



SENIOR LEADERSHIP TEAM

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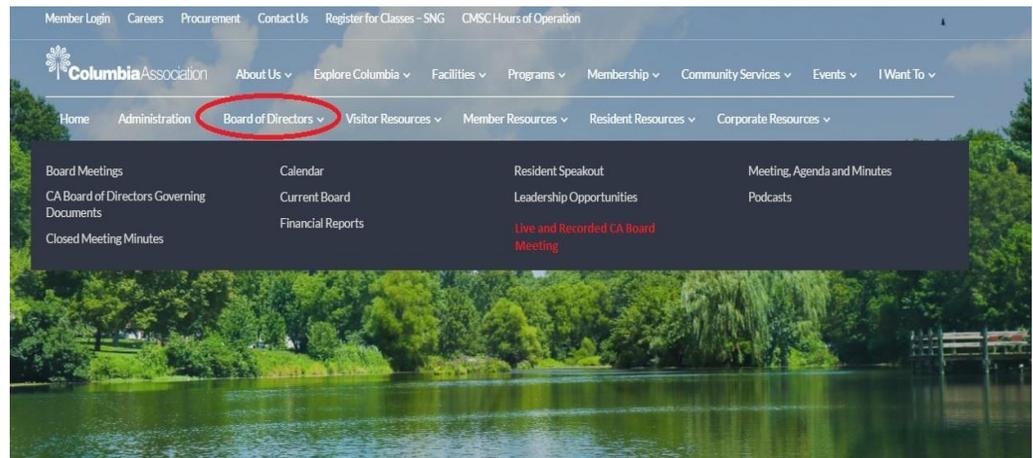
JUNE 2017

Message from the Office of the President/CEO

We're going live on June 22!

Columbia Association's Board of Directors will begin live streaming of its Board meetings on June 22, 2017. Final preparations are underway to ensure a quality streaming process.

Individuals wishing to view the meetings can do so via a live stream page on the Columbia Association website. Log on to www.columbiaassociation.org, select Board of Directors at the top of the home page (circled in red on the screenshot below), and then select Live and Recorded CA Board Meeting (in red letters at the bottom of the third column).



The page with the live streaming feature will be active by June 22.

Columbia Association encourages individuals interested in its governance to attend open meetings of its Board of Directors throughout the year. For those who may not be able to attend in person, we are pleased to offer the option of viewing the meetings via the live stream. Podcasts and videos of the meetings are also posted on the CA website approximately one week after each meeting, as another option for hearing or watching the proceedings.



Updates - Local Organizations

The Columbia 50th Birthday Celebration, Inc. is celebrating “50th Birthday Month” in June.

An event coinciding with the 50th Birthday Month is “*Lakefest*,” sponsored by Columbia Festival of the Arts, which will be held June 16-18 and will feature the “Architects of Air: Katena Luminarium” – a three-story light and sensory walk-through from the United Kingdom. The official Cake Cutting for Columbia’s 50th Birthday will take place on June 17 at 7:00 p.m. at the Lakefront.

The Downtown Columbia Arts and Culture Commission had a successful premier of “Merriweather Movie Nights” on May 27. Future Movie Nights will be on June 28 (“The Last Waltz”), July 26 (“Moana”), and August 30 (“School of Rock”).

In June, the Downtown Columbia Partnership (DCP) will be interviewing two more candidates for its executive director position. Other activities include the first annual “*Books in Bloom*” on June 11, the Discover Downtown 5K Race to be held on September 10, and the “Festive Fridays” in December. Also, DCP is continuing to process through the multiple steps of branding and communications initiatives.

On 14 June, the Howard County Chamber of Commerce (HCCC) and the Howard County Economic Development Authority (HCEDA) held a “New Business Welcome.” This was a new effort between HCCC and HCEDA. The event brought together representatives from businesses new to Howard County and included a presentation covering the mission and vision, respectively, of HCCC and HCEDA, and the assistance each offers to businesses in Howard County.

Sport and Fitness

Tennis

The Maryland State High School Championships were held at the Wilde Lake Tennis Club over Memorial Day weekend. Veronica Cueller, one of CA’s Junior Competitive Program players who competed for Marriottsville High School, captured the Girls Doubles Championship, together with teammate Abby Thornton. Mount Hebron High School was the second-place winner in the Mixed Doubles event.

Lyndall Jordan, one of CA’s teaching professionals, was selected to represent the Mid-Atlantic Section against the New England, New York and Middle States Sections in the Sears Cup competition held in Arlington, Virginia. This invitation-only competition brings together the top women players in each section in singles and doubles play.

