



SENIOR
LEADERSHIP
TEAM

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July 2019

Office of the President/CEO

The President/CEO attended a number of events from late June through early July including:

- Groundbreaking ceremony for the Howard County Veterans Monument and Neighborhood Square – 29 June;
- Inaugural concert of Soulful Symphony with Darin Atwater – 29 June; and the
- Fourth of July Parade – Longfellow Neighborhood in Harper's Choice.

The Howard County Economic Development Authority (HCEDA) announced the completion of the first phase of the Howard County Innovation Center Project, a product of County and State-wide initiatives to develop technology, cyber, and innovations communities in the Baltimore-Washington corridor. Renovations to the third floor of the building at 6751 Columbia Gateway Drive were completed, and the Maryland Center for Entrepreneurship (MCE) was moved to the facility. The third floor is now home to the MCE's 19 resident companies, multiple business support organizations, and four HCEDA staff members.

The Downtown Columbia Arts and Culture Commission and Soulful Symphony announced a change in the Symphony's concert schedule. The September 14 concert, "Under an Open Heaven," will take place as scheduled. The "Slang" concert will be moved to a date in October. The changes were made as a result of injuries sustained by Soulful Symphony founder and artistic director, Darin Atwater, in a recent automobile accident.

Howard Hughes Corporation is conducting a review of potential strategic alternatives to maximize shareholder value. Greg Fitchitt issued a brief statement saying "Here in Downtown Columbia, it will remain business as usual as we continue to operate our assets and grow boldly our award-winning master planned community. We look forward to continuing our partnership and strengthening our long-term commitment to our region."

Administrative Services

Highlights

Much of the organization worked on the Dayforce implementation; the commitment and effort of the core team and their colleagues throughout CA were extraordinary. The first pay date was July 5, 2019. While there are a

Administrative Services (cont'd)

number of issues to analyze and correct, the overall results were very good. As of July 10, only one manual payroll check has been needed. The team is documenting issues as they are identified, assigning responsibility for resolving them and working through each one systematically, focusing on identifying and addressing root causes.

The IT team shut down the server for the previous timekeeping application, known as TKMS, so that it is no longer accessible; thus, eliminating the access risk that it presented formerly.

The Accounting, Purchasing and IT divisions have also been working on the independent audits of CA's financial statements and the 401(k) plan. The audit reports will be presented by the external auditors to the Audit Committee at a meeting on July 23.

The Annual Charge Division is very busy answering phone calls, assisting walk-in customers and responding to email inquiries related to the July 1, 2019 annual charge billing. The team is also processing tax credit requests and payments as quickly as possible.

Challenges

The entire department, particularly the Dayforce implementation team, has worked extremely hard for months now, and there is still work to be done to address issues in the modules implemented to date, and to complete the roll-out of the on-boarding and learning modules. Maintaining this level of effort and energy for the project, as well as continuing to handle their day-to-day responsibilities, is very challenging; yet, we will get it done!

Opportunities

We are already seeing efficiency gains through the elimination of paper time sheets, the availability of electronic pay stubs, and the use of the team member self-service option, as well as the analytics the system provides.

Sport and Fitness

Highlights

On Monday, July 15, Sport and Fitness held its first weekday Open House. Healthy breakfasts were provided and personal trainers were available at Haven on the Lake and the fitness clubs. Community members were offered a wide variety of free group fitness classes and personal training programs at the fitness clubs; member rates on green fees and free carts at Hobbit's Glen Golf Club; and the opportunity to play pickleball at the Owen Brown Tennis Club, at no charge.

Golf

Hobbit's Glen Golf Club hosted the United States Golf Association (USGA) sectional qualifier on July 8-9. This event attracted local players from Maryland and Virginia, and as far away as Connecticut. Torrential rain on July 8 pushed the tournament to July 9 and 10.

Sean Gilliland and his team worked diligently to prepare and maintain the course, which impressed the players and officials. The two-day event started with 130 players, with one person qualifying to move on to the final championship.

Sport and Fitness (cont'd)

Group Fitness

Haven on the Lake hosted its first Goat Yoga class on Saturday, July 13. Sixty individuals attended and flowed through yoga postures while smiling, laughing, and petting the eight baby goats. Following the class, the attendees were provided a light breakfast in Haven's cafe. Haven's next Goat Yoga class will be held on August 25, 4-5:30pm.

Tennis

Approximately 1,000 members and guests from the area participated in the 2019 United States Tennis Association (USTA) regional championships held at the Owen Brown and Wilde Lake Tennis Clubs on July 13-15.

More than 80 youth tennis players from the Mid-Atlantic region participated in the Bobby Hoffman L7 Tournament on June 15 at the Owen Brown Tennis Club. The tournament is held annually in memory of CA tennis coach Bobby Hoffman.

Supreme Sports Club

Renovations continue at the Supreme Sports Club. Framing is up in the upper locker rooms and work is progressing on the roof, pool deck and plumbing upgrades.

