



SENIOR
LEADERSHIP
TEAM

Milton W. Matthews
President/
Chief Executive
Officer

Susan Krabbe
Vice President/
Chief Financial Officer

Dan Burns
Director of
Sport and Fitness

Jane Dembner
Director of Planning
and Community Affairs

Sheri Fanaroff
General Counsel

Janet Loughran
Executive Assistant
to the President/CEO

Dennis Matthey
Director of Open Space
and Facility Services

Ron Meliker
Director of
Human Resources

Michelle Miller
Director of
Community Services

Laura Sitrler
Chief Marketing
Officer

Chuck Thompson
Chief Information
Officer

Jackie Tuma
Director of
Internal Audit

September 2018

Office of the President/CEO

CA's President/CEO was selected by the Howard County Community College Board of Trustees as one of the recipients of the 2018 Trustees' Award for Outstanding Service. Mr. Matthews was honored for his work as chair of the Sustainability Task Force on the 2017-2018 Howard Community College Commission on the Future.

The President/CEO was invited by the *Baltimore Business Journal* to be a panelist at "The Future of Howard County: Columbia" event on 11 September 2018. Mr. Matthews joined Greg Fitchett, senior vice president, development, Howard Hughes Corporation; John Hermann, vice president, asset management/leasing, Corporate Office Properties Trust (COPT); and Leonardo McClarty, president/CEO, Howard County Chamber in a discussion moderated by Carley Milligan, digital editor, *Baltimore Business Journal*.

The Downtown Columbia Arts and Culture Commission (DCACC) and the Columbia Festival of the Arts (CFA) announced a new collaboration effort to expand artistic, cultural, and community programming at Merriweather Post Pavilion and other venues throughout Columbia. Under the agreement, staff from DCACC and CFA will work together to develop and produce new programs and events on a year-round basis. CFA will provide DCACC with operations, communications, and outreach assistance to help build greater awareness about artistic, cultural, and community programming throughout the area.

The Downtown Columbia Partnership is hosting the fifth annual "Discover Downtown Columbia 5K" on Sunday, 7 October 2018. The event begins at 9:00 a.m. at the Lakefront Plaza in Downtown Columbia. The course features a loop trail beginning and ending at the People Tree. Participants will cross the stage at Merriweather Post Pavilion.

The Howard County Chamber hosted a "Howard County Executive Candidate Forum" at its luncheon on 13 September. Candidates Calvin Ball and Allan Kittleman answered questions from moderator Vic Carter, WJZ-TV anchor, on topics including Howard County's budget, school overcrowding, flood mitigation, public transportation, and public safety.

Howard County Recreation and Parks held a groundbreaking ceremony on 22 August for the third phase of Blandair Regional Park. This phase will feature the largest and most inclusive playground in a Howard County-owned park, with 80 per cent of the equipment accessible to children with special needs.

Administrative Services

Residential and commercial property owners were able to pay their annual charge online for the first time. The Annual Charge Division implemented Govolution, an online payment solution, enabling online e-check and credit card payments of the annual charge, in response to customer requests. By 31 August 2018, nearly 600 customers had taken advantage of the online payment options. The team also implemented AutoAgent, a no-cost analytic tool that helps to reduce the number of duplicate payments (and thus, the number of refunds to be processed) by over 200. The Annual Charge team and their colleagues in Communications and Marketing redesigned the annual charge paper invoice this year, and received very positive feedback on the updated form.

The new independent audit firm shared the excellent results of CA's Fiscal Year 2018 financial audit and the 2017 calendar year 401(k) plan audits with the Audit Committee and the Board of Directors on 23 July 2018. The independent auditors were complimentary of the accounting team and everyone who participated in the preparation of the financials and the supporting schedules, which required substantially more effort with a new audit team as they build their work files.

Team members from the Department of Administrative Services and super-users CA-wide are diligently working through the Human Resources Information System (HRIS) proposal and vendor selection process, narrowing the potential group of vendors down to a final three. A more rigorous review and examination of the functionality of the final three products is ongoing, including consideration of cost, implementation process, and reference evaluation. Selection of a vendor is expected by the end of September 2018.

Sport and Fitness

Tennis

The United States Tennis Association (USTA) named CA's Long Reach Tennis Club (LRTC) one of 24 winners in the 37th annual USTA Facility Awards program, which recognizes excellence in the construction and/or renovation of tennis facilities throughout the country. LRTC and the Public Southeast Tennis and Learning Center in Washington, D.C. were the only two facilities in this region awarded this distinction.

To be considered for an award, facilities must be under the jurisdiction of a park and recreation department, educational institution, nonprofit corporation, or be a private or commercially owned and operated facility that offers both USTA and public programming designed to help grow tennis. Facilities were judged on overall layout and adaptation to site; excellence of court surface and lights; ease of maintenance; accommodations for players, spectators, and press/officials; graphics; amenities, such as casual seating for spectators; and the facility's participation in USTA programs.

The Mid-Atlantic Club Management Association (MACMA) awarded its 2018 Award of Excellence for "Outstanding Achievement in the Field of Kids Programming" to Columbia Association for its kids program, "Tennis Whizz."