SportsPark and SkatePark

Approximately 1,500 individuals attended Kids Day held June 3 at Columbia SportsPark.

Lighting upgrades have been made to help reduce energy consumption. A new remote lighting control system was installed for outside lighting and new LED light fixtures were installed both indoors and outdoors.

The SportsPark ponds have been waterproofed to prevent additional water from infiltrating the ground under the mini golf course, and to prevent the need for major repairs in the future.

Columbia Ice Rink

Major renovations are underway at the Ice Rink. Upgrades will include replacement of the roof; installation of new compressors, a dehumidifier, and radiant heat over the bleachers; and improvements to two Lobby-area restrooms to make them ADA-compliant.

Planning and 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

- Groundswell Design Group was contracted with to provide conceptual design ideas for the improvement of CA's Lakefront properties at Lake Kittamaqundi. The consultants presented their ideas to the CA Board of Directors on May 25.
- Both CA and Howard Hughes Corporation (HHC) have hired Groundswell Design Group to provide landscape and design services for our respective amenity/open space areas. Staff from CA will continue to coordinate with representatives from HHC, as they proceed with their plans for the redevelopment of HHC's properties in the Lakefront Core Neighborhood.
- Staff has had a number of meetings with representatives from HHC and their consultants, and through these meetings has received advance copies of HHC's proposed plans and associated guidelines.
- Staff attended both the Pre-submission Community Meeting and the Design Advisory Panel meeting, where plans were presented for the redevelopment of the Lakefront Core Neighborhood.
- Staff gave a presentation on the Long Reach Village Center preferred redevelopment proposal to the CA Board of Directors at a work session on June 8. The presentation also included a brief overview of all Columbia village centers, and introduced a new initiative in collaboration with the Howard County Economic Development Authority to support existing retailers and recruit new retailers to the village centers.
- Staff updated the [Development Tracker](#), which provides information on development related meetings and submitted proposals for sites in and near Columbia. This information tool is updated monthly and is available on-line at <http://bit.ly/developmenttracker>.



ColumbiaDialogues

The spring sessions of ColumbiaDialogues were completed in early June. CA helped organize these sessions in collaboration with the Howard County Public School System's (HCPSS) Cultural Proficiency Coordinator and other interested community members representing various organizations.

ColumbiaDialogues are facilitated, small group discussions on race, class and culture, with a goal of fostering a personal commitment by participants to better understand their own perspectives and those of participants who are different from them. The outcome hoped to be achieved is a commitment from each participant to make personal changes in their behavior and perspective, thereby helping our community be more inclusive. Evaluation of the program is underway; however, we can share that, to date, informal responses as well as evaluation responses are positive.

The program was well-received, and participants found it valuable and recommended that it be continued. The organizing committee will evaluate next steps and hopes to be able to offer more sessions in the future. In the meantime, a program with a similar goal will be offered by the Howard County Library System in the fall.

Pedestrian and Bicycling Initiatives

Planning and Community Affairs staff organized the 2017 CA Bicycle and Pedestrian Counts program, which included the recruitment and training of roughly 30 volunteers. The counts took place over the period May 27 to June 3. CA worked with the Howard County Office of Transportation for the second year, and the program included count locations along the Route 1 corridor. Presently, staff is compiling and analyzing the data collected by volunteers; summary results and findings are anticipated by early July.

Communications and Marketing

Digital Advertising

CA's digital ad click through rate (CTR) is 47%. The industry average for sports is 7% and the overall national average is 14% (2016 data).

Email Broadcasts

Open rates for Email Broadcasts exceed national averages. The two CA Digest eNewsletters that are disseminated have open rates of 51% - 69%. Open rates for Haven on the Lake's eNewsletter are 68% and those for the Art Center's eNewsletter are 41%. Standard open rates are 21% for the U.S. and 27.5% for nonprofits.

Customer and Member Service Center

The Customer and Member Service Center sold 74 more memberships in May 2017 than in May 2016. There was also a 6% increase in call volume (an increase of 254 calls) compared to May 2016.

Press and Media Relations

Notable press interactions between May 11 and June 6 include the *Columbia Flier* covering CA's pools and recent renovations, as well as the new Bell Tree; and *Her Mind* Magazine for a

short article about the Long Reach Tennis Club. Also noteworthy is the *Columbia Flier's* staffing level, which is down to one full-time news reporter at present and projected to be two reporters for all of Howard County and greater Laurel in the future.

Publications

The Annual Report is being printed and will be delivered with the annual assessments in July.

