



SENIOR
LEADERSHIP
TEAM

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May 2018

Office of the President/CEO

The Downtown Columbia Partnership (DTCP), in cooperation with The Metropolitan and m.flats apartment homes, hosted a “Downtown Columbia Update” on May 10 at m.flats and on May 17 at The Metropolitan. Designed to engage newcomers and others to the community by giving them an update on what is happening in Downtown Columbia, CA’s President/CEO and Gregg Fitchitt, senior vice president at Howard Hughes Corporation, spoke on topics such as progress on the Downtown Columbia Plan; the Merriweather District; and Columbia Association and its role in providing amenities and facilities, preserving open space, and maintaining Columbia’s vision as the community embarks on its next fifty years. Lin Eagan, CA Board member and representative from the Town Center village, also attended the meetings and shared her insights with, and addressed questions from, the residents.

DTCP announced the return of “Books in Bloom” on June 10 from 11:00 a.m. to 4:00 p.m. at the Downtown Columbia Lakefront. Headlining authors will be Amanda Lucidon, author of *Chasing Light* and Edwidge Danticat, author of *Brother, I’m Dying.* Other authors will participate in readings and panel discussions, including one panel discussion entitled “From Casting Votes to Winning Votes,” hosted by Jennifer Palmieri, former communications director for Hillary Clinton and author of *Dear Madame President.*”

CA’s President/CEO participated in “Business Appreciation Week” sponsored by the Howard County Economic Development Authority (EDA) from April 23-27. Mr. Matthews joined Maria Angelica Vargas (Howard County EDA) and John Butler (Chief, Howard County Fire and Rescue) in visiting the Drama Learning Center, the Maryland Motor Truck Association, and the Therapeutic and Recreational Riding Center. Business Appreciation Week showcases Howard County’s appreciation for the business community; and gives EDA representatives and other County department leaders the opportunity to understand the challenges faced by business owners throughout the year.

The Downtown Columbia Arts and Culture Commission announced the return of Merriweather Movie Nights on Saturday, May 26, with a double feature of “Sing” and “Dirty Dancing.” Doors open at 5:00 p.m. and the movies begin at 6:00 p.m. Free general admission tickets may be reserved at the following website: <https://www.merriweathermusic.com/event/1691318-merriweather-movie-nights-columbia/>

The Howard County Chamber held its annual meeting on May 16. David Anderson was welcomed as the new Chairman of the Board of Directors, three new members were elected to the Board, and the slate of officers was ratified. The Chamber unveiled its new website and also recognized a number of its volunteers including Janet Loughran, who was named Ambassador of the Year.

Administrative Services

Accounting

The CPAs in the Accounting Division attended the Government and Not-for-Profit Conference sponsored by the Maryland Association of Certified Public Accountants on April 27. Team members chose among learning opportunities related to accounting, auditing, IRS and other regulatory compliance matters, cyber security, advanced Excel use and other relevant topics. CA's Director of Finance/Treasurer and our Controller are participating in an Infor users group meeting on May 17 at Infor's headquarters in New York. They will learn more about how to better use this application to streamline and improve accounting and financial reporting processes and outcomes. Both of these professional development opportunities demonstrate staff's ongoing commitment to CA being a high-performing organization.

Team members in Accounting and Information Technology worked together to have actual financial data available in Power Plan, CA's budgeting and financial analysis/reporting tool; thereby, providing secure access to transaction-level detail to CA managers. Managers are very happy with the outcome, as these tools are helping them to analyze their variances, monitor their spending and manage their facilities and programs better.

Information Technology (IT)

The IT team has selected the vendor for the new telephone system through a competitive process led by the Purchasing Division, which was able to negotiate additional savings over five years for the cloud-based service. Over the next 90 days, a contract award should be made, and a project plan developed for equipment replacement and user training.

Sport and Fitness

Athletic Club

The Athletic Club closed to the public on April 29; extensive renovations are underway through late fall. The Columbia Gym, Supreme Sports Club, and Long Reach Tennis Club have seamlessly welcomed members from the Athletic Club. For more information about the renovations at the Athletic Club, including FAQs and renderings, please visit www.columbiaassociation.org/facilities/fitness/columbia-athletic-club/columbia-athletic-club-2018-renovations/

Team Member Achievement – Aquatics

Rebecca McArthur, ninth-grade student at Howard High School, CA summer lifeguard, and Columbia Clippers swim team member, was named the Maryland state winner in the Grade 8-9 category of the “Doodle 4 Google” contest. “Doodle 4 Google” is an annual program that invites K-12 students nationwide to redesign the Google homepage logo. This year's contest theme was “What Inspires Me.” Ms. McArthur's design entitled “The Sounds of Music Create Beauty” was one of 53 chosen from over 180,000 entries received from across the country. Ms. McArthur is now in contention to be a national finalist.

