



SENIOR  
LEADERSHIP  
TEAM

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## April 2017

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

As Columbia Association approaches the end of its fiscal year, we would like to recognize and thank the members of our Board of Directors for their service these past 12 months. Discussions were held on many substantive issues and their accomplishments include:

- Supporting the community by sending a letter to the Howard County State Delegation regarding noise levels at Merriweather Post Pavilion;
- Preparing testimony on the affordable housing legislation and presenting that to the County Council;
- Approving the conditional FY 2018 budget, which included funding for the Downtown Columbia Partnership and the Inner Arbor Trust;
- Approving the ethics policy documents;
- Approving new dashboard metrics providing insights into marketing efforts, membership and revenue, and progress in serving the needs of its members and guests (via the net promoter score from Clarabridge);
- Extending CA's Minority Business Enterprise Policy for five years; and
- Approving the expenditure for a temporary bell tree for the carillon as part of Columbia's 50<sup>th</sup> Birthday celebration.

CA would also like to thank the members of the Boards of Directors of the ten village community associations for their service to their village and to the community this past year. As a reminder, village elections will take place at the end of April. Voting is one of the principles upon which Columbia was founded, and citizen participation in these elections is crucial to ensuring a quorum for election and, in some instances, determining the outcome of a race. Your vote is an investment in our community and we encourage you to cast it in the upcoming village elections.

### Sport and Fitness

#### Administration

Recently, the Personal Health Investment Today (PHIT) Act (HR 1267/S 482) was introduced in Congress. The bill would expand the definition of a medical expense to include physical activity, and allow consumers to use pre-tax accounts such as Health Savings Accounts and Flexible Savings Accounts to pay for qualified fitness expenses. If passed, the PHIT Act could save individuals and families up to 20-30% of their fitness and sports expenses, and could mean more members joining, current members increasing participation, and better member retention.

## **Sport and Fitness (cont'd)**

### **Ice Rink**

The Columbia Ice Rink hosted the Columbia Figure Skating Club's spring show entitled "Sing into Spring" on March 25-26. Over 1200 individuals attended the event, which marked the 20-year anniversary of the Columbia Figure Skating Club's spring show.

## **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.

### **Land Development Regulations Assessment**

At the March 23, 2017 Columbia Association Board meeting, Valdis Lazdins, Director and Amy Gowan, Deputy Director from the Howard County Department of Planning and Zoning spoke to the Board about the county's initiative to undertake a comprehensive review and assessment of the county's land development regulations. This is the first phase of a two phase effort to re-write and modernize Howard County's development regulations (zoning and subdivision). The first phase is anticipated to last approximately one year and will include stakeholder interviews, on-line surveys and public meetings; document review; and code diagnosis; and an annotated outlined for a revised code. Following the completion of the first phase, the next phase will entail the drafting of the new development regulations.

The Department of Planning and Zoning has formed a Development Regulations Steering Committee. The steering committee will meet approximately once a quarter over the next year and will provide guidance to the consultants. CA's Director of Planning and Community Affairs has been selected to be a steering committee member. She participated in the first committee meeting in late March.

### **Village Center and Downtown Redevelopment**

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

- The Design Advisory Panel meeting on April 12 at which Howard Hughes Corporation presented exterior modifications for Building A in Downtown Columbia (corner of Little Patuxent Parkway and Broken Land Parkway) for an additional screen wall located between the existing service area and the intersection of Broken Land Parkway and Little Patuxent Parkway. The proposed screen wall will shield two coolers and associated condenser units on the side of the building to provide enough space for the restaurateur (owner of Iron Bridge Wine Company) to locate in this building. The DAP had no objection to the proposal. A red-line revision will be made to SDP-15-068 reflecting the proposed changes.
- Oakland Mills Village Center Redevelopment Feasibility Study – The consultant team Bolan Smart presented the final report to the community on March 22 at Oakland Mills Middle School. The consultants presented their findings and recommended next steps to

the community. CA staff attended and CA's Director of Planning and Community Affairs was part of the question and answer panel that followed the consultant's presentation. More about the study and the final report can be found on the Howard County Government website at this link: <https://www.howardcountymd.gov/Oakland-Mills-Village-Center>

- 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**

Staff provided an overview of the Open Space Assessment final report to the Columbia Association Board of Directors at their April 13 work session. This effort included the review and compilation of existing open space related-plans, programs and stewardship protocols. Chaired by the Director of Planning and Community Affairs, the Open Space Assessment work team documented what CA has in place, what has been achieved in recent years, and recommend implementation items related to CA's management and stewardship of its open space resources. The report and the companion set of new maps can be found on CA's website.

