



SENIOR
LEADERSHIP
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JULY 2017

Office of the President/CEO

CA's President/CEO has accepted a request to chair the Sustainability Task Force, which is one of seven task forces comprising Howard Community College's Commission on the Future. The Sustainability Task Force will explore opportunities for the college to work with others to be a good steward of the environment and to create efficiencies in operations.

The Downtown Columbia Partnership (DCP) made an offer to a candidate for its executive director position. The offer was accepted and an announcement is expected soon.

Columbia Association and the Howard County Economic Development Authority are collaborating on a new initiative to support retailers in Columbia's nine village centers. The "Columbia Village Centers Retail Development Program" is being implemented to strengthen the village centers as retailing and community gathering destinations, and will assist small business retailers with technical resources to help ensure their success.

On Saturday, 15 July, the Downtown Columbia Arts and Culture Commission celebrated the 50th birthday of Merriweather Post Pavilion with a Pre-Concert Party attended by many friends of the iconic outdoor concert venue and featuring a one-of-a-kind birthday cake. Immediately following the party, there was a 50th Birthday Concert with headliners Willie Nelson and Jackson Browne, both of whom have ties to the venue.

The Columbia 50th Birthday Celebration Committee reports that over 6,000 individuals toured the "Architects of Air" exhibit in June, with outstanding reviews from participants. The tribute to Toby Orenstein, also in June, featured a memorable performance by 160 of her former students, some of whom came from Broadway and Hollywood.

Amanda Hurley's article in *The Washington Post* is considered by some to be one of the best written about Columbia. It may be found at the following link: https://www.washingtonpost.com/lifestyle/magazine/heres-a-suburban-experiment-cities-can-learn-from/2017/07/11/c737165e-4d1f-11e7-bc1b-fddb8359dee_story.html?utm_term=.e4c67d16b249

Office of General Counsel

Sheri Fanaroff, general counsel, has been honored as a recipient of a national “First Chair Award for Top General Counsel.” As noted by the First Chair organization, “The First Chair Awards is an annual selection of in-house counsel who have, through their hard work and innovation, made significant contributions to the legal community. Our award program honors the top in-house counsel for their accomplishments in the past year.”

Sport and Fitness

Aquatics

Megan Hart, lifeguard at the Kendall Ridge pool and cluster leader for Kendall Ridge and other pools, was audited while working in her lifeguard stand at Kendall Ridge and received a 2017 Golden Guard award from Ellis and Associates. Ellis and Associates, an international firm which audits standards for aquatics safety, awards Golden Guard designations for those individuals who epitomize the perfect guard. Ms. Hart is the first Columbia Association lifeguard to receive a Golden Guard designation.

Golf

Hobbit’s Glen Golf Club held its 50th Birthday golf tournament on July 1. With over 130 individuals playing in two different formats – better ball and scramble – it was the largest turnout for a member tournament in Hobbit’s Glen Golf Club history. A trivia contest was held during the celebration and questions included “Who was the course architect for the Hobbit’s Glen Golf Club?” (*Ed Ault*) and “Who are the two PGA Pros who played an exhibition match at Hobbit’s Glen in 1973?” (*Sam Snead and Jack Nicklaus*).

Tennis

The Bobby Hoffman Junior Tennis Tournament, named in honor of the former long-time CA tennis professional, was held at the Owen Brown Tennis Club. Eighty players participated.

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

- Staff monitored the Howard County Council’s hearing and work sessions on the Long Reach Village Center redevelopment proposal. The County Council approved Council Resolution 99-2017, which gave Howard County Government authorization to sell the Long Reach Village Center property if the developer’s petition is consistent with their proposal. The developer still must obtain Zoning Board approval before the sale of the property is finalized.

Columbia (outside of village centers and downtown)

- Staff attended the Zoning Board meeting on July 19, where a proposal was submitted to amend the Preliminary Development Plan for Columbia to allow 20 additional residential units. One unit is requested at the Poplar Glen apartments on Little Patuxent Parkway and 19 units are requested at the Grandfather's Garden Center site south of Route 108 and west of Phelps Luck Drive. The Zoning Board approved the additional units.
- Staff updated the [Development Tracker](#), which provides information on development related meetings and proposals that have been submitted for sites in and near Columbia. This information tool is updated monthly and is available online at <http://bit.ly/developmenttracker>.

Open Space Assessment

Planning and Community Affairs staff gave presentations on the Open Space Assessment to the respective village boards for Kings Contrivance, River Hill and Wilde Lake. The presentations provided an overview of the report including the assessment process, findings and recommended next steps.

Communications and Marketing

Publications

CA's *FY2017 Annual Report* was mailed on July 5 with the annual charge documents. The video version of the Annual Report is posted on CA's website on the menu under About Us. The fall issue of CA's *Activities Guide* will be mailed the last week of July and be available online via CA's website.

Social Media

CA's Facebook impressions skyrocketed from 354,627 (greatest number of impressions as of May '17) to 507,958 in June. The postings that garnered extensive reach were announcement of the Luminarium installation (14,305); 50 year article – planning achievements in Columbia (6,045); 50th Birthday brick installation at the lakefront (8,531); and the new Howard County Bikeshare program (8,635).

Website

CA's website had a 150% increase in traffic, comparing June to May – which represents more traffic than previous months in calendar year 2017. Fifty per cent of these visits were from a mobile platform, and the majority of the traffic came via an organic Internet search rather than going directly to our website. Traffic to the Aquatics landing page also had a significant increase, as did pages covering the Lakefront Festival and Buy a Membership.