Communications and Marketing

Marketing

The marketing design team completed the following projects during the past month:

- Annual CA Outdoor Pools booklet (20-page color magazine)
- All outdoor pool signage
- All promotional materials for outdoor aquatics: events, lessons, and programs
- CA Lakefront Summer Festival schedule and related collateral
- Haven Class Passes (for group fitness classes)
- Redesign of all promotional pieces for Columbia SkatePark's annual "Best Mini-Ramp Trick Contest"

Other major projects currently in process include the CA Annual Report and Summer Art Center Course Catalog. Additionally, *Columbia Celebrates 50, A Celebration Summary Report*, a 48-page, color book, was released, showcasing dozens of superbly branded materials that set the look and tone of the event.

The digital marketing team provided branding, marketing and promotion support for numerous events throughout CA held in May and June, including:

- Annual Student Faculty Exhibit: Reception: Tuesday, May 22, 5:30-7:30pm; Exhibit: Thursday, May 17-Saturday, June 2
- Infinite Creator Exhibit: June 7-July 7, 2018. Reception: June 8, 6-8pm
- Layer Upon Layer, Salon Series: Exhibit: May 14-June 14; Salon talk: Monday June 11, 7pm
- "Staycation" CA Open House: June 2.
- Haven on the Lake Outdoor Yoga: May 13
- KidsDay: June 9 event at the Columbia SportsPark. To date, over 1200 individuals are preregistered. The team secured an in-kind sponsorship from RETHINK Water of 60 cases (1,920 cartons) of water to distribute.

Several digital marketing metrics continue to improve. Key Pardot (CRM email management tool) results for April include:

- Golf: Open Rate rose to 50.5% with total click through rate up to 15.96% overall.
- Haven on The Lake: Member Open Rates are about 5% higher than non-member (40% compared to 33%)
- CA Community Focus: Open rates continue to hover around 40%
- CA's Facebook page reached 12,000 likes and yielded 308,000 impressions in April (3.4% increase)

Notable press/media interaction in April continued to include coverage of the proposals to modify the Columbia Neighborhood centers, as well as positive press on the new Long Reach Tennis Club and The Athletic Club's temporary closure for renovations. Social media provided some excellent coverage of tree planting collaborations between the Open Space team and several community partners.

Strategic market planning is underway with Communications and Marketing's internal customers to improve prioritization of marketing efforts, processes, market strategy, and measurement of results.

Open Space and Facility Services

Construction Services

Tennis: Demolition work to remove the Owen Brown Tennis Bubble is complete and the conversion to outdoor courts, including the new Pickleball courts, is under construction and expected to open in June.

Fairway Hills Golf: The retaining wall and grading work for the golf event space immediately adjacent to the clubhouse has been completed. The new event tent was installed and is available for golf events.

Columbia Gym: New roof, drainage improvements, gutters and downspouts and mechanical HVAC replacements are complete, with some punch list work underway.

Athletic Club: Demolition work has begun and, once completed, Phase 2 construction will commence. Progress photos and the working construction schedule can be viewed from the Smartsheet entitled “Columbia Association Major Capital Projects, Athletic Club Phase II Construction.”

Energy and Sustainability: A 5kW solar PV system at Dickinson Pool is now operational. Another solar PV installation is planned for the Hobbits Glen Golf Clubhouse and should be under construction in early June. Also, design work has begun for the installation of high efficiency HVAC equipment at the Supreme Sports Club and the Stevens Forest Neighborhood Center.

An air conditioner and dehumidifier recycling event, organized in collaboration with BGE, has been scheduled for Saturday, June 2 and will be held on the parking lot at the Columbia Athletic Club.

Open Space: The 2018 Exploring Columbia on Foot series has begun and more than 60 people attended the most recent walk. Walks will be occurring in CA open space areas around town. Most of the walks will be held on Thursday mornings, while two will be held on Saturday. The full schedule with locations may be found at <https://www.columbiaassociation.org/explore-columbias-natural-settings-with-cas-2018-series-of-organized-outdoor-walks/>

Watershed: The “Bugs That Bite” program is underway. This year there will be presentations offered to residents in 7 of the 10 villages on mosquitoes and ticks. The information sessions are focused on mosquito and tick prevention and how to combat mosquito breeding.

Design work is in progress for the SHA / Ecotone Inc. stream restoration project that will impact segments of the stream that feeds Wilde Lake and Lake Kittamaqundi. Three public information sessions are being planned for late summer / early fall to share the design and answer questions about the project. There will be one session, respectively, in the villages of Town Center, Wilde Lake, and Harpers Choice.

Capital Improvements

SportsPark: ADA parking pad and accessible route upgrades are complete, and the parking lot has been seal-coated and striped.

Wilde Lake Tot Lot WL4: Tot lot refurbishment will be completed in June.

Stevens Forest Tot Lot OM15: The tot lot was refurbished and now features new poured-in-place surfacing, new roofs on the fort, new liners, and a paved entrance.

Wilde Lake Spring House: Reconstruction work following storm damage is well underway and is expected to be completed in June.

Faulkner Ridge Pool: Pool Deck renovations around three sides of the main pool have been completed. The pool area was enlarged to accommodate larger pool events.

