

## March 2018



SENIOR  
LEADERSHIP  
TEAM

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Chief Executive  
Officer

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Vice President/  
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Sport and Fitness

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Communications  
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**Janet Loughran**  
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**Dennis Matthey**  
Director of Open Space  
and Facility Services

**Ron Meliker**  
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**Michelle Miller**  
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Community Services

**Chuck Thompson**  
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**Jackie Tuma**  
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Internal Audit

## Office of the President/CEO

The Spending Affordability Advisory Committee (SAAC) completed and released its final report for 2019. Presentations were made at the Howard County Executive's Budget Hearing on March 8, to the Howard County Chamber Board of Directors on March 9, and to the Howard County Council on March 12. Presentations will be made to various organizations throughout Howard County through May 2018. More information on the presentation being planned at Columbia Association on Thursday evening, May 3 will be available closer to the event.

The Downtown Columbia Partnership reports that Howard Hughes Corporation, in collaboration with the Howard County Arts Council, has established the "Merriweather District Artist-in-Residence (MD AIR)" program in Downtown Columbia. Three artists will be selected from a nationwide call for entry and provided a stipend of \$10,000 each to spend two months, June 1- July 31, 2018, creating work in a medium of their choosing. Studio space will be provided in Two Merriweather, and residential accommodations will be provided at The Metropolitan Downtown Columbia apartments.

The Howard County Chamber issued a call for nominations to its Board of Directors. Nominees may come from small, medium, and large companies, and must commit to serving a two-year term, with an option for two additional terms. CA's President/CEO is in his second term as a member of the Chamber's Board of Directors, both of which have included membership on the Chamber Board's Executive Committee.

The Howard County Library System (HCLS) Board of Trustees announced the appointment of Tonya Kennon as HCLS's next president and CEO. Ms. Kennon joins HCLS following a career in libraries in California and will start her new position on April 23. She succeeds Valerie Gross, who retired in August after 16 years with HCLS.

After 36 years, Princeton Sports is closing its Columbia location. Alan Davis, company president, said that the 17,000-square-foot building has been sold and that the inventory, store fixtures and equipment will be liquidated. Princeton Sports will consolidate its business to the Falls Road location in Baltimore.

Columbia was named the "12<sup>th</sup> Happiest City in America" by WalletHub, a Washington, DC-based personal finance website launched in August 2013. WalletHub examined 180 of the largest U. S. cities and based its findings on 28 key indicators of happiness, ranging from depression rate to income-growth rate to leisure time spent per day.

## **Sport and Fitness**

### **Tennis**

CA's newest facility, the state-of-the-art Long Reach Tennis Club, opened for play on March 16, 2018. Located on Old Dobbin Road across from Long Reach High School, the tennis club has six climate-controlled courts with viewing areas and hard-court surfaces; cutting-edge lighting technology for enhanced visibility; locker rooms with showers; and will be the first CA tennis facility with on-site racket stringing service. A grand opening is planned for April 2018.

The Owen Brown Tennis Bubble will be retired after many years of service to the community. Its indoor courts will be converted to outdoor courts, two of which will be dedicated for pickleball use.

### **Open House**

More than 350 guests visited the facilities on Saturday, March 3 when CA held its Spring Training Open House. From 8am - 9pm activities and demonstrations for all ages were offered at the fitness clubs and art center. The Open House was also CA's first opportunity to introduce its new "membership advocates" to the community and demonstrate the ease of obtaining a membership in CA's facilities. With the assistance of the membership advocates, we welcomed 37 new members during the weekend.

## **Planning and Community Affairs**

### **Columbia Planning and Development**

Staff from the Office of Planning and Community Affairs reviewed draft plans, commented on development proposals and attended planning related public meetings for initiatives throughout the Columbia community and environs.

