Health
  - Community Planning
  - CA Amenities
  - ADA Improvements
  - CA Team Members
  - Two-Way Communication
  - Leadership Opportunities at CA

**Community Engagement/Inspire Columbia**

The Communications and Community Engagement Division launched a community engagement website, InspireColumbia.com, in April. The site was designed to engage Columbia community members in conversation with Columbia Association by submitting ideas in response to topic questions posted by CA. The topics posted will be related to CA’s organizational goals and each will serve to garner public opinion on how to maintain and enhance the quality of life for people living and working in Columbia.

Data from InspireColumbia.com:

Total Visitors	Total Pageviews	Total Participants	Average Age of Participants
2,797	27,700	394	46

The topic questions for this month include:

What type of events would motivate you to get involved in Columbia's cleanup efforts?

Would you be interested in alternative fitness offerings from CA?

Post a picture of your favorite place in Columbia in the winter.

Columbia Association recently launched its new ColumbiaAssociation.org website with a new look and layout. Have you visited the new site? If so, tell us what you think of the new look.

What type of information would you like to receive about the CA budget and how would you like to receive it?

**Social Media Analytics for January 15, 2014 - February 15, 2014**

Account	Following
Facebook	5,193
Twitter	1,534
YouTube	168
LinkedIn	472

**COLUMBIA ASSOCIATION, INC  
CAPITAL PROJECTS SUMMARY CATEGORY I AND II  
FOR THE BUDGETED PERIOD 2011**

Project Name	Project Description	Project Start Date	Estimated Completion Date	Budgeted Amount	Budget Funds Remaining as of February 2014 after Payments and Commitments
<b>Category I Projects:</b>					
<b>Watershed Projects</b>					
<b>These projects are intended to address replacements and restorations associated with water quality devices, storm water management ponds and stream stabilization projects</b>					
Wilde Lake Shoreline Restoration - RT4	Engineering funds to develop permit and construction documents.	Various dates in FY 11-12-13-14	December-14	75,000	72,000
Wilde Lake Shoreline Restoration - RT5	Construction funds associated with the restoration.	Various dates in FY 11-12-13-14	December-14	100,000	100,000
Watershed Retrofit LE-RR1-011 - RT8	Long Reach - Stormwater management pond retrofit.	Various dates in FY 11-12-13-14	May-14	70,000	705
Watershed Retrofit LE-RR1-015 - RU2	Long Reach - Stream restoration.	Various dates in FY 11-12-13-14	May-14	265,000	2,033
Watershed Retrofit LE-RR1-019 - RU3	Owen Brown - Stream restoration.	Various dates in FY 11-12-13-14	May-14	250,000	4,097
Watershed Retrofit LE-RR1-020 - RU4	Owen Brown - Stream restoration.	Various dates in FY 11-12-13-14	May-14	348,000	292,093
<b>Total Category I Projects</b>				<b>1,108,000</b>	<b>470,928</b>
<b>Category II Projects:</b>					
Information Technology Improvements - DP9	Various hardware, software and database enhancements, updates and improvements.	Various dates in FY 11-12-13-14	April-14	552,000	22,875
<b>Total Category II Projects</b>				<b>552,000</b>	<b>22,875</b>



