

July 2016

Message from the Office of the President/CEO

“This nation will remain the land of the free only so long as it is the home of the brave.”

*Elmer Davis
Director of the US Office of War Information-World War II
Peabody Award Winner*

Fireworks celebrating America’s independence are a staple every night at the beach where my family vacations, even though we arrive well after the Fourth of July. By then, fireworks are technically illegal. Nevertheless, this year as we unloaded the car at the condominium complex where we stay, the security guard sternly warned guests about possible fines for igniting them, how the noise upsets residents and visitors who are trying to sleep, and ended by saying, “I served in Iraq and they remind me of the war.”

It was a sober reminder that freedom has a price and we owe a debt to those who bear its cost.

In this season of patriotic celebrations, cookouts, and vacations, take a moment to appreciate the freedoms we enjoy and to recognize the bravery of those who ensure they prevail. Acknowledge the commitment of our armed forces, veterans, and their families; police; fire and rescue personnel; and other first responders. Consider the courage of someone who stands up to a bully, the dedication of teachers and educators, and the action of someone who rushes to assist in a time of crisis.

Celebrate them with a thank you, a smile, a handshake, or a silent tribute. While it may not light up the sky with the intensity of fireworks, it will touch the soul in a powerful way. . .and the effect will be the same.

Office of the General Counsel

In July, the General Counsel made a presentation to the Howard County real estate brokers Million Dollar Club regarding CA's and the Villages' structure and governing documents, enforcement of covenants and payment of the annual charge. A presentation also was made to real estate brokers at Long & Foster, which included a presentation by the General Counsel similar to the one just described and presentations by CA's Vice President and CFO and Director of Sports & Fitness.

Administrative Services

Accounting

The Accounting team provided significant support to CohnReznick as they completed the annual audits of CA and the Incentive Savings Plan.

IT Department – Vision Room Audiovisual Requirements

The IT team facilitated a meeting with the system vendors and internal users in preparation for content streaming from the space. Both system vendors are actively engaged in troubleshooting and improving the functionality for CA's videography team.

Sport and Fitness

Administration

Forty-four members of the Sport and Fitness team attended the Mid-Atlantic Club Management Association Conference on July 13-14 in Annapolis.

The second Open House was held on June 25. The all-day event featured an Olympic Day theme and included special events at all participating Sport and Fitness facilities. Highlights included a Torch Run, outdoor group fitness classes, lap swim for medals, personal training demos, golf clinics and contests, and a closing ceremony glow skate. The day was a great success with residents joining in the Olympic spirit, celebrating CA, and attracting a large participation of guests. The next open house is scheduled for October 10 and will celebrate the YAY CA campaign.

Aquatics

Pedal & Paddle - Over 100 individuals participated in this event on July 10. Beginning at the Swansfield pool, participants rode their bikes 45 miles and swam a lap at all 23 outdoor pools to benefit the Ulman Cancer Fund.

The Columbia Clippers (CAA) are finishing their 2015-2016 season strong. On June 25-26, 93 swimmers competed in the Independence Day meet at UMBC. There were 241 personal-best times over the two-day meet.

On July 7-10, 67 Clippers competed in the Sandbox invitational at UMBC. Twenty-six of them were finalists in individual events, including four event winners. During the four-day meet, the team came away with 201 new personal best times.

Indoor/Outdoor Tennis Clubs

Columbia Association hosted both the United States Tennis Association Regional Championships and the Columbia Junior Open.

The adult tennis teams that won their local league season are finishing up their final preparations for their Regional Team Tennis Championships at the end of the month. The winners at the regional level will advance to the next level, with an eventual national champion being crowned.

The Ladies 5.0 Tennis Team, led by Columbia Association Professional Lyndall Johnson, has advanced to the National Championship round, which will be held in Arizona.

The tennis coaching staff has been piloting a new team tennis training program, which in August will become a core component of CA Tennis.

Athletic Club

Two personal trainers have developed two free children's classes that are being offered over the summer. One class teaches children about obstacle course racing and prepares them to do a mini obstacle course, and the other class consists of fun drills and games in an outdoor setting using tires, ropes, and other equipment.

Supreme Sports Club

The Juan Dixon Basketball camp held in June was a success. The Juan Dixon camp and the Supreme Sports Club arena will be featured in upcoming episodes of "The Real Housewives of Potomac."

Construction for the new ADA ramp begins July 25. The new ramp will improve accessibility at Supreme.

Columbia SportsPark

The Columbia SportsPark will host several outings in July, including the PCTEST Engineering Laboratory corporate outing on July 9; the Vector Security corporate outing on July 16; the Earth Resources Technology corporate event on July 23; and the Convergence Technology Consulting corporate outing on July 30.

Community Planning

Increasing Influence in 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 proposals that have been submitted for sites in and near Columbia. The information is updated monthly and is available on-line at <http://bit.ly/developmenttracker>.

OPCA staff also attended and 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:

- Town Hall – OPCA staff attended Howard County Executive Kittleman's town hall meeting at Slayton House on June 21.
- Howard County Parks and Recreation Master Plan – Planning staff attended the Howard County Recreation and Parks Master Plan community meeting at the North Laurel Community Center on July 13. The Department of Recreation and Parks sought community input on future investments and types of facilities to build.
- Long Reach Village Center Redevelopment – Checked in with county staff in the departments of Planning and Zoning and Public Works to track the status of the redevelopment process as well as the county's on-going management of the property. As an interim use, the county is using the former supermarket for the library system to store books from the Central Library and other libraries during library renovations. Planning staff also drafted written testimony in support of CR102-2016, which allows for the sale of county-owned property in Long Reach Village Center.

