

## JUNE 2016

### Message from the Office of the President/CEO

This month we are introducing a new feature – “Spotlight on the Website” – designed to highlight some of the CA website pages having information of interest to the community.

Our inaugural spotlight is on the events page - <https://www.columbiaassociation.org/events/>

While summer does not officially start until June 21, summertime events are already scheduled almost every night of the week in Columbia. If you need some ideas on what to go see or do, access the link above and note the navigation menu on the left side of the page. It lists an abundance of activities.

If events at the Lakefront are of interest, click on Lakefront Summer Festival and the link - <https://www.columbiaassociation.org/events/lakefront-summer-festival> - takes you to a page with information on concerts, movies, Dancin’ Under the People Tree, and Teen Open Mic Nights. An option near mid-page allows you to download/print the complete schedule from June-September.

If you want to celebrate the Olympics without going to Rio, click on Olympic Day/Open House and the link - <https://www.columbiaassociation.org/events/ca-olympics-day-open-house> – takes you to the page detailing CA’s Olympic-themed activities on Saturday, June 25. Events will take place throughout the day at the fitness clubs, pools, golf clubs, Columbia Athletic Club Tennis, and the SportsPark. A link to download the schedule is at the bottom of the page.

Care to explore the lakes, streams, woodlands, and wildlife of Columbia? Check out the 2016 Organized Outdoor Walks led by Ned Tillman - <https://www.columbiaassociation.org/events/2016-organized-outdoor-walks>.

If you missed one or more of the presentations in the Community Building Speaker Series, click on the link - <https://www.columbiaassociation.org/events/community-building-speaker-series>. Select the topic of interest to see a short synopsis, and in some cases a video, of the presentation.

Columbia Association is pleased to offer a wide variety of information to the community on its website and other pages will be spotlighted periodically throughout the year. If you have any questions or comments on the website, please contact Norma Heim, CA’s director of communications and marketing, at [norma.heim@Columbiaassociation.org](mailto:norma.heim@Columbiaassociation.org).



## **Sport and Fitness**

### **Administration**

Ms. Tavia Patusky joined the Sport & Fitness Department as the General Manager of the Supreme Sports Club. Ms. Patusky was previously with the Merritt Athletic Club in Eldersburg, MD.

### **Aquatics**

Jack Saunderson and Morgan Liberto, members of the Clippers, qualified for Olympic trials - Jack in the 200 Butterfly, and Morgan in the 200 Backstroke. In addition to swimming for Columbia, they are also lifeguards at our pools. Jack's event starts on June 27 and Morgan's starts on July 1. Preliminaries may be viewed via live stream each day. Finals will be on NBC each night from June 26 to July 3.

The Clippers team swam in three meets between May 27 and June 5. Swimmers came away with a total of 531 personal best times. To date, swimmers have achieved 7,886 new personal best times this season or an average of 24 new personal bests for each swimmer during the season. We are already well ahead of our all-time high of 7,050 personal best that we set last season.

Head Coach Jeff Scrivener was selected by USA Swimming to Coach at the Eastern Zone Select Camp June 1st through the 5th at UMBC. The camp provides our team with national recognition within USA Swimming.

### **Columbia Swim Center**

The Swim Center will be shut down from June 18-September 5 for the removal of the old Splashdown WaterSlides and the installation of the new slides, which will be ready in October.

### **Golf**

Hobbit's Glen held its Medal Play Club Championship the first weekend in June. Events such as these are open not only to annual members, but to Package Plan, Package Plan Plus and Daily Golf members as well. The men's champion was Mike Stackus. The female champion was Lisa Rosenfeld.

On June 7, Hobbit's Glen participated in the inaugural "International Women's Golf Day." The concept: Same day, same time – everywhere around the world – a celebration of women in golf! To reflect that, the event at Hobbit's began with a "putt around the world" in which golfers encircled the green and putted all at the same time, toward the same hole.

On June 8, Sandy Spring Bank brought a group of female clients to Hobbit's Glen for a golf clinic with Joan Lovelace, networking and a brief talk on the role of golf in the workplace.

### **Indoor/Outdoor Tennis Clubs**

All four tennis sites are fully open as our members are enjoying the outdoor season.

The last day of after school Junior Tennis programming will be Sunday, June 19, with the first day of Summer Tennis Programming beginning on Monday, June 20. CA will be offering a wide variety of classes for Adults and Juniors of all levels.

CA members who have been participating in local USTA Mixed 18 & Over Leagues and USTA Adult 18 and Over Tennis Leagues are winding down their regular seasons with the winners advancing to the District Championships upcoming in August.

Columbia Tennis Members enjoyed a special celebrity clinic featuring Murphy Jensen, former French Open Doubles Champion and Head Coach of the Washington Kastles, on Sunday, June 5th.