New Matrix Indoor bikes arrived in June to elevate the CACycle experience. Two new Octane Lateral X cardio machines were introduced to the main fitness floor.

SkatePark Birthday Celebration

The SkatePark celebrated its 20th birthday with a party on June 28. About 175 individuals came and participated in skateboarding competitions, dancing, and enjoyed samples from community food vendors and experienced products from skate companies.

Opportunities

After several years of incremental growth, we believe the new spin bikes at Columbia Gym and Supreme Sports Club will provide a greater range of tools to heighten the energy and excitement, which members are increasingly seeking in our cycle classes.

Challenges

As evidenced in past Clarabridge surveys, maintaining the member experience during renovations in a facility is difficult. Staff is working hard to maintain the fitness club experience as we progress through Phase I and look to begin Phase II of the Supreme Sports Club renovation.

Planning and Community Affairs

Highlights

The Millennial Advisory Committee held its kickoff meeting in June 2019. Among the topics discussed was an upcoming CA-sponsored community event targeted at Columbia's millennial population. The Committee will meet monthly on the second Monday starting in August 2019.

Open Space and Facility Services

Community Improvement and Capital Projects

Highlights

Long Reach

The Phelps Luck Basketball Court renovation was completed, and the Starburn Path Tot Lot pathway surfacing and underdrains were replaced.

Owen Brown:

Lake Elkhorn - 1,700 feet of pathway connections to neighborhoods were renovated on south side of the lake.

Oakland Mills

Renovations to the Bluecoat Tot Lot were completed. Farewell Road - 2,300 feet of pathway were renovated.

Dorsey's Search

Red Bandanna – Three drainage culverts were installed, and 1,000 feet of pathway were renovated.

Columbia-Wide

- Ten pedestrian bridges were replaced.
- Supreme Sports Club phase 1A construction is currently underway including interior wall construction, aquatics area improvements, and roofing work.
- Phase III of improvements to the Ice Rink are underway, which include new flooring, new safety handrails, and netting. Improvements will be completed by the end of August.
- The Running Brook water journey pad has been completed and is open for use.
- Horse Center restrooms upgrades and ADA improvements were completed in time for summer camps.

Challenges

Removing the running/walking track in the Supreme Sports Club will require specialty contractors to work on the sub-surface, a job unknown to us until the track was removed. We are estimating that this extra work will add approximately two to three weeks to the arena shutdown schedule.

Energy Management

Highlights

The design phase for the Slayton House theater sound and lighting renovation was recently completed. The improvements, upon completion, will significantly raise the quality of productions at the theater, and save energy through the use of LED lighting technology.

A high efficiency ENERGY STAR HVAC system was installed at Kahler Hall.

Two energy-related community events were recently completed. A community energy meeting, held at Linden Hall on June 11, was attended by approximately 20 residents. A dehumidifier/window AC unit recycling event, held at the Sports Park on June 22, drew 300 people, who dropped off more than 400 units to be recycled and sustainably disposed.

Open Space and Facility Services (cont'd)

Open Space Operations

Highlights

The Harpers Choice field team built a float for the Longfellow Parade that included a tot lot. The River Hill field team “dressed up” a truck for the River Hill parade. The field teams, as well, participated in the parades.

The entire Open Space Operations team worked on preparations, event set-up, and site clean-up for the fireworks display at Lake Kittamaqundi. More than 300 hours were spent supporting July 4 events.

A large tree removal project was completed at Lake Kittamaqundi. More than 100 dead trees were removed including a large number of ash trees.

Challenges

Tree limbs and logs remain along some pathways in the Villages of River Hill and Kings Contrivance from the recent tornado and subsequent storm damage. We are working through the priorities; however, it will take several additional weeks to safely remove all of the debris.

Opportunities

The large number of trees removed at Lake Kittamaqundi provided an opportunity to use the logs on-site for an upcoming stream bank stabilization project. The logs have been staged safely and the areas have been seeded with an ecological mix to re-establish the forest undergrowth. A more comprehensive tree re-planting project will commence this fall.

Watershed Management and Open Space Enhancements

Highlights

CA staff participated in Camp Make a Difference programming with sessions at the Lake Elkhorn dock. Staff and campers looked at overall lake water quality, bugs, and fish that live in the lake and what CA and residents can do to improve water quality. Staff used a table top rainfall simulator to demonstrate the effect of increasing organic matter in soil on runoff retention. During one session, campers sorted through aquatic vegetation from a CA harvester and rescued minnows trapped in the vegetation.

Construction has started on the bioretention facility that will replace the failed sand filter in the Maintenance Facility equipment yard. The new bioretention facility will provide treatment for runoff without the clogging issues that plagued the sand filter.

CA has been awarded a **\$209,951** grant from the Chesapeake and Coastal Bays Trust Fund, managed by the Maryland Department of Natural Resources. The funds will reimburse CA for costs associated with the installation of a bioretention facility in open space in the Village of Long Reach and for installed rain gardens. The funding for the rain gardens is geographically targeted by the State and limited to the Dorsey Run sub-watershed in the Village of Long Reach.

