



SENIOR
LEADERSHIP
TEAM

Milton W. Matthews
President/
Chief Executive
Officer

Susan Krabbe
Vice President/
Chief Financial Officer

Dan Burns
Director of
Sport and Fitness

Sheri Fanaroff
General Counsel

Janet Loughran
Executive Assistant
to the President/CEO

Dennis Matthey
Director of Open Space
and Facility Services

Monica McMellon-Ajayi
Director of
Human Resources

Michelle Miller
Director of
Community Services

Laura Sittler
Chief Marketing
Officer

Chuck Thompson
Chief Information
Officer

Jackie Tuma
Director of
Internal Audit

October 2019

Office of the President/CEO

Columbia Association's President/CEO was named by *The Daily Record* as one of Maryland's 2019 Most Admired CEOs. The award recognizes talented business and government CEOs and nonprofit executive directors throughout Maryland for their leadership and vision. The winners were selected based on professional accomplishments, community service, and letters of reference submitted by coworkers, board members, and community leaders showing the CEO's leadership and vision. Mr. Matthews and the other award recipients will be honored at a ceremony in early November.

The President/CEO, together with Susan Krabbe, Dan Burns, and Monica McMellon-Ajayi, attended a "Diver\$ity + Inclu\$ion = Bu\$iness Growth" Symposium on 25 September sponsored by the Howard County Human Resources Society, of which Ms. McMellon-Ajayi is a member. Speakers at the Symposium, which focused on the economic impact of successful diversity and inclusion initiatives in the workplace, included Dr. Calvin Ball, Howard County Executive; Calvin Butler, CEO, BGE; and Triffon G. Alatzas, Publisher and Editor-in-Chief, The Baltimore Sun Media Group.

The President/CEO, together with Michelle Miller and Jessica Bellah, hosted a meeting on 9 October with the "First Lego League" team from Clarksville. Members of the team, who study at Clarksville Elementary and Clarksville Middle Schools, are participating in this year's competition, which has the theme of "City Shaper." Team members, their assistant coach, and parents came to CA to learn about the challenges faced with Building or Public Spaces in communities. The students will take the information learned in this meeting, do additional research, and then design a solution, using Legos, to overcome a particular challenge.

The President/CEO attended the "Little Free Pantry" dedication ceremony hosted by the Town Center Community Association on 18 October. Little Free Pantry is a grassroots solution to hunger and food insecurity, and facilitates feeding neighbors, nourishing neighborhoods.

The Howard County Chamber announced its 2019 Awards for Chamber Excellence (ACE) recipients at its Signature Event on 5 October. Recipients were Business Person of the Year – Jean Parker, Merriweather Post Pavilion; Community Impact Award – Joan Driessen, Association of Community Services; Entrepreneur of the Year – Luke Chow, Prime Manufacturing Technologies, Inc.; Exemplar Award: Dick Talkin, Talkin & Oh, LLP and Earl Armiger, Orchard Development; Large Business of the Year – Sandy Spring Bank; and Small Business of the Year – Carney, Kelehan, Bresler, Bennett & Scherr, LLP.

Office of the President/CEO (Cont'd)

The “Discover Downtown” 5k, hosted by Downtown Columbia Partnership, took place on 6 October. The race began and concluded at the Lakefront, and had 522 registrants. Last year’s race featured 223 registrants.

The Howard County Economic Development Authority hosted members of the Maryland House of Delegates representing Howard County, District 13, on 4 October for a guided tour of the newly-renovated Innovation Center. Delegation members saw the impact of their legislative support on the Innovation Center project and also met resident partner, MITRE Viking Lab, operated by Howard County company, Trimia.

Howard Hughes Corporation announced three new restaurants coming to the Merriweather District. Matchbox, a wood-fired pizza restaurant with other menu offerings, will open in summer 2020, with seating for 150 people. Dok Khao Thai Eatery will offer Thai food selections and seat more than 100, both inside and as part of an outdoor dining area. Clove and Cardamom will offer traditional Indian dishes, as well as vegan and health-conscious options. It will be located at the intersection of Dove Sail Lane and Merriweather Drive and is expected to open in summer 2020.