The grand opening of the Pickleball facility at Owen Brown was held on Friday, 3 August. More than 30 individuals attended. Prior to the grand opening, CA Tennis hosted a “Pickleball Certification” workshop, the second such workshop held in the United States. CA’s tennis staff completed the eight-hour workshop and testing with a representative from the Professional Pickleball Registry, and received their certification.

Open Space and Facility Services

Ongoing Capital Projects

Columbia Athletic Club Phase II

Due to issues that have impacted the overall project schedule (weather, unforeseen structural conditions, and flooding of the lower level), work is progressing at an expedited pace in an attempt to make up for delays. The Construction Division is working with the contractor to facilitate the timely completion of the project.

Columbia Swim Center

The project is complete. The contractor is completing punch list work.

Horse Center Roofing Project

New roofing on Building 1 is complete. Roofing work on Buildings 2 and 3 has been impacted by the weather. Roof coating on Building 2 is underway, with work to be completed in October. Roofing on Building 3 is currently 70% complete, with work expected to be completed by end of September.

Energy Management

Community Outreach

Promotion and other planning activities are underway for a community energy meeting on 2 October in the village of Hickory Ridge. Home performance with Energy Star and solar panel programs will be discussed with residents.

Department of Energy Better Buildings Program

CA staff recently attended the Department of Energy’s Better Buildings Summit in Cleveland, Ohio where CA was presented with a Goal Achievement award for reducing our energy usage by **20 percent in five years**. CA was one of eight organizations nationwide to be recognized for this achievement.

Clean Energy Infrastructure

A 15kW solar photovoltaic installation was completed at Hobbits Glen Golf Clubhouse. Design work for solar installations at the Columbia Gym and Athletic Club is continuing.

Community Services

Columbia Community Exchange

Columbia Community Exchange (CCE) hosted a Skill Share Fair, Repair Cafe and Book Swap at the Elkridge Library on 14 July. The event featured skill-sharing workshops on do-it-yourself tasks, such as simple caulking, drywall repair and basic sewing; plus, a project table to make

plastic bag sleeping mats for those experiencing homelessness.

Camps

Camps Division had a successful season in summer of 2018, with more participants in Fiscal Year 2019 than in Fiscal Year 2018.

Columbia Art Center

In collaboration with the Aquatics Program, Columbia Art Center launched a new outreach effort by hosting art activities at a variety of Columbia pools during swim meets. Over 150 youth and teens participated in the activities, leading to a greater awareness of the Art Center and its programs.

Columbia Art Center's second annual Color Columbia: Plein Air Paint Out took place on Saturday, 8 September, around Lake Kittamaquundi and Wilde Lake. More than 50 artists participated in the event, painting scenes of wildlife, nature, and historical and modern architecture, found in two of Columbia's more serene settings. Exhibition of the works at the Columbia Art Center began on 15 September and will continue through 30 September.

Sister Cities

Columbia, Maryland now has a fifth sister city — Liyang, China, located in the Jiangsu province of the People's Republic of China. The Honorable Mayor Huaqin Xu and Columbia Association President/CEO Milton W. Matthews signed the sister city agreement on Monday, 10 September during a ceremony at Historic Oakland Manor in Columbia.

Columbia and Liyang share similar values, such as environmental stewardship, high educational standards, quality of life for their residents, and enhancing international relationships. The sister city relationship will allow residents to meet and explore each other's city for the mutual benefit and understanding of both.

Communications and Marketing

Events/Programs

The Communications & Marketing (C&M) team supported the promotion of CA's Color Columbia Plein Air Paint Out in early September with Facebook posts, an ad that ran in the Baltimore Sun's Fall 2018 Arts Guide, as well as a press release and a feature in the Columbia Flier. The team has also been busy planning for Columbia BikeAbout, Dog Day, and the Veterans Day parade and ceremony, all coming up this fall.

Additionally, the design team worked with Columbia Art Center to create new outdoor signage to help beautify the immediate area and grow awareness and traffic in the Long Reach Village Center.

Digital Marketing/Advertising

A new geo-targeted mobile advertising campaign and sponsored Facebook posts were executed for the Fairway Hills Golf Club, promoting the "Two Player Special" offer. The campaign resulted in more than 1,300 clicks to our landing page from these ads, helping to drive awareness and interest. Additionally, a targeted eblast through the Baltimore Sun



referencing our current health club offers received almost 16k opens and 1,800 clicks to our webpages.

The digital marketing team has implemented strategies to drive greater engagement among members. E-newsletters are being customized by membership type to deliver more relevant content; and while it is early, the team is seeing strong open and click-through rates. A poll has also been introduced at the end of emails to gauge satisfaction with content; this poll offered readers an opportunity to provide feedback on information that they would like to receive.

C&M has invested considerable time in planning the communications and marketing for Columbia Athletic Club's reopening later this fall. Regular updates have been provided via a number of channels: email, social, website page, and a new time lapse video, which will be included in the upcoming communications to help highlight the progress.

Media

Notable media coverage from August through mid-September included a cover story in the Columbia Flier about teen employment, featuring CA prominently. Several CA awards and recognitions that were communicated to the press and/or community were:

- Department of Energy Award for CA's efforts to reduce energy consumption
- US Tennis Association Award for Long Reach Tennis Club
- CA Aquatics office recognized as autism-friendly local business
- Columbia's new sister city in Liyang, China