**COLUMBIA ASSOCIATION, INC  
CAPITAL PROJECTS SUMMARY CATEGORY I AND II  
FOR THE BUDGETED PERIOD 2012**

Project Name	Project Description	Project Start Date	Estimated Completion Date	Budgeted Amount	Budget Funds Remaining as of February 2014 after Payments and Commitments
<b>Category I Projects:</b>					
<b>Watershed Projects</b>					
<b>These projects are intended to address replacements and restorations associated with water quality devices, storm water management ponds and stream stabilization projects.</b>					
<b>Watershed Retrofit LE-RR1-001 - RV8</b>	Long Reach - Forebay and extended detention retrofit is designed to improve storm water quantity and quality controls, improve stream stability, reduce pollution, and enhance in-stream habitat.	December-11	May-14	44,000	33,340
<b>Watershed Retrofit LE-RR1-502 - RW2</b>	Owen Brown - Bio retention facility. The retrofit is designed to improve storm water quantity and quality controls, and reduce pollution.	January-12	May-14	40,000	122
<b>Watershed Retrofit - LE-RR1-503 - RW3</b>	Owen Brown - Bio retention facility. The retrofit is designed to improve storm water quantity and quality controls, and reduce pollution.	January-12	May-14	34,000	114
<b>Watershed Retrofit - LE-RR1-506 - RW4</b>	Owen Brown - Stream restoration. The retrofit is designed to improve storm water quantity and quality controls, improve stream stability, reduce pollution, an enhance in-stream habitat.	May-11	May-14	75,000	4,774
<b>Watershed Retrofit - LE-RR1-507 - RW5</b>	Owen Brown - Stream restoration. The retrofit is designed to improve storm water quantity and quality controls, improve stream stability, reduce pollution, an enhance in-stream habitat.	May-11	May-14	241,000	0
<b>Total Category I Projects</b>				<b>434,000</b>	<b>38,350</b>
<b>Category II Projects:</b>					
<b>Hobbit's Glen Clubhouse Renovations - AX2</b>	The improvements to the Hobbit's Glen clubhouse will span at least two fiscal years with architectural, engineering and permitting commencing in FY12. Subsequent construction costs will reflect the final decision of the CA Board.	June-11	December-15	575,000	19
<b>Information Technology Improvements - DQ4</b>	Various hardware, software and database enhancements, updates and improvements.	May-11	April-14	1,067,000	428,504
<b>TSSC - Energy Management System - AX3</b>	Energy Management System to reduce energy usage and carbon footprint. The Supreme Sports Club's installation of an energy management system would supply and install water cooled condenser bundles to capture discharged heat from roof top air conditioning units.	July-11	March-14	225,000	377
<b>TSSC - Miscellaneous Renovations - AX5</b>	Miscellaneous renovations to increase floor space for various activities at the Supreme Sports Club.	November-11	March-14	428,000	1,459
<b>Total Category II Projects</b>				<b>2,295,000</b>	<b>430,359</b>

**COLUMBIA ASSOCIATION, INC  
CAPITAL PROJECTS SUMMARY CATEGORY I AND II  
FOR THE BUDGETED PERIOD 2013**

Project Name	Project Description	Project Start Date	Estimated Completion Date	Budgeted Amount	Budget Funds Remaining as of February 2014 after Payments and Commitments
<b>Category I Projects:</b>					
<b>Watershed Projects</b>					
These projects are intended to address replacements and restorations associated with water quality devices, storm water management ponds and stream stabilization projects.					
Watershed Project - RZ4	Long Reach - Watershed Management, the addition of a wetland area to the forebay at Jackson Pond.	May-12	May-15	95,000	88,000
Columbia Wide - Going Green Projects - RZ7	Energy initiatives for a multi-year program to increase energy efficiency and reduce CA's carbon footprint. Projects will be prioritized based on return on investment and short implementation schedules.	September-12	April-14	200,000	21,000
Columbia Wide - Building Energy Retrofits - RZ8	Fund the development of a building improvement plan. The plan would become the basis of building improvement initiatives to decrease energy consumption and CA's carbon footprint.	September-12	July-14	200,000	70,000
Pathway Connectivity Planning & Design - SA4	This project will provide funds to initiate implementation of the Columbia-wide path connectivity plan. Pathway enhancements may include but are not limited to pathway widening, slope reduction, relocation and curb cuts.	May-12	April-14	150,000	102,255
<b>Total Category I Projects</b>				645,000	281,255
<b>Category II Projects:</b>					
Hobbit's Glen Clubhouse - CG9	Constuction funds for Hobbit's Glen Clubhouse.	December-12	December-15	1,000,000	393,598
IT Document Imaging - DR1	This tool will allow CA to scan documents into Lawson, CA's financial system. This will reduce storage space and improve CA's environmental sustainability efforts.	December-12	June-14	140,000	14,786
Dorsey's Search Meeting Room Expansion - KG5	Planning, engineering and permitting funds for the addition of about 785 square feet to the existing building.	July-12	June-15	33,000	78
Homespun Pond - SA2	Major renovations to the Homespun Pond in Owen Brown to include the replacement of the riser structure, the outfall barrell and dredging.	February-13	April-14	150,000	124,992
Steven's Forest Pool Improvements - CH2	Install a new spa, outdoor shade structures and an outdoor exercise pavilion.	June-12	March-14	340,000	13,902
<b>Total Category II Projects</b>				1,663,000	547,356