The Landscape and drainage improvements to Wilde Lake have been completed and should significantly improve the playing experience. New clay court maintenance equipment has been purchased and implemented at Hobbit's Glen to improve the clay court tennis experience.

On June 3, thirty-four players participated in the Hobbit's Glen Charity Tennis Tournament benefitting Shock Trauma.

### **Columbia Gym**

Columbia Gym enjoyed a successful extended shutdown from May 31 - June 12 that included expanded fitness floor replacement, hardwood floor resurfacing, lighting upgrades, three new HVAC units installed, painting, cleaning, parking lot improvements, and much more. KidSpace purchased new age appropriate toys for each room, painted, rearranged, and deep cleaned its section. Renovations and upgrades throughout the facility will continue through September and have been well received by members.

### **Athletic Club**

The Athletic Club has recently installed new cardio and strength equipment in the Package Plan Plus (PPP) room. This includes four Life Fitness treadmills, two Precor treadmills, two Life Fitness ellipticals, two Life Fitness upright and two recumbent bikes, and three Precor AMTs for the cardio line. A complete line of selectorized strength equipment in the PPP room, which enhances the workout experience with a natural, smooth and independent motion (each limb moves independently to overcome imbalances). All of the Life Fitness equipment is enabled with the LF Connect app, which members can download to keep track of their workouts.

At the end of May, the Athletic Club Personal Training Supervisor, Jennifer Medillin, and full-time trainer, Darrell Gough, participated in a CA Outreach event with HCPSS Atholton and Phelps Luck elementary schools. The purpose of the event was to thank local teachers for a job well done for the 2015-2016 school year. A total of 25 teachers participated at two separate events inside their individual schools.

### **Personal Training**

Columbia Association Personal Training has locked in the opportunity to partner with the Howard Community College Health Services Department by providing Internship opportunities to those students seeking insight into what is entailed in being a personal trainer. This internship is directly aligned with their current curriculum and will be available starting the fall 2016 semester.

### **Haven on the Lake**

A new summer schedule of group fitness classes has been introduced. Wellapalooza, a two-day wellness event including lectures from local doctors, was held on June 11-12.

### **Ice Rink**

The Ice Rink is currently in its summer shutdown period, which extends from June 5 through August 7.

## **Columbia SportsPark**

The Columbia SportsPark hosted Kids Day, which had over one thousand people in attendance. Michael Campanaro from the Baltimore Ravens attended, signed autographs and participated in picture taking.

## **Administrative Services**

### **Accounting**

Audit - CohnReznick began fieldwork for annual audits of CA and the Incentive Savings Plan on June 6. They will be onsite for approximately three weeks reviewing documents (CA and the villages), conducting interviews and having discussions with staff.

Accounts Payable - Beginning May 1, 2016, the accounts payable team fully implemented the paperless document imaging solution. This includes scanning invoices and checks and routing them electronically for approval. The benefits of this process are significant. Team members are able to review documents with a few clicks on the computer versus going to the storage room and pulling files. Paper vendor files will not be necessary freeing office space to be used for other purposes, eliminating staff hours spent on filing, and generating environmental savings (files, boxes, etc.)

Risk Management - Administrative Services worked with CA's insurance broker on the successful renewal of the commercial insurance program for FY 17. The program includes coverage for property and casualty exposure, professional and financial liability, as well as property, general liability and excess liability coverage specific to the Village Community Associations. Expert negotiation by the broker and CA team resulted in an overall savings in insurance premiums for the new fiscal year.

Accounts Receivable Management - Our April FY16 annual charge receivables balance is the lowest it has been for the past seven fiscal years even with an additional 2.9% increase in annual charge billings for FY 2016. Our April 2016 year-end annual charge receivables are \$60,000 lower than the April 2015 year-end balance.

Payroll - We are ramping up seasonal staffing for the summer, and paid about 1,325 team members on Friday, June 10, about a 10% increase over the previous pay period.

### **Human Resources, Learning & Organizational Development and Organizational Customer Service**

The Human Resources team was invited to attend the annual CA Aquatics Daybreak Swim held on Memorial Day from 8:00-11:00a.m. at Steven's Forest Pool, to discuss ethics and safety with over 300 lifeguards. The HR team also facilitated ethics and harassment training for over 100 lifeguards during the CA Aquatics new-hire orientations and for about 20 camp counselors at the Camps Division's new-hire orientation.

Approximately 70 team leaders and 150 team members have completed the Service Excellence introductory training. This program is designed to ensure CA continues to offer exceptional internal and external customer service.

The annual volunteer and team member appreciation picnic will be held on August 7, 2016 at CA's SportsPark from 4:00-8:00p.m.