## **Communications and Marketing**

### **New Membership Structure**

Communications regarding the new membership structure include the following:

- Messaging from Marketing introducing the new membership options with a tag line of "A New Way to Play".
- A video posted about [CA's new membership structure](#).
- Posting new member rates on the CA website under Membership.

### **Video**

A new series called CA TV has debuted in CA's fitness facilities that features programs, classes and events. The purpose is to build awareness and cross-promote opportunities for participation.

Testing has been completed for streaming Board of Directors (BOD) meetings, a new communication tool being provided to the community so that they can view BOD meetings remotely. They may also view past BOD meetings by agenda item to stay informed.

## **Open Space and Facility Service**

### **Open Space Maintenance**

Open Space Management kicked off the third year of *Exploring Columbia on Foot* on March 26, 2017. The first 2017 walk highlighted the 50,000+ daffodils planted throughout Columbia as part of the celebration of Columbia's 50th birthday. More than 50 attendees joined



the two-mile walk in Downtown Columbia which highlighted significant environmental, historical, and future development activities in Downtown Columbia, as well as the 50,000 daffodils

<http://www.baltimoresun.com/news/maryland/howard/columbia/ph-ho-cf-columbia-50-daffodil-tillman-0323-20170323-story.html>

Open Space Management, in cooperation with the village community associations, held the 9th annual Columbia Clean Up Day on March 25. There were 184 volunteers who helped clean up the open space throughout Columbia. Over 270 bags of trash were collected with a few notable 'odd' items: toaster oven, ladder, sofa cushions, baby monitor, tires and shopping carts.

### **Construction and Facility Services**

Swim Center – Work associated with new gas and electrical service to the Swim Center and Slayton House began in mid-March. This work is in response to the facility assessment survey and was scheduled to take place this spring in coordination with improvements to the Swim Center that will take place this coming summer.

Long Reach Tennis Center – Grading and storm drain work associated with the Long Reach Tennis Center are now underway and will continue for the next several weeks. Utility service and work on building foundations will begin later this spring or early summer.

### **Energy Management**

CA's energy management efforts at Supreme Sports Club were selected as a showcase project by the U.S. Department of Energy with [blog](#) and website posts highlighting the combined heat and power project and lighting upgrades made to the facility in recent years. From a community outreach perspective, CA continued promoting the Columbia Smart Energy Challenge program and will be participating in Howard County's Green Fest to celebrate Earth Day on April 22.

Major mechanical improvement projects are also moving forward at a good pace. The ice rink renovation project is preparing to begin construction in early May. Procurement is completed on an HVAC renovation project at Supreme Sports Club which will replace two units in early summer with ENERGY STAR certified equipment.

## **Community Services**

### **Volunteer Center Serving Howard County**

The Volunteer Center Serving Howard County participated in the selection of Howard County's Volunteer of the Year and supports its ceremony on Wednesday, April 12 at 7pm at the George Howard Building, Ellicott City.

The Volunteer Center Serving Howard County hosted a panel discussion on corporate volunteerism with Alissa Ganser, Director of External Relations and Programs for Business Volunteers Maryland; Priscilla Reaver, Partnership Specialist, Howard County Public School System; and John Startt, Board member, Rebuilding Together Howard County. The activity was attended by 30 community partner staff members. The center also recorded the session for review by Volunteer Center partner staff.



The Columbia Art Center and the Volunteer Center Serving Howard County hosted a reception and awards ceremony on Friday, April 7 for the 8th Annual Blossoms of Hope theme invitational show. Sponsored by Blossoms of Hope of Howard County, this year's theme was Healing Hands/Words of Inspiration. The collaboration for the show expanded this year to include both the Volunteer Center and the Howard County Poetry and Literature Society. In honor of Columbia's 50th Birthday, the show featured 50+ works of art with corresponding words of inspiration contributed by area writers and poets. The April 7 reception was attended by more than 145 people including Steve Snelgrove, president and CEO of Howard County General Hospital and representatives from the Claudia Mayer/Tina Broccolino Cancer Resource Center, for which proceeds from the show were raised.