Administrative Services

Highlights

Accounting

The Accounting team is working with team leaders throughout the organization to begin developing their FY 2021 operating budgets. Numerous refresher training sessions have been conducted for managers in using Power Plan, CA's budgeting application.

Human Resources

Lead by the Human Resources Division, CA celebrated “CX Day” on 1 October. CX Day heightens awareness of the importance and impact of the customer service industry. CA celebrated this day in alignment its mission and vision for Columbia.

The training module in Dayforce, CA’s new HRIS, was released on 4 October.

Purchasing

Members of the Purchasing team represented CA at two events in October. The first was the Howard County Small Business Summit hosted by the Howard County Chamber on 15 October. CA had a table at the event and met and spoke with representatives of dozens of local businesses about doing business with CA. On 16 October, the Director of Purchasing represented CA at the “Meet the Primes” event hosted by Baltimore County. The attendance at that event was estimated at about 2,500.

Challenges

The budget process is time-consuming for CA managers and for the Accounting team, along with their other, day-to-day responsibilities. Also, competing demands for CA resources present challenges for the department directors to resolve.

Sport and Fitness

Highlights

Sport & Fitness introduced its newest green initiative, Healthy Planet, Healthy You. The initiative is geared towards reducing usage of single-use paper and plastics in the fitness clubs, Swim Center, and Haven on the Lake. During the month of October, members can earn a reusable water bottle or swim suit bag by simply registering and using the facilities. At the end of the challenge in November, the facilities will begin phasing out single-use water cups and wet bags.

Golf

Joan Lovelace was awarded the 2019 LPGA Golf Professional of the year for the Northeast section.

Tennis

CA's 2019 3.0 Men's 40 and Over Tennis Team, the "Aces Wilde," won the Mid Atlantic Sectionals and is going to the National Championship in Orlando, FL on 18-20 October.

CA's Ladies 2.5 40 and Over Team won at Sectionals and is going to the National Championship.

Supreme Sports Club

On Saturday, 5 October, Supreme Sports Club celebrated the upper locker room and pool renovations with a Pool Grand Reopening Party. The party included a special aqua class and an ultimate kids rec swim featuring inflatables. The party finished with a Canoe Battleship challenge in which members teamed up to fill up opposing canoes with water, thereby sinking the opposing team's battleship. Work is progressing well in the Supreme arena and main fitness floor.

KidSpace

The KidSpace Teams had another successful Healthy Hero Fun Run/Walk. The stroller-friendly 1.5-mile course featured face painting, balloons, music, nutritious snacks and beverages. Kids (and parents!) dressed up as their favorite superheroes and enjoyed a morning of free, fun, and healthy family activity.

Transitions

Gail Miller, personal trainer, retired after 20 years of keeping our community fit and healthy. Gail began as a member assistant to help get new members started and evolved into one of our most supportive and engaging trainers. She will be missed by all.

Deb Papavizus, group fitness instructor who taught at CA for over 21 years, is also retiring. Her classes included BodyPump, aqua, cardio and toning. She, too, will be missed.

Opportunities

Renovation of Supreme Sports Club's upstairs fitness center is anticipated to bring a positive response from its users. The renovation will be a great opportunity to engage our current members and to show the community how CA is investing in their health and wellness.

Challenges

Renovations, budgets, Dayforce transition, and a change of seasons are keeping the staff busy while they continue to deliver a positive member experience for our members.

Planning and Community Affairs

Highlights

Staff from the Office of Planning and Community Affairs attended County Executive Calvin Ball's "Innovation Summit: Data Informed, People Drive." The Summit introduced a new County website entitled HOCODASH (Howard County Data Analytics and Statistics Hub) (<https://dash.howardcountymd.gov/>).

In addition to providing a platform for tracking data/results related to new County initiatives, this website also consolidates many of the previous efforts of the county's research division into a single consolidated resource. Many of the performance measures various departments use to determine if desirable outcomes are being achieved are now consolidated on this site and tracked.