## **Purchasing**

The Purchasing team reviewed and approved 885 purchase orders, reflecting the ramp-up of activities for the summer season. They also provided contract administration support for 15 formal solicitations for a wide variety of products and services, assisting in the development of scopes of work, arranging and leading pre-proposal meetings, negotiating and awarding contracts and providing post-contract administration. The Purchasing Division also provided all new team members with purchasing responsibilities with training.

## **Information Technology**

Infor X Upgrade Project - The IT team continued to lead the Infor version 10 and cloud migration project, primarily through extensive vendor management and work with the Infor project team to test and resolve configuration and implementation issues as well as improved performance tuning.

Google Apps Licenses, Support and Training - As our workflow continues to grow, so do our needs for Google Apps for Business licenses. CA's IT Division was able to negotiate a Google Apps for Business contract for an additional 250 temporary user licenses, saving CA nearly \$8,500 as compared to the full-time user license.

Secure Form Solution - In our continued efforts to safeguard our members' personal, financial and medical information, CA's IT team developed an online registration form for the Art Center using Luxsci Secure Forms. School Age Services (SAS) is already using a similar solution. SAS internal procedures require that their registration form stops taking in new data for a specific period of time. CA's IT team and Luxsci came up with a workflow to assist in this request without deleting existing data or forms.

Spectrum NG (SNG) Management and Support - In collaboration with the SNG team, the IT team replies to feedback and inquiries made via the SNG app (i.e., how to book a class, how to select facilities and membership questions). The team also supported this mission-critical application by creating or updating 34 reports and queries, testing active directory integration with SNG to help develop a plan to move forward with implementation, ongoing creation and termination of SNG accounts, and correcting other SNG reporting issues.

Support for Seasonal Activities - The IT team installed a security system at Fairway Hills Golf Club, setup and verified the configuration of voice and data for the 23 outdoor pools, and worked with Verizon and Comcast to repair voice and data service to a number of pools and other facilities.

## **Community Planning**

### **Columbia Planning and Development**

Staff from the Office of Planning and Community Affairs (OPCA) continued to participate in and monitor proposed and on-going development projects in and around Columbia. The [Development Tracker](#) provides information on development related meetings and submitted proposals for sites in and near Columbia. This is updated monthly and is available on-line at <http://bit.ly/developmenttracker>.

Planning staff also attended and/or participated in various meetings related to planning and development. These efforts are enhancing CA's influence and in planning and development matters that are impacting Columbia including:

- Oakland Mills Village Center Redevelopment Feasibility Study – CA is helping to fund the study and CA’s planning staff is part of the County’s study work team that is coordinating the study. CA planning staff attended and assisted with the community kick-off meeting held June 6 at The Other Barn. The consultant team received community feedback and information regarding retail, office institutional uses and physical/site design.
- Long Reach Village Center Redevelopment – Howard County Government is working on an application for the Long Reach Village Center to be designated a state Sustainable Community. CA provided input to the application and the boundary of the area and wrote a letter of support of the application. This designation would make the community eligible for several state programs and financial resources including loans and grants.
- Complete Streets - The County has convened a Complete Streets Implementation Team that is tasked with developing a Complete Streets Policy and recommending changes to the County's Design Manual related to roads and bridges to be in alignment with that policy. CA's Planning Director is the only non-governmental representative on this work team and was asked to serve on the committee because of CA's extensive involvement and interest in enhancing our community for those who walk and bicycle. The work team held its first public stakeholders meeting on the project on June 15.
- SR 32 Widening. CA's planning staff attended State Highway Administration’s public information meeting on June 16. The long-planned and funded project is to make safety improvements and widen Route 32 to four lanes between Route 108 and Linden Church Road.
- Grandfathers Garden Center – Planning staff attended the Pre-submission Community Meeting for the Grandfather’s Garden Center site in the Village of Long Reach. The meeting was held June 9. The concept is for approximately 19 new single family houses to be built on the site. The developer plans to seek development approval.

### **Bicycle and Pedestrian Counts**

CA planning staff coordinated and organized the 2016 bicycle and pedestrian count program. This was the third year of the program and CA partnered with the Howard County Office of Transportation and added six additional locations from 2015. More than 30 committed community volunteers participated in the count, which measured the number and demographics of those who use CA’s pathways and other key destinations/intersections. CA Planning staff is compiling the data and will have a report available this summer.

### **Community Services**

Columbia Art Center participated in the Long Reach Village community arts festival, “ARTreach,” on June 11. Sponsored by the Howard County Arts Council, Howard County Government, Columbia Festival of the Arts, Long Reach Village Association and Columbia Association, the one-day event featured free family art activities, live music, art demonstrations, face painting, and puppet and mime performances.

The Volunteer Center Serving Howard County spoke to members of the new Leadership Howard County class about ways to identify volunteer opportunities within the community and how organizations can recruit board members through Board Connection on May 17. One attendee has since posted a need for board members. The Volunteer Center gave a presentation on the health

benefits of volunteering at the Health and Wellness Fair sponsored by the Howard County Public School System on May 20.