This is the next step in the revitalization process and allows the county to prepare a request for proposal to developers to purchase and redevelop the village center.

- Oakland Mills Village Center Redevelopment Feasibility Study – OPCA staff continues to serve as a member of the client team for the county’s village center redevelopment feasibility study. A team of consultants is currently analyzing background information, collecting market data and engaging with stakeholders.
- Downtown Columbia Affordable Housing – OPCA staff continues to monitor the proposed affordable housing legislation, as it was introduced as a series of bills before the County Council. Staff also provided technical analysis and recommendations to the CA Board of Directors regarding the bills.
- Complete Streets – OPCA staff continues to serve on the county’s Complete Streets Implementation Team that is tasked with developing a Complete Streets Policy and, in alignment with the policy, recommend changes to the County’s Design Manual related to roads and bridges.

Grant Funding

OPCA staff partnered with staff from the Howard County Office of Transportation on a grant funding proposal for automated bicycle and pedestrian counters. This grant would allow CA to have additional resources for its once-a-year count program, especially at key intersections along CA’s pathway network.

Community Services

Youth and Teen Center

Members of the Youth and Teen Center’s (YTC) Middle School and Teen Advisory Committee hosted a table during the July 19 Teen Open Mic night, using the opportunity to announce Teen Idol Auditions and Competition; invite youth to join the advisory committee; and promote upcoming advisory committee sponsored events such as the Pool Parties on August 5 for middle school students and August 12 for high school students.

In recognition of the YTC involvement in the Food Program, YTC was notified by the MD Food Bank that we have a well-organized, and model program, and would like to use our site in media promotions.

Columbia Art Center

Columbia Art Center hosted two mask-making workshops with Head Start’s Summer Enrichment Program on June 27 and 28. The workshops were held at Head Start’s Columbia location, Dasher Green Elementary School, and its Ellicott City location, Howard County Center for the Arts.

Volunteer Center Serving Howard County

The Volunteer Center hosted a roundtable for volunteer managers (30 participants) on June 14, with local blogger Jesse Newburn and Howard Community College’s media coordinator Carrie Oleynik on using local social media effectively. Over 90% of those attending indicated they learned something new and plan to implement at least one new idea.

The Volunteer Center and CA Camps offered two sessions of *Camp Make A Difference*, with two more to follow. CA volunteer intern, Ava, and Eagle Scout, Patrick, helped staff welcome campers to a week

of service opportunities. In addition, Ms. Omoniyi-Alake from the Howard County Health Department spoke to the campers about the importance of a healthy diet. Following the presentations by Ms. Omoniyi-Alake, campers colored recipe cards for the Howard County Food Bank that can be given to shoppers.

Dorcas Martinez, Community Action Council Volunteer Coordinator, sent the following message: *"Thank you **CAMP MAKE A DIFFERENCE!!!!** What an **INCREDIBLE JOB** you all did!!!! You helped harvest **96 POUNDS** of produce to the food bank!!! The clients loved the fresh veggies!!! Thank you for your **HARD** work and really helping us out! We hope you have a **GREAT** rest of **CAMP!!!** We look forward to seeing you again soon!!"*

Columbia Community Exchange

Columbia Community Exchange (CCE) hosted two peer-led educational events in June at The Barn: the *LiveWorkPlay Wellness Workshop* (June 18) and the *Lazy Gardener Perennial Plant Exchange* (June 21). A dozen participants enjoyed the social interaction as they learned about wellness and gardening.

Communications and Marketing

Social Media

CA's Facebook page reached 10,000 likes in June
CA's Instagram account reached 1,000 followers in June
CA's LinkedIn reached 1,000 followers in June

Press/Media

Four press releases were sent between June 11 and July 8. High profile coverage during that period included a story in the Baltimore Sun and Columbia Flier on outdoor movies that highlighted CA's Lakefront Summer Festival; an extended feature in Business Monthly that is part 1 of 12 of a spotlight on Columbia's 50th birthday; and continuing articles and photo albums of the Columbia Neighborhood Swim League.

Publications

- CA's Annual Report was mailed the first week of July with Annual Charge information.
- CA Monthly: group fitness classes, activities for older adults.
- CA Today (Howard Magazine) included Maggie Brown Scholarships, Haven yoga instructor Dan Hill – who used yoga to rehab from war injuries, how CA works with its partners in the community, the new membership structure.
- The Fall Activities Guide is being printed and will mail in late July.

Marketing Initiatives

TV Sponsorship of Orioles, Olympics and beginning in late July, Ravens Countdown Clock; also network of stations promoting membership and network of stations promoting golf. Print pieces focus on membership and tennis. Business Monthly focus on corporate memberships.

Columbia Matters Radio and TV

Radio: Haven on the Lake, specials for College Students, CA's Lakefront Summer Festival, 2016 Outdoor Pool Season

TV: CA's Community Resource Officer who patrols the lakes, energy tips, Bell Tower history, Lyme disease w/ Dr. Oken, Horizon Foundation - Open Streets and other projects.

Monthly Updates

Inner Arbor Plan and Organization

The next Inner Arbor Trust Board of Directors meeting is Tuesday, July 26, 2016.

Upcoming Events

Columbia Art Center

Columbia Art Center's Art Camp hosts a weekly gallery show of campers' art each Thursday, 3-4pm in Columbia Art Center Galleries. The show receptions are free of charge and open to the community. Campers' families and friends have enjoyed the several that have taken place. Art on display includes mixed media works reflecting weekly art themes. Upcoming shows will run July 21, July 28, August 4 and August 11.