Another part of the summit included a break-out session dedicated to topics of interest included the use of gamification in apps to alter transportation choices in the community. Another potential opportunity of interest to CA is the new County pilot program to transform traditional turf grass fields owned by the County into either meadows or turf alternative plantings that are better able to capture carbon and reduce maintenance needs. There is the potential for CA to partner with the County as part of this project or to translate their successes to our own open space management processes.

Open Space and Facility Services

Community Improvement and Capital Projects

Highlights

Oakland Mills - Performed maintenance and sediment removal at Pushcart Pond.

Dorsey Search - Started construction of DS05 Manor Hill tot lot.

Kings Contrivance - Performed major renovations at KC24 Tot lot.

Hickory Ridge - Performed major pathway improvements at Triangle Pass.

Town Center - Completed Vantage Point Tennis courts.

Supreme Sports Club - Phase 1B, 1C & Phase 2 which focus on improvements to the upper level fitness floor, new roofing on the fitness wing, renovations to the basketball arena and replacement of several mechanical units is under construction and on schedule for early November completion. Planning associated with Supreme Sports Club Phase 3 improvements to the lower level locker rooms, free weight room and women's gym is currently underway.

Hobbit's Glen Tennis Courts - Renovations to Hobbits Glen Tennis courts 1 and 2 are currently underway.

Horse Center – Construction on the tenant housing has begun.

Challenges

Overall construction activity in the greater Baltimore-Washington region continues to absorb more contractor resources than are available, increasing the cost of work and extending construction timelines. Personnel vacancies at some key positions have slowed some of the work, and we are actively trying to fill those positions.

Energy Management

Highlights

Planning for solar PV projects at Slayton House, Long Reach Tennis Club, and Swim Center continued with installation expected later this year. High efficiency LED pole lights were installed at the Owen Brown Tennis Club resulting in energy savings and improved light quality. Two high efficiency ENERGY STAR HVAC units were installed at the Supreme Sports Club. Planning continued for the installation of additional ENERGY STAR HVAC units at the Columbia Gym and the Columbia Athletic Club.

A community energy meeting was held on 8 October in the village of River Hill with approximately 25 residents in attendance. A dehumidifier/window AC unit recycling event is being planned with BGE at the Columbia SportsPark on 16 November.

Open Space Operations

Highlights

Open Space maintenance is testing several lawn demonstration alternatives in front of the CA maintenance facility. The first test plot has been seeded and additional plots will be seeded and evaluated over the course of the next 12 months. The purpose of this project is to identify plant species and seed combinations that can reduce mowing, provide pollinator habitat, and reduce the overall carbon footprint of the maintenance operation, while maintaining an aesthetically pleasing landscape. The information garnered from the test plots can be shared with Columbia residents as well.

New plantings are underway at Kennedy Garden. These “meadow gardens” are intended to capture - on a reduced scale - the spirit of naturally occurring meadows. We are choosing plants that will attract humans as well as birds and insect pollinators when they are established next summer.

Challenges

The drought like conditions continued through September. Many of the time sensitive tasks, such as fall annual flower planting, verification and seeding, tree planting and leaf clean will now overlap causing a strain on resources. Resources may need to be temporarily reallocated from other Open Space areas so that high priority projects and tasks can be completed.

Opportunities

Howard County is increasing its efforts around environmental sustainability including pollinator health, reforestation, forest conservation, and reduced pesticide usage. CA’s involvement in these efforts, such as helping to achieve Bee City status, is mutually beneficial to the County and CA.

Watershed Management and Open Space Enhancements

Highlights

CA staff and volunteers from Community Ecology Institute (CEI) planted the new bioretention facilities in open space adjacent to the Faulkner Station HOA in Wilde Lake.

CA Staff, in partnership with volunteers from the River Hill Village Watershed Committee, removed invasive weeds and planted native plants in open space below the Columbia Gym on 13 October.

The sediment accumulation in Push Cart Pond has been removed.

Construction has started on the stabilization of weirs 2 and 3 above Jackson Pond. The stabilization of the weirs will be followed by the removal of sediment in front of and in the forebay at Jackson Pond.