- Continued to track the Downtown Lakefront Core development proposal by Howard Hughes Corporation. The February 1 Planning Board public hearing on the proposal was continued to the March 15, 2018 meeting, at which time the Planning Board completed the public hearing portion of the proceedings and voted to continue the case on April 19. At that meeting, the Planning Board is expected to begin its discussion of the proposal and make a decision on the final development plan, neighborhood concept plan, neighborhood design guidelines, and neighborhood implementation plan.
- Continued to track the Erickson Living proposal for a new continuing care retirement community development in Clarksville.
- Attended the Planning Board's meeting on the proposed Site Development Plan (SDP) for the Downtown Cultural Center. The Planning Board approved the SDP, which is the detailed engineering and development plan for the new cultural center and residential units including 115,692 sq. ft. of cultural arts space and 192 residential units.
- Attended the Board of Appeals hearing on the Two Farms case at which the property owner was appealing the Hearing Examiner's administrative dismissal of their appeal of the Planning Board's decision to deny SDP 14-031 for construction of a gas station, convenience store, and car wash at 9585 Snowden River Parkway. CA was represented by outside counsel. The Board of Appeals unanimously voted to dismiss the case.

- Continued to track the redevelopment proposals for Long Reach Village Center and the Hickory Ridge Village Center. The Planning Board recommended approval of both projects. The next step is the Zoning Board.
- Attended the county's public meeting on February 28 about Howard County Capital Project J4222, the widening of Snowden River Parkway to provide a third travel lane in each direction, pathways on both sides of the roadway, and intersection modifications along Snowden River Parkway from Broken Land Parkway to Oakland Mills Road. The meeting also made the public aware of a related project, the addition of a third turning lane on westbound Snowden River Parkway to turn onto Broken Land Parkway south, which will be constructed in summer of 2018 to relieve congestion at this intersection.

Following the meeting, the Howard County Department of Public Works (DPW) also posted the concept plans on their website. CA staff conducted a preliminary review of the proposed concept plans and our review is ongoing. In addition, CA has been in touch with the DPW project manager and will continue to engage with DPW staff on the concept plans. The future stages of the project include development of final design plans and additional public engagement, land acquisition, and then construction. The county staff anticipates that the development of the final design and land acquisition will take at least the next two years (FY19 and FY20), with construction to follow in future years.

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

### **Millennials Work Group**

CA Planning staff members are providing guidance and technical assistance to the newly formed Millennials Work Group, which is charged with making recommendations to CA on how to engage with, and serve, millennials. The work group met for the first time in late February and will continue to meet regularly, with the goal of preparing their recommendations by December 2018. Public meetings, as well as small group discussions, are anticipated as the project moves forward.

## **Communications and Marketing**

### **Digital Signage**

Work is underway for digital signage at Hobbit's Glen, Fairway Hills and the Long Reach Tennis Center. We are on track to be completed by the end of this fiscal year.

### **Email Broadcast**

Top open rates for email broadcasts were the Personal Training Fitness Challenge (75%), SAS (54%), Happy Birthday Member February 2018 (53%), Excite Columbia (45%) and the February membership offer with free KidSpace (42%).

Clarabridge for Community Services: We are testing new strategies to grow survey participation through sampling with Columbia Art Center emails via SNG.



## Events

CA is sponsoring a food drive benefiting Grassroots. Collection bins will be available at Supreme Sports Club, the Athletic Club, Columbia Gym, the Swim Center and CA headquarters from March 19 – April 13.

Excite Columbia began its spring session on Tuesday, March 6, with 14 registered participants. The session concludes on Tuesday, March 19.

## Pathway App

We are researching the best strategy to update the app. Currently, there are two versions – one for Android and another for iPhone platforms. The new, updated app will be cloud-hosted and work for any platform.

## Publications

CA Today's March issue featured golf on the cover, as well as articles about the World Languages Cafe and other CA topics.

The Summer Online Activities Guide was posted on March 9.

# Open Space and Facility Services

## Construction Services

Tennis: Minor punch-out work and weather-related landscaping work at the Long Reach Tennis Club will continue into the spring. Demolition work associated with removing the Owen Brown bubble will begin the week of March 19.