**COLUMBIA ASSOCIATION, INC.  
CAPITAL PROJECTS SUMMARY CATEGORY I AND II  
FOR THE BUDGETED PERIOD 2014**

Project Name	Project Description	Project Start Date	Estimated Completion Date	Budgeted Amount	Budget Funds Remaining as of February 2014 after Payments and Commitments
<b>Category I Projects:</b>					
<b>Watershed Projects</b>					
<b>These projects are intended to address replacements and restorations associated with water quality devices, storm water management ponds and stream stabilization projects.</b>					
Columbia Wide, Water Quality - SE5	This project is intended to address the needs on a Columbia-wide basis associated with water quality devices, stormwater management ponds and stream stabilization projects.	August-13	April-14	75,000	75,000
Maintenance Facility, Stormwater Detention Pond - SE6	This project will refurbish the outlet structure of the extended detention pond that receives runoff from the equipment lot and the employees' parking lot at the Maintenance Facility.	May-13	May-14	58,000	47,500
Wilde Lake Barn Bio-retention Facility - SE7	This project to construct a bioretention facility at Wilde Lake Barn would infiltrate and filter sediment before it enters Wilde Lake.	May-13	May-14	55,000	48,000
Pathway Connectivity Improvements - SE8	The purpose of this project is to begin to implement pathway improvements associated with the Active Transportation Action Agenda.	August-13	April-14	100,000	100,000
Columbia Wide - Going Green Projects - SE9	These projects for energy initiatives are designed to provide funding for a multi-year program to increase energy efficiency and reduce CA carbon footprint.	August-13	September-14	200,000	53,000
Columbia Wide - Building Energy Retrofits - SF1	These projects will fund the development of a building improvement plan. This will become the basis of building improvement initiatives to decrease energy consumption and CA's carbon footprint.	August-13	September-14	200,000	180,000
Columbia Wide - Highway Signs Planning - SF2	This project provides for planning, design and permitting for five Columbia entry signs.	October-13	April-14	30,000	30,000
Town Center - Planning Funds, Lake Kittamaqundi - SF3	This project will provide funds for planning, design and engineering to complete the pathway around Lake Kittamaqundi by pathway, bridge and boardwalk.	August-13	December-14	220,000	112,250
<b>Total Category I Projects</b>				<b>938,000</b>	<b>645,750</b>
<b>Category II Projects:</b>					
Dorsey's Search Meeting Room Expansion - KK2	Constuction funds for Dorsey's Search Meeting Room Expansion.	07/01/2012	June-15	200,000	172,974
OSM - Equipment & Vehicles -SF4	Various pieces of land maintenance and construction equipment and vehicles.	September-13	March-14	450,000	190,790
Owen Brown Homespun Pond Renovations - SF6	Major renovations to the Homespun Pond to include the replacement of the riser structure, the outfall barrel and dredging.	July-13	April-14	400,000	75
Hickory Ridge Park - SF7	This project is for design, engineering, permitting and construction funds for park improvements on the three-acre open space parcel.	May-13	April-14	150,000	115,700
Owen Brown Tennis Clubhouse - CS3	Construction funds for the Owen Brown Tennis Clubhouse.	March-13	December-14	350,000	15,122
Hobbit's Glen Clubhouse - CS4	Construction funds for the Hobbit's Glen Clubhouse.	November-13	December-15	4,425,000	16,700
Indoor Tennis Facility - CS5	Planning funds to begin the engineering and architectural planning for a six-court permanent indoor tennis facility.	August-13	Pending	100,000	86,795
Aquatics - Talbott Springs Pool - CS6	New amenity for the Talbott Springs Pool.	June-13	June-14	75,000	33,078
Aquatics - Faulkner Ridge Pool - CS7	New amenity for the Faulkner Ridge Pool.	June-13	June-14	75,000	64,472

**COLUMBIA ASSOCIATION, INC.  
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Downtown Fitness Facility - CR4	This project is for design, engineering and permitting funds for the downtown fitness facility.	August-13	June-15	300,000	15,323
CA Headquarters Space - DR2	These funds are to begin the process of securing headquarters space for CA in downtown Columbia.			1,000,000	1,000,000
IT - Employee Self-Service - DR3	A web-based tool that enables team members and team leaders to take ownership of personal information and enables team leaders to track and maintain information about their direct reports.	January-14	June-14	61,000	61,000
<b>Total Category II Projects</b>				<b>7,586,000</b>	<b>1,772,029</b>

**COLUMBIA ASSOCIATION, INC.  
CAPITAL PROJECTS SUMMARY CATEGORY I AND II  
FOR THE BUDGETED PERIOD 2014**

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