### **Columbia Community Exchange**

Columbia Community Exchange (CCE) hosted a skill share fair on March 25 at The Barn to celebrate ten years of time banking in Howard County. Time Bankers gave demonstrations, taught a quick skill and offered tips on a variety of everyday services offered through CCE. Presentations offered were: Putting Together a Basic Toolbox; Feng Shui; Basic Bookbinding - Pamphlet Stitch; Healthy Cooking Options; Invasive Plant Removal; Home Homeostasis; Eazy Freezy; Create a Pollinator Garden; Easy Yummy Dairy Replacements; and Guidance for College Search Process. CCE worked with Transition Howard County on this event.

Columbia Community Exchange worked with the Bridgeway Community Church to present a "Caring is Sharing" Wellness Workshop featuring a conversation starter kit for end-of-life care wishes. Twenty people attended the March 5 workshop to learn about Horizon Foundation's Speak(easy) Howard campaign to encourage people to discuss end-of-life care wishes with loved ones and to name a health care agent.

### **School Age Services**

School Age Services hosted the final Family Fun Night on April 7. Parents and siblings joined their school age children for dinner and a dance party, and the opportunity to interact with our staff.

School Age Services will participate in "10¢ for the Excellent" beginning April 18. The focus of this community service project will be the Maryland SPCA. Children will participate in activities about the work done by the SPCA, and are encouraged to donate 10¢ for the cause.

The staff at the Worthington Elementary School Age Services program will be recognized at the Howard County Celebrate Success Awards event. The ceremony honors those in the county who make a difference in the lives of children.

## **Upcoming Events**

### **Columbia Art Center**

Columbia Art Center Galleries will host the 2017 Congressional Youth Art Competition for the 3rd District of Maryland on May 11-13, 2017. The show will feature art entries from five areas including Baltimore City, and Baltimore, Anne Arundel, Montgomery and Howard Counties. The awards ceremony will be held Saturday, May 13, 2-4pm and Congressman John P. Sarbanes will present the awards at 3pm. The winning selection will be exhibited in the U.S. Capitol in



Washington, DC with the winners from the other Maryland districts. The Honorable mention winning works will be displayed in Congressman Sarbanes' Towson and DC offices.

### **Columbia 50<sup>th</sup> Birthday Celebration**

Join Howard County Public Schools Fine Arts salute to Columbia 50, Sunday, April 23, 4:00 PM, Merriweather Post Pavilion. The twelve public high schools--over 800 students--will take the stage to honor Jim Rouse's legacy of community, collaboration, integration, diversity, vision and human values. The event is free and lasts approximately 90 minutes.

### **International Exchange & Multicultural Programs**

International Exchange & Multicultural Programs invites the community to participate in an afternoon of displays, dance performances, music, activities for children, demonstrations and other cultural arts highlighting the cultures of Australia, New Zealand and all of the Pacific islands. The Oceania CultureFest is a free family event that will be held on Sunday, May 7 from 1:30-4:30pm at Miller Branch, Howard County Library System, 9421 Frederick Road, Ellicott City. Families can pick up a "CultureFest Passport" upon arrival and complete it for door prizes. The event is hosted by Columbia Association (CA) and Howard County Library System.

### **Camps Division**

The Camps Division will host a "Camp At A Glance" event on Saturday, April 22 from 1-4 pm at Lake Elkhorn. The event is free and attendees will have an opportunity to get a preview of a day at Nature Camp. There will be various activities, such as arts and crafts, group games, archery and canoeing, in which everyone can participate. All activities will be facilitated by CA's Nature Camp staff.

### **Other Events**

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| May 13       | Dog Day Afternoon (Rain Date – May 20)   |
| May 20       | BGE Recycle Air Conditioner/Humidifier Day – SportsPark<br><a href="https://www.columbiaassociation.org/event/drop-off-old-room-air-conditioner-dehumidifier-get-25-reward/">https://www.columbiaassociation.org/event/drop-off-old-room-air-conditioner-dehumidifier-get-25-reward/</a> |
| June 3       | Kids Day – SportsPark – 10am-2pm   |
| June 24 & 25 | Open House-Columbia Athletic Club, Columbia Gym, Supreme Sports Club   |