Wilde Lake: The stream channel just below Wilde Lake was stabilized adjacent to the bridge. A new 38'x10' bridge was installed to replace the existing bridge.

Kahler Hall: ADA access and plaza area improvements are complete.

Community Services

Columbia Art Center

Columbia Art Center hosted the 2018 Congressional Youth Art Competition for the 3rd District of Maryland on Saturday, May 12. The show featured art creations by high school students from four counties (Baltimore, Anne Arundel, Montgomery, and Howard) and Baltimore City. Congressman John P. Sarbanes presented the awards and the winning creation will be exhibited in the US Capitol. The second and third place selections will be displayed in the Maryland and DC offices of Congressman Sarbanes. This year, 2018, marks the fifth time the Columbia Art Center has hosted the event.

The Ceramics Program was host to students from the Fort Meade Defense Information School on April 11 and 17. The students' participation in the program was filmed, including conversations with the students and faculty about their experiences while taking art classes at Columbia Art Center and highlights of various aspects of student work in process. The videos were submitted as term projects at Fort Meade.

School Age Services

School Age Services is participating in the First Tee golf program at two locations, Talbott Springs and Phelps Luck elementary schools, through Fairway Hills Golf Club. Children will complete 18 golf/life lessons. The program is expected to expand to more schools for the 2018-19 school year.

Summer Camps

The Summer Camps administration team attended the 2018 American Camp Association (ACA), Chesapeake Camp Conference on April 12 in Monkton, MD. This was a great opportunity to visit with vendors and network with both camp professionals in this area, as well as board members from ACA National Team. Summer camp administration team members took advantage of several educational sessions and learned new camping trends that will help CA to prepare for the upcoming camping season.



Volunteer Center Serving Howard County

The Volunteer Center Serving Howard County, on behalf of the Governor’s Office on Service and Volunteerism (GOSV), distributed Orioles baseball tickets to more than 50 volunteers representing four partner organizations in honor of National Volunteer Month.

Columbia Archives

On April 12-14, 2018, Columbia Archives staff attended an archival conference hosted by the Mid-Atlantic Regional Archives Conference (MARAC) in Hershey Pennsylvania. During the conference, Lela Sewell-Williams, archives manager, presented on a collaborative session entitled “Finding The Sweet Spot in the ‘Chocolate City’: Black Music and Dance Communities, Collaboration, and the Archives in Washington, DC,” which focused on building community archives.

On April 24, 2018 the Communications and Marketing Department launched a new website for the Archives, which features the content for the [Archiving the A.R.T.S](#) program, held at Slayton House on March 29, 2018.

International Exchange and Multicultural Programs

International Exchange & Multicultural Programs (IEMP) hosted an event entitled *Explore Columbia's Sister Cities* at The Mall in Columbia on Sunday, April 22. Visitors enjoyed an afternoon of music, drum and dance performances and tables displays celebrating Columbia’s four official sister cities (Cergy-Pontoise, France; Tres Cantos, Spain; Tema, Ghana and; Cap-Haitien, Haiti) and our soon-to-be fifth sister city - Liyang in Jiangsu Province, People's Republic of China - which has received the approval of the CA Board of Directors. Display tables were staffed by volunteers from the respective sister city committees and CA’s International & Multicultural Advisory Committee. This was the first time all of Columbia’s sister cities were brought together at one community event.

Click [here](#) for photographs of the event and [here](#) for the event video.

IEMP and the Youth and Teen Center

IEMP and Youth and Teen Center staff participated in the “Youth in Conversation” meeting at Oliver’s Carriage House on April 30, at which 30 high school students from six different high schools discussed diversity, inclusion, race, culture and identity. This was the fourth in a series of meetings that began in January 2018 under the organization of #OneHoward YouthSpeak, led by Rebecca Dietz, and under the auspices of Dr. Kevin Gilbert, director of Diversity, Equity and Inclusion at the Howard County Public School System. CA has been a member of #OneHoward YouthSpeak since its inception. Weekly planning meetings are held at either CA Headquarters or the Youth and Teen Center.

Upcoming Events

Columbia Art Center

Columbia Art Center Galleries will hold its annual Faculty/Student Exhibition reception and potluck dinner on Tuesday, May 22, 5:30-7:30pm free of charge and open to the community. The evening event provides an opportunity to talk to instructors and students and learn about the programs offered at the center. A new aspect of the show will be juried awards for two participating students



in the exhibit. The “Artist On The Rise” awards will be presented at the reception, together with the winners of the popular viewer-voting feature.

The Youth and Teen Center @The Barn will partner with the Howard County MultiService Center and The Jacaranda Center in hosting the Ninth Annual Oakland Mills Community Fair on Saturday, June 2, 2018 from 10:00am – 1:30pm. This event will be held outside at Oakland Mills Middle School. The goal of this event is to connect residents to services within their community and to provide a means of awareness to the many resources available to assist them in their daily lives.