Challenges

Obtaining funds for rain gardens in other areas within the boundaries of CA is a challenge.

Community Services

Highlights

Columbia Art Center's Youth Program hosted an interactive art activity at the Columbia Festival of the Arts Lakefest, June 14-16, at Lake Kittamaqundi. Children and adults created and assembled butterfly creations which were then hung on a tree and displayed with outdoor lights. The Youth Program also provided painting and printmaking activities for attendees to enjoy.

Columbia Art Center's Ceramics Program hosted a craft booth at Lakefest with wheel and handbuilding demonstrations and mini sculpture clay activities for all ages to enjoy. More than 450 people came through to both Art Center locations and participated in the activities.

Volunteer Center Serving Howard County extended invitations to Maggie Brown Scholarship awardees to speak at the opening of *Camp Make A Difference*. Kevin Tu (June 24) and Yamini Ananth (July 1) accepted. They spoke to middle school attendees about the value of service and how the service they performed impacted them. The invitation is sent annually and the speakers inspire the campers, as well as the adults.

On July 8, the campers met a Howard County graduate who attended *Camp Make A Difference* in 2011/2012.

Opportunities

Columbia Art Center launched its summer outreach by participating with the Head Start Summer Enrichment program, offering art activities for preschool children. A workshop was held on July 9 at First Presbyterian Head Start and a second workshop was held at the Cedar Lane Head Start on July 15.

Columbia Art Center also provided summer art workshops for the Children's Magnet Montessori School on July 19.

Columbia Art Center will offer a variety of sampling workshops this summer designed for adults (ages 17 and up) to work with different art forms. The offerings include *Give It A Spin on the Wheel* on July 20 or July 27, *Fused Glass Bowl* on July 27 or August 24, *Dabble in Watercolor* (held on July 9), *Pet Portrait Paint Night* on August 9, *One Stroke Painting Hydrangeas* on August 13, *Block Printmaking* on July 20, *Earrings Extravaganza* on August 20, and *Ukrainian Egg Decorating* on July 28.

Visit Columbiaartcenter.org or email art.staff@columbiaassociation.org.

Volunteer Center Serving Howard County will again collaborate with the Prepare for Success program by distributing collection boxes for school supplies at numerous CA facilities. Boxes were decorated by students enrolled in CA School Age Services programs.

Communications and Marketing

Highlights

We are promoting a new offer for individuals on active duty in the military. Active duty military personnel may join a CA membership, with no payment to get started. If deployed, they will be able to cancel their annual CA membership with no cancellation fee.

From the digital marketing front, for two months now we have been testing new lead landing pages for Fitness, Golf and Haven on the Lake. The new landing pages are showing a higher conversion rate. Lead form submissions jumped from 5 to 54 in two weeks just for CA memberships.

In June and July, we continued our digital banner ads through multiple vendors focusing on CA and Haven on the Lake memberships. Paid search ads also continued to run with focus on Play memberships and the outdoor pools. We also targeted new Howard County residents with a direct mail piece for a free pass to try out Haven on the Lake and a special membership offer. Additionally, we ran digital banner ads on *The Baltimore Sun* and *Explore Howard County* websites promoting CA's Open House on July 15.

Our digital leads grew 176% in June 2019 compared to a year ago. Overall traffic to landing pages grew an average of 119%, with the largest growth on golf pages from Google and Pandora ads. Our first Instagram Takeover launched on June 21, with Megan Cooperman sharing a "day in the life" of a group fitness supervisor. Megan's 14 posts drove an engagement of 4,807 total impressions and offered a new way of leveraging social media with team member participation.

The upgraded audio system has been completed in the boardroom at CA Headquarters. New, more advanced microphones with longer goosenecks have been installed and calibrated to optimize sound and recordings from board meetings.

Challenges

The building of webpages for the redeveloped website continues this month. Testing of the beta site will begin at the end of July. During this time, a dedicated team of CA team members will be reviewing webpages to check content, functionality, etc., before the new website goes live in mid-August. This will be a heavy lift for a small team within CA, as well as with our two agencies helping us prepare for this launch.

The Communications & Marketing team will be short-staffed for a short while, balancing our communications and marketing initiatives with recruitment efforts, as two team members have recently left for other opportunities.

CA in the News

Recent coverage in the media included tributes to Jane Dembner in the *Baltimore Sun*, *Business Monthly*, *Columbia Flier*, *HoCo Connect*, and *Village Green/Town Squared*; a mention of CA's outdoor movies in the *Baltimore Sun*; a feature article on *Columbia Neighborhood Swim League's* 50th anniversary in the *Columbia Flier*; and regular coverage of *Columbia Neighborhood Swim League* in the *Columbia Flier*.

Thought of the Month

“They always say that time changes things, but you actually have to change them yourself.”

Andy Warhol
Artist, Director and Producer