Patricia Dugan was hired as the new Older Adult Programs Manager. She has been meeting with representatives from Howard County Government and CA to compile a comprehensive list of current programs.

Columbia Archives partnered with Preservation Maryland on the June 4 bus tour advertised as The Next America: Columbia, MD. Before boarding the bus, Barbara Kellner provided a short orientation on the history and vision of Columbia. Stops included the 19th preserved buildings in Wilde Lake, as well as the fine examples of mid-century modern custom homes in The Birches; Whole Foods; and Merriweather Post Pavilion, providing a picture of architecturally and historically significant structures in context of preservation and adaptive re-use.

Columbia Archives presented a program on “Downtown Columbia: The Idea, the reality, the possibilities” for the Hickory Ridge Village Association senior luncheon on May 13.

Columbia Archives hosted Guian McGee, a professor of Public Policy at the University of Virginia for extended research. His testimony is worth noting.

*“The research materials at the Columbia Archives proved immensely helpful for my research on the Johns Hopkins Medical Institution’s role in establishing the Columbia Medical Plan and Howard County Hospital. The Wallace Hamilton papers provided an excellent summation of the key events in this process. The James Rouse papers offered even greater depth on the material covered in the Hamilton papers, adding insights into additional issues and details. The two collections worked tremendously well together, with the result that I feel that I can provide a detailed and accurate account of the formation of the plan and founding of the hospital...Overall, the archival collections at the Columbia Association were very helpful for my research, and the staff was extremely organized, professional, and helpful.”*

The Youth and Teen Center (YTC), in partnership with the Oakland Mills Interfaith Center, has joined the brigade of residents, worshipers and individuals to take care of the newly planted 60 trees on the grounds by taking a designated day of the month to water the trees. The YTC participants will water the trees on Fridays during the month of July, as the trees will be in danger of not surviving if there is less than an inch of rain during the months of June-October.

The Howard County Government FY 2017 Budget has been unanimously approved by the Council. The 50<sup>th</sup> Birthday Celebration is earmarked for \$100,000, with in-kind county services to support activities in 2017. We are grateful for the partnership.

## **Communications and Marketing**

### **Email Broadcasts**

CA sends approximately 22 email broadcasts per week. The broadcasts that go to general audiences and therefore have much larger dissemination are kept at no more than one per week. The others are sent to specific audiences, such as the Art Center, Camps, Golf, School Age Services, etc. Open rates range from 30% - 61%.

## **PR and Media Coverage**

Four press releases were sent between May 14 and June 10. High profile coverage during that period included a FOX 45 story about an ammonia leak at Columbia Ice Rink; a Columbia Flier article on CA's new membership structure; a Her Mind Magazine article on the PALS program and the partnership with CA and the Howard County Government; and a Columbia Flier article about the annual student/faculty exhibition at Columbia Art Center. The C&M team has been working with the Columbia Flier and Baltimore Sun regarding an article they posted about the new membership structure: most items were corrected for their print edition.

## **Broadcast and Related Media**

Orioles Game Sponsorship: As part of our Comcast TV Orioles package, CA is the “sponsor” of several games in June. While going to commercial break, CA’s logo will appear, with the text and voiceover, “This program brought to you locally by Columbia Association. Howard County’s premier choice in sports and fitness. Visit ColumbiaFit.org today.”

Maryland Public Television Program Guide: MPT’s June program guide contains information about CA pools, pool memberships and Aqua Fitness classes.

Maryland Public Television TV Ads: Info on CA programs and membership air throughout June on MPT.

Digital: Digital spots on CA memberships continue to run on ExploreHoward.com, BaltimoreSun.com and CountySportsZone.com. All ads link to ColumbiaFit.org.

## **Publications**

The CA Annual Report is being printed and will mail with annual assessments in July. CA Monthly will focus on summer events and features, and Howard Magazine will feature a cover story about CA's pools with water play features, CA's ponds and pedicures.

## **Video & Radio**

Video: 2016 Outdoor Pool Season, CA Summer Lakefront Festival, nutrition and wellness tips, Columbia SportsPark, The Village in Howard, Open Space/Community Resource Specialist

Radio: Columbia Sports Park, 2016 Outdoor Pool Season, Summer Lakefront Festival

## **Social Media**

Scheduled social media postings center around the many events going on and membership. Membership postings are “boosted”, and we find that the greatest number of clicks we receive are from males 18-34 and females 25-44.

## **Website**

A page was added in the Membership portal of the website about the new membership structure.

## **Monthly Updates**

### **Inner Arbor Plan and Organization**

The next meeting of the Inner Arbor Trust Board of Directors is Tuesday, June 28.