Open Space and Facility Services

Long Reach Tennis

Construction work on the new indoor tennis facility in Long Reach is ongoing. Installation of concrete footers associated with the steel framing is well underway and the structural steel framing was delivered and is now onsite. Erection of the steel framing is scheduled for later this month. Recent pictures have been posted on the SmartSheet, together with the full construction schedule.

Swim Center

Installation of the concrete footers associated with the locker room expansion is now complete with construction of the exterior wall for the expansion in progress. Demolition work on the building interior is well underway, with two full shifts of demolition contractors in place. Demolition work will be completed within the next week, with installation of new walls systems immediately thereafter.

Ice Rink

Demolition work at the Ice Rink is complete. Preliminary work associated with setting the new mechanical equipment is in progress, including piping runs and electrical service.

Community Services

Youth and Teen Center

The Youth and Teen Center (YTC) was asked by the Share Our Strength organization to host a focus group on June 7 in connection with their No Kid Hungry Initiative. The focus group consisted of eight teenagers from ages 13-17 and eight parents (not related to the teenagers attending) to discuss issues related to hunger.

The YTC also has been asked by the Maryland Food Bank to host a community pantry at The Barn. The pantry will open in late June and will provide dry goods to those in need. It will also serve as an opportunity for teens to earn community service hours.

Summer Camps

The Summer Camps Division added three camps for the end of the summer - Junior Trek, Senior Trek and Camp Extra. Junior Trek will be for campers in grades 3-5 and Senior Trek will be for middle school campers. Both Trek camps will consist of a daily field trip that may include beaches or water parks, state parks, museums, and amusement parks. Camp Extra will be for campers in Kindergarten to 5th grade, and will provide a variety of activities to include sports, games, arts and crafts, science projects, and much more. This camp will be located at the Supreme Sports Club.

School Age Services

School Age Services partnered with Columbia Archives to complete a city planning activity to coincide with Columbia's 50th Birthday party. Barbara Kellner presented a brief history to the Directors, who then worked with their students to learn the history of Columbia and to plan their own city. The projects created by the students will be on display during Lakefest on June 16-18.

School Age Services received \$19,050 from the Maryland State Department of Education for its continued participation in the MD EXCELS program - a Quality Rating Improvement System (QRIS). Participation in the EXCELS program is strictly voluntary, and involves implementing a number of quality improvement systems into CA's programs.

Volunteer Center Serving Howard County

Pam Simonson, manager of the Volunteer Center Serving Howard County, was elected to serve as secretary for the One EC Recovery Project.

Columbia Art Center

The Columbia Art Center hosted the 2017 Congressional Youth Art Competition for the 3rd District of Maryland which includes five areas: Baltimore City and Baltimore, Anne Arundel, Montgomery, and Howard Counties. Over 35 entries were submitted for this year's competition. The reception was held on May 13, with more than 100 people attending the afternoon event. Congressman John P. Sarbanes presented the juror awards for first, second, and third place. The winning selection will be exhibited in the US Capitol in Washington, DC and the second and third place selections will be displayed in Congressman Sarbanes' Maryland and DC offices. This is the fourth time Columbia Art Center has hosted the competition.

CA Older Adult Programs and the International Exchange and Multicultural Programs

CA's Older Adult and International Exchange and Multicultural Programs collaborated with the Howard County Office on Aging and the Korean American Senior Association to present an intercultural conversation on aging in community at Kahler Hall on May 11. The event featured a roundtable discussion between seniors of Korean and non-Korean ancestry about their experiences of aging in the community. Conversations were facilitated by a table leader and an interpreter, and specific topics discussed included things that people did, and wished they could do, to keep themselves healthy and happy. Ninety participants enjoyed a lively day of conversation, Korean lunch, line dancing, and Karaoke.

Upcoming Events

HeART of Community Exhibit

Columbia Archives, in collaboration with Howard Community College, is holding the HeART of Community exhibit in The Rouse Company Foundation Gallery from June 10 to July 17. The opening reception is Sunday, June 18 from 4 to 6.

ARTrospective Ceramics Exhibit

Columbia Art Center is hosting an "ARTrospective Ceramics Exhibit Celebrating Columbia's 50th Birthday" from May 18-June 25. This retrospective exhibition will feature a variety of ceramics works created by instructors and students of Columbia Art Center since its creation in the early 1970s. More than 40 ceramics artists from around the country will be featured in the



show. The show also includes creations by Patty Rouse who took ceramics classes when Columbia Art Center was Antioch in the 1970s. The reception is free of charge and open to the community.

Youth and Teen Center

The Youth and Teen Center Middle School Advisory Committee will host their annual “Middle School Take Over” at the Supreme Sports Club on June 16. The evening of fun features roller skating, swimming, games, and more.