



SENIOR
LEADERSHIP
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February 2017

Message from the Office of the President/CEO

"Better be Quick to Buy-A-Brick."

CA's "Buy-A-Brick" program, launched in November 2016 as part of the Columbia 50th Birthday Celebration, closes on Friday, February 24, 2017. Personalized bricks may be purchased to be placed in either the 50th Birthday section or in the general plaza area at the Downtown Lakefront. Installation will take this summer; existing bricks that are cracked or chipped will be replaced at the same time.

As of February 14, 263 bricks have been sold. Nine were purchased by employees, 219 were sold in the 50th Birthday section, and 35 were sold for placement in the general sections.

More information, together with the instructions and forms to be completed to purchase a personalized brick, may be found at the following link on the CA website: www.columbiaassociation.org/purchase/buy-a-brick/. Purchased a brick in the past and cannot find it? The link also has a "Find Your Brick" app that will help you locate bricks already in place.

Purchasing a personalized brick is a special way to commemorate Columbia's 50th Birthday. The celebration will officially begin on March 19 and last for six months. Bricks will be here long after the candles have been blown out.

Administrative Services

An inter-departmental team led by Lynn Schwartz, CA's Director of Finance/Treasurer, selected the vendor for a new budgeting software solution, after a very thorough competitive process. The Purchasing team is negotiating the contract, and a high-level project plan has been developed. The goal is to have the new budgeting tool in place this fall for use in developing the FY 2019/2020 budgets.

The Accounting Division held the first of what is planned to be a series of learning sessions on the use of financial analysis tools for CA's facility and program managers. This new initiative focused on the reports and tools in Lawson and SNG that will help non-financial managers better understand their financial statements and use them more effectively in their day-to-day decision-making.

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.

Village Center and Downtown Redevelopment

Planning staff attended/participated in various meetings related to planning and development.

- Hickory Ridge Village Center Redevelopment Proposal – Staff attended the presentation to the Design Advisory Panel on February 8.
- Oakland Mills Village Center Redevelopment Feasibility Study – Continued to serve on the client team for the County’s village center redevelopment feasibility study. Consultants are preparing the final report. The final report will be posted on the project website, followed by Howard County government holding a final public meeting.
- River Hill Garden Center Redevelopment– Staff attended the presentation to the Design Advisory Panel on February 8.
- Howard County Capital Budget – Staff continued to monitor the county’s capital budget process for Columbia-related projects.

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

Open Space Assessment

Columbia’s open space is a distinguishing feature of Columbia and provides health, recreation, aesthetic, and ecological benefits that contribute to Columbia’s quality of life. As part of achieving one of CA’s strategic goals related to environmental stewardship, an interdepartmental work group was convened to review existing open space related-plans, policies, programs, and management protocols. The work group is assessing what CA may need to augment, update or change in its open space planning and management framework. Chaired by the Director of Planning and Community Affairs, the Open Space Assessment work group has completed its analysis and is currently preparing a draft Open Space Assessment report. This effort began in August 2016 and is anticipated to be completed by April 2017. A presentation to the CA Board regarding the report’s findings is anticipated in April.

Communications and Marketing

Ad Campaigns

–The Yay CA! advertising campaign continues in print, direct mail, digital and television ads. Ads in January focused on personal training and Martial Arts was the focus for February. Golf, the new membership structure, and pools will be featured in upcoming campaigns.

–Television ads on MPT and radio ads on WYPR are running in February and March.

–January through March is when several yearly publications are distributed featuring ads for CA such as the *2017 Parents Resource Guide to Howard County*; *2017 Chamber of Commerce*



Business Directory and Buyer's Guide, 2017 Official Visitors and Residents Guide to Howard County (also features ads for Camps, Haven and Golf) and the *2017 Guide to Howard County*.

–Non-membership ads include the Smart Energy Challenge in the *Columbia Flier* and the *Business Monthly Columbia* at 50 insert and Summer Camps in the *2017 Camp Guide* insert in the *Columbia Flier/Howard County Times/Laurel Leader* and *Arbutus Times*

–Haven on the Lake was featured in the television ads on MPT; on digital ads on BaltimoreSun.com/ExploreHoward.com and the Baltimore Sun Ad Network; in a geo-targeting mobile ad campaign through CBS Baltimore (personal training and CA memberships were also part of the campaign) and as a print ad in the special Columbia at 50 insert in *Howard Magazine* in February.

Publications

–The special insert in *Howard Magazine's* February issue is a separate 24-page section devoted to Columbia's 50th Birthday.

Press/Media

High-profile coverage mid-January to mid-February included a cover story about Columbia and Columbia Association in *Common Ground* magazine; a mention of CA's pools in the *Baltimore Jewish Times*; and a story about CA's Cardio Hula Hoop classes in *Howard Magazine*.

Video

Columbia Matters, which began airing in 2004, aired its last episode as of January 2017. Columbia Matters will be replaced with "Getting to Know CA." This will be a series of shorter videos about Columbia Association programs, services and events. We are also creating a series of short videos that will run on the monitors in CA's three clubs to showcase new group fitness classes and programs taking place in the facilities and options under the new membership structure.

Other

The C&M team will be present at board meetings for all ten villages throughout March and April to explain the new membership structure to board members and other individuals attending those meetings.

Site visits have been made to Columbia Gym and the Athletic Club to identify where digital signage will be installed in spring. Digital signage will also be installed at the Swim Center in late summer.

Open Space and Facility Services

CA's Open Space and Facilities Services Department is taking full advantage of the mild winter. CA's construction crews have replaced or widened more than one mile of pathway around Lake Elkhorn and just recently installed CA's longest foot bridge below the Lake Elkhorn dam outfall pond.

Permitting activity associated with the Long Reach tennis facility is in the final phase of county processing and will be released pending signatures on approved plans. Grading activity is expected to begin within the next few weeks.

Energy Management Program

Columbia Association has been selected to be a BGE Smart Energy Savers program spotlight partner. As part of this recognition, a case study brochure and promotional video will be developed by BGE to highlight CA's energy management program. CA's community outreach initiative will continue to promote the Columbia Smart Energy Challenge program and is preparing for a community energy meeting at Historic Oakland in March.

Community Services

Columbia Art Center

The Howard County Public School System (HCPSS) and the Columbia Art Center held a reception for the HCPSS annual partnership show, "Postcards Home: Wish You Were Here..." on January 18, 2017. More than 250 students (grades 1-12) and their families attended the reception.

Columbia 50th Birthday Celebration

The 50th Birthday Celebration event calendar has been published. The February Howard Magazine features a special 50th Birthday pull-out 24-page section listing events and Columbia overview. This piece will be used as a marketing tool to gather interest and general support for the 50th Birthday.

Upcoming Events

Columbia Art Center

Columbia Art Center will hold its annual Faculty/Student Exhibition reception and potluck dinner on Wednesday, March 15, 5:30-8pm, free of charge and open to the community. The evening event provides an opportunity to talk to instructors and students of all ages and to learn first-hand about the programs offered at Columbia Art Center.

Columbia 50th Birthday

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