Fairway Hill Golf: Renovations to the interior of the clubhouse at Fairway Hills Golf course are substantially complete and the clubhouse will reopen by the end of March. Retaining wall and grading work associated with the event space immediately adjacent to the clubhouse is expected to be completed by mid-April, in time for golf events scheduled for the upcoming season.

Supreme Sports Club: Renovations to the lower level men's and women's locker rooms have started and work will be completed by mid-April. Improvements to the main fitness floor are currently underway and phased so that demolition can take place in a two-week window, allowing subsequent work to take place behind screening partitions to minimize the impact on members.

Columbia Gym: New roof work, drainage improvements, gutters and downspouts, and mechanical HVAC replacements have begun and should be completed in April 2018.

Lake Elkhorn: Two projects are underway. Redecking of the dock near the parking lot has begun; improvements to the pavilion on the southwest side of the lake (ADA upgrades and refurbishing) are underway. Both projects should be completed by mid-April and ready for residents and others to enjoy this spring.

### **Energy and Sustainability**

Development of two renewable energy projects continued over the past month. A 10kW solar installation was completed at Dorsey Search Meeting Room and a 5kW system design was finalized for Dickinson Pool. CA also received notification from the U.S. Environmental Protection Agency (USEPA) that we are receiving an ENERGY STAR Special Recognition Certificate for work undertaken by our energy management program.

### **Open Space**

Work is continuing on cleanup-related activities following the recent storm and high wind events that began on March 2. Clean-up efforts will continue through the end of March; at this time, all but one or two pathways are clear and open to the public. More than 230 trees were impacted by the storm and had to be addressed by Open Space Maintenance crews or our on-call contractors.

### **Watershed**

Approximately 100 linear feet of stream restoration work is underway in the stream tributary below the Wilde Lake dam. This work was required to stabilize the stream valley underneath and immediately adjacent to the pedestrian pathway bridge that completes the loop around Wilde Lake. The bridge is back in service and open to the public. Stream stabilization work will continue through the end of March.

## **Community Services**

### **Summer Camps Division**

The Summer Camps Division participated in CA's Open House Event on March 3. Team members from Summer Camps were at different facilities promoting the program. We anticipate that enrollment for camps will continue its upward trend for the coming season.

The early bird special registration period for camps ended on February 28. Enrollment of individual campers increased by more than 100 during this period, as compared to last year.

### **Columbia Archives**

During February, Columbia Archives highlighted resources within its collection that reflect Black History. Featured were Columbians and Columbia-based organizations that have impacted the community locally, nationally and internationally. Individuals and organizations recognized included Lucille Clifton (Maryland Poet Laureate); C.U.B.E. (Citizens United for Black Equality) and its President, Pearl Atkinson-Stewart; Eva Anderson and Dancers; the Mediation and Conflict Resolution Center, Inc. and its Executive Director, Jean W. Toomer; Joan Lovelace (Sports); and Barbara Bellamy (Sports).

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

Volunteer Center Serving Howard County hosted a volunteer managers roundtable with panelists Kathy Larson (AARP Tax Services), Reed Kohberger (community volunteer, retired Coast Guard), Paulette Cheeks (AARP Executive Committee) and Emily Trotter (Meals on Wheels) focusing on engaging mature, senior volunteers. The audience of twenty-eight was generally pleased with information shared. The discussion was recorded for those who were unable to attend and the presentation was updated with notes and shared upon request.

Volunteer Center Serving Howard County uploaded its new website with Hands-On Connect, a volunteer management software program. The new system offers a simplified process for posting volunteer opportunities and verifying service. Patti Henkel, program manager, was instrumental in reaching applicable deadlines. Patti is also re-writing the Partner Staff Orientation workshop to include updated procedures. The first workshop held on February 21 was well received and participants confirmed the new process is easier to understand and execute.

### **Columbia Art Center**

Columbia Art Center Galleries hosted a reception on February 11 for the Maryland Society of Portrait Painters Juried exhibition, “Perception -The Artist’s View.” More than 75 people attended the event, which included the announcement of juror awards. Over its duration, the exhibit had more than 350 visitors. The exhibit also received a positive review in the Howard County Times Lifetime section.

