



SENIOR
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January 2017

Message from the Office of the President/CEO

Columbia Association's new year begins with changes, challenges, and opportunities. The landscape of Downtown Columbia continues to evolve - Two Merriweather is being erected; the m.flat and TenM apartment buildings next to the Metropolitan are under construction; Little Patuxent Square will offer office space and apartment homes in spring 2017; the new apartment homes in the Wilde Lake Village Center are being leased; and the Chrysalis opens on April 22.

CA's FY 2017 Board of Directors will spend the final four months of the fiscal year working on issues, such as the passage of the conditional FY 2018 budget; village center revitalization; evaluation of its revised and streamlined governance structure; and Board goals for FY 2018.

Eclipsing these activities will be Columbia's six-month celebration of its 50th birthday. The observance begins on Sunday, March 19. Its theme of "Appreciate the Past; Imagine the Future" may evoke nostalgia of a simpler, perhaps more idyllic, community. Yet, the evolution of Columbia into a vibrant, cutting-edge community in the 21st century and the Number 1 Small City To Live In is no less remarkable than its creation fifty years ago. Juxtaposition of small neighborhoods and towering, mixed-use high-rises may seem at odds. Vision unites them both.

Information Sessions for Potential BOD Candidates

Information sessions for potential candidates for the Columbia Association Board of Directors will be held on Tuesday, February 21, 2017 from 7:00-9:00 p.m. and on Saturday, February 25, 2017 from 10:00 a.m.-Noon in the Board Room at CA headquarters, 6310 Hillside Court, Suite 100, Columbia, MD 21046. Potential candidates are encouraged to attend and learn more about Columbia Association, the role of its Board members, and how service on the CA Board impacts the community.

Administrative Services

Accounting

The Accounting team led the CA-wide work on developing proposed amendments to the Conditional FY 2018 operating and capital budgets, taking into account stakeholder input, CA's current financial condition, and other factors. The proposed amendments were presented to the CA Board of Directors at its January 12, 2017 work session.

Sport & Fitness

Tennis

Over seventy junior tennis players attended the annual Jingle Ball Smash Junior Tennis Tournament on December 30-31, 2016 at the Owen Brown Tennis Club. These junior players competed in both singles and doubles throughout the two-day event.

CA Tennis is offering day tennis leagues this winter, with the goal of introducing new players to the game.

Haven on the Lake

The Mall in Columbia has expressed interest in having Haven on the Lake continue its “Yoga on the Plaza” classes in spring and summer 2017.

Haven on the Lake and the Sheraton Columbia Town Center Hotel are working together in 2017 in the areas of package promotions, on-site classes, and events.

Supreme Sports Club

Supreme Sports Club and the Group Fitness Team began offering CX-WORX, a 30-minute, core strengthening class, on January 1. Classes have been well-received.

Planning & Community Affairs

Increasing Influence in Columbia Planning and Development

Staff from the Office of Planning and Community Affairs continued to participate in and monitor proposed and on-going development projects in and around Columbia, including participation in various meetings related to planning and development.

Village Center and Downtown Redevelopment

- Hickory Ridge Village Center Redevelopment Proposal – Staff attended the respective presentations to the Hickory Ridge Village Association Board on December 5 and the Design Advisory Panel on December 7.
- Oakland Mills Village Center Redevelopment Feasibility Study – Staff continues to serve as a member of the client team for the County’s village center redevelopment feasibility study. The consultant team is currently producing the feasibility report based upon market findings.
- Long Reach Village Center – Howard County government released the request for developer proposals for the redevelopment of the village center. Staff attended the pre-proposal meeting/”Industry Day” at Long Reach Village Center on January 11. This county-hosted meeting allowed developers and other prospective bidders to learn more about the village center and ask questions prior to submitting their proposals which are due in March.
- Downtown Columbia Cultural Center – Staff attended the Planning Board meeting on January 19 related to the proposed Downtown Columbia Cultural Center that will include a new Toby’s Dinner Theater, studio space and 202 apartment homes.



Staff also updated the [Development Tracker](#), which provides information on development related meetings and submitted proposals for sites in and near Columbia. The Development Tracker is available on-line at <http://bit.ly/developmenttracker>.

Communications and Marketing

Email Broadcasts

CA averages 25-30 email broadcasts each month, some of which go to particular audiences (for example, school age services), or broad audiences (such as CA Digest eNewsletter). The monthly open rates for emails going to broad audiences have climbed to 45-50%. Benchmark information published in January 2017 shows that average open rates for both non-profits and the sports industry is about 25%, putting CA far above the average.