Challenges

Lack of rain has caused delays in scheduled planting activities.

Community Services

Highlights

More than 125 people attended Columbia Art Center's reception for the Annual Faculty/Student Exhibition on 14 September. The afternoon event included juror awards for emerging artists. The show, which featured 342 art works by 84 artists, received more than 425 visitors during the four weeks it ran.

More than 235 people attended Columbia Art Center's Fallfest Open House on 21 September. Attendees of all ages enjoyed free family art activities, raffle drawings, and facility tours. Art Center teachers were present to do demonstrations and talk to potential students.

Opportunities

Volunteer Center Serving Howard County and Columbia Community Exchange will provide information and panelists at a "Master Aging" conference on Saturday, 19 October, 10am-3pm at Howard Community College. Staff will be promoting volunteering as a healthy option for staying engaged in the community.

Columbia Art Center will host the 2019 Color Columbia Plein Air Paint Out on Saturday, 26 October, 10am-4pm at Lake Kittamaquundi and Wilde Lake. More than 45 artists will paint Columbia's extraordinary downtown landscape, lakes, and architecture as visitors watch the creative process in action. The event includes free family art activities, music by a djay, poetry readings, and a pop-up gallery shop on the lakefront stage.

On Thursday, 24 October, School Age Services invites our currently enrolled parents and siblings to a "Free Family Fun Night, to be held at each of our After Care programs. The Family Fun Night includes a game of Bingo, prizes, and refreshments.

Communications and Marketing

Highlights

The department has been planning for numerous events this fall, designing the marketing collateral and promoting the events across numerous channels. CA's annual Dog Day event will take place on Saturday, 26 October at Columbia DogPark. We have been working with Inner Arbor Trust and the Downtown Columbia Partnership to plan Party in the Park — a new event for millennials featuring live music, food trucks, drinks and more. This event will be held on Saturday, 2 November at the Chrysalis.



CA's annual Veterans Day Ceremony is Sunday, 10 November at the Downtown Columbia Lakefront. CA is once again working with Howard County Government, Howard County Veterans Foundation and the Howard County Veterans Day Parade committee.

We continue to provide significant communications support for the multiple stages of renovations at Supreme Sports Club. Efforts have included emails; mentions in monthly fitness and Digest newsletters; digital signage throughout CA facilities; printed signage at Supreme Sports Club; handouts; printed and digital frequently asked question sheets; website updates and more.

Following the prior success of Instagram takeovers, we held our third Instagram takeover in late September, which showed what it's like being a general manager of a fitness club, while also sharing updates on renovations. Engagement increased, indicating that we are reaching more people and strengthening our relationship with them.

The Lululemon campaign concluded at the end of August. Of 205 leads, we've so far converted three to CA members. In September, we started using unique and trackable phone numbers for the three fitness clubs, Haven on the Lake, and Hobbit's Glen Golf Club on our landing pages and targeted membership eblasts. We will continue to monitor the use of phone calls from ads.

Advertising included paid social media ads, paid search ads, and a targeted eblast for CA memberships — which received over 15k opens and 1,840 click-throughs, consistent with national averages. September digital banner ads resulted in 570 landing page visits while Haven on the Lake ads brought 314 landing page visits. In total, digital leads grew 244% in September 2019 compared to a year ago.

Challenges

Due to changes with Firefox and Safari web browsers blocking third-party cookies, we were challenged to collect the data from specific channels to understand the source of our membership digital leads. To overcome this issue, we moved our Pardot lead capture forms over to Gravity forms as of October.

CA in the News

Recent coverage in the media included Columbia receiving a No. 20 ranking — under different criteria and methodology than in the past — in *Money Magazine's* 2019 list of the best places to live in America; a letter to the editor in *The Baltimore Sun* commending CA for its urgency in responding to climate change; mentions of Dog Day and the Color Columbia Plein Air Paint Out in Howard Magazine; and a mention of an award won by CA's Sheri Fanaroff in *The Business Monthly*.

Thought of the Month

"We cannot manage the way we wish things were or the way they were."

David M. Roderick
Former CEO, U. S. Steel