Open Space and Facility Services

Major Capital Projects

Long Reach Tennis, Swim Center and Ice Rink: Work is ongoing at the Long Reach Tennis Club, Swim Center and the Ice Rink. All three projects are on budget and on schedule. Recent photographs of all three projects can be found on the major capital projects SmartSheet.

Murray Hill Sediment Site: Work is now underway to prepare the Murray Hill sediment site for receipt of dredging materials associated with work in Wilde Lake and Pushcart Pond planned for late fall - early winter 2017. Sediment control facilities are now in place, and grading activities associated with creating a level sediment deposition area will begin before the end of July.

Other Capital Projects

Poster Trees: Permits for the poster trees have been received and work is scheduled to begin in late July or early August. The five poster trees will be placed in the Kennedy Garden area at Lake Kittamaqundi and will collectively display 25 “Columbia” posters that were refurbished by Gail Holiday earlier this year.

Columbia Athletic Club Phase I: The Columbia Athletic Club will be closed for four weeks beginning July 30 for the installation of major HVAC systems and associated improvements. The Athletic Club will re-open on August 20. Staff plans to submit a request for phase II improvements as a part of the FY19 capital budget. Funding will cover major locker room and fitness area upgrades, with work to take place during an extended shutdown during summer/fall 2018.

Columbia Road Pedestrian Overpass: Repairs started on the bridge in July. Completion is anticipated by August 15, in time for school opening.

Columbia Gym Pool Renovations: Pool upgrades to replace sound panels and install lightning protection were completed and the pool reopened Monday, July 17.

Sustainability

Watershed Enhancement Projects

Snowy Reach Bioretention Facility: Work is complete, following installation of the plants in June.

Operational Activities

Finfish surveys: Fish surveys to assess the health of the fish populations in Wilde Lake and Lake Kittamaqundi were conducted by Maryland Department of Natural Resources (MD DNR) biologists. Snakehead fish were reportedly caught by residents in Elkhorn and MD DNR conducted an additional survey in Lake Elkhorn. No additional Snakehead fish were caught and the surveys indicate Wilde Lake and Elkhorn have healthy largemouth bass populations with plenty of forage fish to support them. Lake Kittamaqundi has a diverse fish community with a smaller largemouth bass population.

Watershed Outreach Events

“Bugs that Bite, How to Combat Mosquitoes and Ticks this Summer”: Presentations were held at Dorsey’s Search, Kings Contrivance, and Oakland Mills. Approximately 30 individuals attended.

“Camp Make a Difference”: Working with Community Services, two half-day programs on wildlife, water quality, and environmental stewardship were held. Approximately 20 campers attended.

Energy Management

Community Outreach: CA staff members facilitated a community energy meeting in Harper's Choice on June 7th. The six month Columbia Smart Energy Challenge program was completed in June, with 11 energy audits conducted. Harper's Choice had the most audits and will receive 100 LED bulbs to be distributed at random throughout the village.

DOE Better Buildings Program: CA won two awards for best small LED lighting projects under the Interior Lighting Campaign. Winning projects were completed at Kahler Hall and the Columbia SportsPark.

Community Services

Columbia Art Center

The Columbia Art Center held its first ceramics panel discussion on June 5 as part of the monthly salon series done in collaboration with Little Patuxent Review. The panel discussion entitled "New Technology In An Age-Old Art" featured six nationally recognized ceramics artists and a monitor. More than 40 people attended the evening event which was held in conjunction with the June ceramics show, "ARTrospective."

The Columbia Art Center offered a new one-day summer watercolor workshop designed for advanced students and art professionals on June 27. Sixteen artists participated in the workshop given by recognized artist and teacher Joyce Bell.

Volunteer Center Serving Howard County

The Volunteer Center's 50-50 challenge registered 27 volunteers pledging 1070 hours of service (154 hours verified) and 19 organizations pledging 890 hours of service (396 completed) in honor of Columbia's 50th birthday. The Columbia Festival of the Arts confirmed 119 hours of service in June.

Columbia's 50th Birthday Celebration, Inc.

Columbia's 50th Birthday has passed the celebration mid-point of 29 weeks-- which reflects the extension to end activities Saturday, October 7. More than 70 organizations have participated since the celebration launched March 19. September will be another memorable month, with plans being finalized for the first "Columbia Plein Air Event" on September 9 at the Lakefront.

Summer Camps Division

Summer Camps held "Camp Day" on Wednesday, July 12 to celebrate Columbia's 50th Birthday. This first-ever event, which took place at the Lake Elkhorn Pavilion, consisted of all of the camps joining together to celebrate in a carnival-style birthday party.

Columbia Community Exchange

Columbia Community Exchange (CCE) hosted an outreach table and presented information about time banking at Transition Howard County's "Repair Cafe" on July 15 at the Miller Library.

Upcoming Events

Youth and Teen Center

Youth and Teen Center (YTC) will open a Summer Community Food Pantry (through the Maryland Food Bank). The Community Pantry will offer food items on Mondays and Wednesdays beginning July 24 from 5:30-6:30pm. Volunteers are welcome to assist with stocking the food items on Tuesdays and distributing food on the designated days.

Columbia Art Center

Columbia Art Center's Ceramics Department will offer "Clay and Conversation" on August 4. The class is free of charge and offers a comfortable setting in which students can interact with faculty and staff to ask questions and obtain feedback on current clay projects.

"Clay Play," a three-hour sampling workshop, will be held on August 11. The workshop will give participants an idea of what the full session class offers.

A new, one-day watercolor workshop on "Plein Air Painting" will be held on August 5. Painters will learn skills for painting outdoors with light and color techniques.