Public/Media Relations

CA aided *Common Ground* magazine with two articles, including a cover story about Columbia turning 50.

Publications

Communications & Marketing is working on a 24-page insert highlighting Columbia and its 50th Birthday, which will run in *Howard Magazine's* February 2017 issue. The team is working as well on the *Spring Activities Guide*, scheduled to mail toward the end of April. This issue highlights the new membership structure.

Social Media

CA continues to show strong growth in social media platforms:

- Facebook: 25%
- Instagram: 72%
- Pinterest: 13%
- Twitter: 21%
- YouTube subscriptions: 13%
- YouTube views: 24%

Open Space and Facility Services

CA's Open Space and Facility Services Department continues to be busy constructing and repairing CA's amenities. Of particular note is the completion of a major trellis bridge along the pathway below the Lake Elkhorn dam. The span is 65 feet long and allows for the completion of the widening of the pathway to 10 feet on one of the busiest trails in the CA Pathway system. The bridge was designed by Denis Ellis, division director for Capital Improvements.

Construction on the Long Reach Tennis Club is projected to start February 2017. Design is complete and we are waiting for the final construction permits from the County.



Replacement of the Fairway Hills Golf Course bridge and boardwalk (destroyed in the July 2016 flooding) is now complete. All access pathways for the Golf Course have been restored to normal operations.

Energy Management Program

CA's energy management program had several recent accomplishments. CA was invited to give a presentation on our combined heat and power (CHP) project at a Department of Energy conference in May 2016. CA also completed LED lighting upgrades at the Columbia Art Center and Bryant Woods Neighborhood Center. As part of its community outreach, CA launched the Columbia Smart Energy Challenge program which encourages residents to perform energy audits of their homes and provides advisory and financial incentives for participants.

Community Services

Youth and Teen Center

The Youth and Teen Center (YTC) was a recipient of the Governor's Crime Prevention Award for its outstanding contributions to the furtherance of crime prevention. The Maryland Department of Public Safety and Correctional Services hosted the awards ceremony on December 13, 2016, where the YTC was one of the few community agencies honored.

Art Center

Columbia Art Center hosted a reception on December 8, 2016 for its annual holiday show, "Singular Sensations." The show featured more than 300 works of art created by 75 artists, all of which were for sale for \$150 or less. More than \$2,000 in works was sold during the show.

Volunteer Center Serving Howard County

The Volunteer Center's Annual Guide to Giving, published in November 2016, received more than 560 online views and over 100 connections were made to volunteer opportunities.

Upcoming Events

Volunteer Center Serving Howard County

Volunteer Center Serving Howard County, in cooperation with Howard County's Martin Luther King, Jr.'s Day of Service, partnered with 10 organizations to offer service projects on Monday, January 16, 2017 at the Columbia Gateway Center from 8-11:30am and at host sites. Additional opportunities will be available throughout the week. Information can be found at volunteerhoward.org/hocomlkserve.

Columbia Art Center

Columbia Art Center will host a reception on January 18, 5-6:30pm for the Howard County Public School System (HCPSS) show "Postcards Home: Wish You Were..." More than 200 works created by grades 1-12 will be on display. This annual theme show runs each January as part of Columbia Art Center's partnership with the HCPSS. The reception is free of charge and open to the public.



Columbia Art Center is partnering with the Long Reach Village Association to provide a Day of Service art activity to be held on January 27 at the Long Reach Village Center. Volunteers will make toys for Howard County Animal Rescue.

Supreme Sports Club

Supreme Sports Club will hold a launch party for Body Pump 100 and CX-WORX on Saturday, January 21. The event is open to the community.

Columbia 50th Birthday Celebration

The launch of the Columbia 50th Birthday Celebration is scheduled for Sunday, March 19, 2017, at 11:00 am in the courtyard between Maggiano's and Seasons 52 at The Mall in Columbia. The ceremony will last approximately twenty minutes. Inside the Mall, activities will be positioned from Nordstrom to Sears on lower and upper levels.

A 50th Birthday Celebration feature attraction from England, "Architects of Air," will be produced by the Columbia Festival of the Arts during the Lakefront Festival on June 16-19, 2017. A special VIP preview will be held Thursday, June 15.