Columbia Art Center presented its first live podcast on February 10 with “Black Books Live.” The salon series presentation was co-sponsored by Little Patuxent Review and featured readings by local black authors. The event was held in honor of Black History Month and had more than 25 attendees.

Liz Henzey, Monica Herber and Donna Lonegro represented Columbia Art Center at the first Arts & Arts-Related Businesses Cooperative Marketing Opportunities meeting held February 27 at the Howard County Promotion and Tourism in Ellicott City. More than 25 Howard County visual and performing groups and businesses were represented at the meeting, which included fruitful discussions about cross-promotion, social media, collaborations, and more.

Liz Henzey and Trudy Babchak represented Columbia Art Center in jurying the 2018 Annual Veterans Art Show Competition at the Washington DC VA Medical Center on February 25. This year’s show marks the sixth time the Art Center has participated in the jurying process. The winning entries will go to the state level of the competition. More than 200 art works in all media were represented in the competition.

## **Upcoming Events**

### **Youth and Teen Center**

The Youth And Teen Center (YTC) will participate in the Teen Opportunities Fair on March 24. New this year, the event will extend an invitation to young adults up to age 24. Participants will gain valuable information on leadership, volunteer, recreational opportunities.

### **Columbia Archives**

In honor of Women’s History Month, Columbia Archives is presenting “*Archiving the A.R.T.S — Celebrating the Legacy of the Women of Columbia.*” The program will be held on March 29 at 6pm at Slayton House, and will honor the achievements of women of Columbia who have diligently worked in the fields of art, religion, theater and sports. The program will include a display of donated archival materials and a presentation. The following are confirmed honorees — Doris Ligon (Arts), Carolyn Kelemen (Arts/Theater), Barbara Mall (Theater), Carolyn Arena (Religion), and Priscilla Hart (Religion). They will participate in a roundtable



conversation focusing on how they have served Columbia and how Columbia has been a supportive environment for solidifying their visions.

### **Columbia Art Center**

In collaboration with Little Patuxent Review, Columbia Art Center will present a salon series presentation on April 5, 7-8pm with a film discussion by film critics and professors Mike Giuliano and Marie Westhaver. Back by popular demand, Mike and Marie will share their film knowledge regarding favorite American and foreign actors. The evening event is free of charge and open to the community.

In collaboration with the Howard County Poetry and Literature Society, Columbia Art Center will host the Wilde Reading Series on April 10, 7-8:30pm with recognized authors Susan Thornton Hobby and Rocky Jones discussing their latest published works. The evening event is free of charge and open to the community.

Columbia Art Center Galleries will host its annual theme invitational show, “Blossoms of Hope” April 13-May 6, with an awards ceremony on Friday, April 13, 6-8pm. Over 40 artists and writers will pair to present works inspired by the 2018 theme “Dancing for Claudia: Movement Through Words and Art.” Now in its ninth year, the goal of this annual exhibition partnership is to help raise awareness about, and funds for, the Claudia Mayer/Tina Broccolino Cancer Resource Center at Howard County General Hospital. Sponsors of the show include Blossoms of Hope of Howard County, Howard County Poetry and Literature Society, and the Volunteer Center Serving Howard County.

Back by popular demand, Columbia Art Center will offer the popular workshop “Sign Painting Night: Everything Maryland” on April 18, 6:30-9pm. Participants will have the opportunity to express Maryland’s colors through designs such as the black-eyed Susan, Maryland blue crab, and the state flag.

### **Columbia Community Exchange**

Columbia Community Exchange (CCE) will host a Time Bank SkillShare Fair & Swap in collaboration with Transition Howard County’s Repair Cafe on April 21 at GreenFest 2018 at Howard Community College. It will feature demonstrations of simple DIY tasks such as basic sewing, tool care, and homemade toiletries, plus a Time Bank Tool Swap. Fixers at the Repair Cafe will offer simple repairs on items such as vacuums, sewing machines, jewelry, and garments.