



SENIOR
LEADERSHIP
TEAM

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President/
Chief Executive
Officer

Susan Krabbe
Vice President/
Chief Financial Officer

Dan Burns
Director of
Sport and Fitness

Sheri Fanaroff
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Marketing Officer

Janet Loughran
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Dennis Matthey
Director of Open Space
and Facility Services

Monica McMellon-Ajayi
Director of
Human Resources

Michelle Miller
Director of
Community Services

Kristin Russell
Director of Planning
and Community Affairs

Chuck Thompson
Chief Information
Officer

Jackie Tuma
Director of
Internal Audit

February 2020

Office of the President/CEO

The President/CEO accepted an invitation to serve on the Spending Affordability Advisory Committee (SAAC) Small Group Writing Subcommittee. The SAAC's final report is due to County Executive Dr. Calvin Ball by 1 March 2020.

The President/CEO attended the meeting hosted by County Executive Dr. Calvin Ball on 18 February 2020, where next steps to stabilize and "refresh" the Long Reach Village Center ("Center") were shared with the public. Mr. Matthews offered comments that emphasized Columbia Association's ongoing commitment to be a key party in these plans for the Center, including the reinvestment in CA-owned facilities.

The President/CEO, Board Chair, Vice President/CFO, and a representative from the village community associations hosted an information session for potential candidates for CA's Board of Directors on Saturday, 22 February 2020 at Columbia Association headquarters. Individuals interested in running for the position came to learn more about the role and responsibilities of Board members. A podcast covering much of the information presented at the on-site session was recorded following the session and is posted on CA's website.

Howard County was chosen as a Community Host for Massachusetts Institute of Technology's (MIT) USA Learning Action Lab for master's students. Howard County was one of only seven entities in the United States chosen as a field site. The course is designed as a field study on the subject of "Bridging the American Divides: Work, Community, and Culture." It seeks to foster understanding of the economic, cultural, social, and geographic context that defines the American experience as students contribute in concrete ways to community success. Students working with Howard County officials will visit 16-27 March to complete their field work.

Howard County would like feedback on an age-friendly community survey. Share your information and opinions on making our community work for adults of all ages. Your responses will remain anonymous. To take the survey, visit the link below until 29 February 2020.

<https://www.surveymonkey.com/r/HoCoAgeFriendly>



Department of Administrative Services

Highlights

Human Resources

The team has been working closely with IT and Aquatics to facilitate the hiring and onboarding process to staff the outdoor pools, up to 400 positions. This year's process is paperless for the first time, through Dayforce, CA's human resources information system.

Challenges

Because it is the first time using this new software, there are challenges to be worked out as they are identified. It has been a challenging process, and requires constant collaboration and increased communication between HR, IT, Aquatics and applicants.

Opportunities

Looking ahead, the consolidation of all the information into one online system should make tracking and compliance more accessible for managers and the HR team.

Department of Sport and Fitness

Highlights

Tennis

Columbia Association's Tennis Programming has been named the winner of the United States Tennis Association (USTA) Mid-Atlantic's Outstanding League Tennis Facility Award for 2019. The Award recognizes a tennis organization that supports and promotes the growth and development of USTA leagues in the Mid-Atlantic region, which includes Maryland, Virginia, Washington, DC, and parts of West Virginia.

Personal Training

Andy Guerin, Personal Trainer and TRIBE Team Training Head Coach for CA, was named the *North America TRIBE Team Training Head Coach of the Year for 2019*.

The newest small group training program, TRX Mbody, was launched in January 2020 at the three fitness clubs. The program consists of three different formats that combine the perfect mix of movement fundamentals, cardio, strength, and endurance.

Ice Rink

Rachelle Weisberg, general manager, Columbia Ice Rink, announced her upcoming retirement. Rachelle has worked for CA for twenty years, all of which were at the Ice Rink.

Thomas Connors, maintenance manager at the Ice Rink, has been selected as the next General Manager.

Golf

Patrick Mather has been selected as CA's Director of Golf Maintenance and will oversee outdoor operations and staff at Hobbit's Glen and Fairway Hills Golf Courses. Mr. Mather previously served as the superintendent of the Fairway Hills Golf Club.

Joan Lovelace, Head Golf Pro/General Manager, is holding indoor golf clinics for the Business Women's Network of Howard County, which promotes and supports professional women in their careers as executives, business owners, and leaders. The indoor golf clinics introduce women to golf and how to use golf to network with business clients.

Columbia Gym

CA introduced Rock Steady Boxing at Columbia Gym. Rock Steady Boxing (<https://www.rocksteadyboxing.org/about/>) is an avenue for individuals with Parkinson's disease to work on agility, speed, muscular endurance, accuracy, balance, hand-eye coordination, footwork, and overall strength.

Through the generous support of the Maryland Association for Parkinson Support (MAPS) and Columbia Association, the class is offered at no charge to anyone diagnosed with a Parkinsonian disorder. No experience is necessary to join, and all fitness levels are welcome.

Challenges

Planet Fitness, which is opening a facility in Dobbin Center in March 2020, is pre-selling memberships. Pure Fitness is planning a club in Elkridge. Both companies operate under the "low price/high value" model, with memberships starting in the \$10-15 per month range.

Opportunities

Golf had a good year in 2019 and this year's mild winter has kept golfers engaged. This bodes well for a strong start to the upcoming season.

Department of Communications and Marketing

Highlights

Under the leadership of interim Chief Marketing Officer Paul Gleichauf, the department continues to support CA's strategic priority to significantly improve CA's visibility as a valued partner in enriching the quality of life and community cohesion/connections.

The *Live Life Larger* brand campaign launched in mid-December continues its presence on local digital media (Baltimore Sun media group) and Countysortzone.com, as well as through an insert in the Columbia Flier and Columbia Mall displays.

A direct mail campaign to pre-empt Planet Fitness's opening campaign hit mailboxes in the target market the first week of February.

The writing and design teams are finalizing the CA Activities Guide, CA Golf Guide and CA Art Center Guide, all three to be published in March. A social media engagement program was launched during January that provides for curated posts on club digital signage of members using CA fitness facilities.

Several internal communications initiatives are underway. The digital team recently redesigned weekly team email layouts, and the department is working with leadership in HR and IT to provide timely updates and presentations on the CA Intranet.

Challenges

The department is focused on addressing the decline in digital leads during the past quarter, which has produced a proportional decline in new member sales. During January, the marketing team planned several new strategies to support lead generation for the sales team, including:

- A direct mail campaign targeted to out parcels surrounding the Columbia Gym, which will hit mailboxes at the beginning of March;
- A Google Pay Per Click (PPC) campaign to be launched the last week of February;

- Creation of an events marketing calendar to support the sales team’s presence outside of CA facilities in the community; and
- Marketing health-related events, including the Rock Steady program for Parkinson’s disease patients, through CA’s relationships with the local medical community.

Opportunities

The marketing team is working to modify the marketing communications for the March open house, with a goal to drive more external participation.

Department of Open Space and Facility Services **Community Improvement and Capital Projects**

Highlights

The following construction related activities have been completed:

- Kahler Hall interior finishes upgrades,
- Columbia Gym Cycling Studio replacement,
- Stone House roof replacement,
- Claret Hall Banquet Room flooring and sound panel installations,
- Demolition of old tenant trailers at horse center,
- Installation of new boxing bags at Columbia Gym, and
- Phelps Luck NC ceiling renovations.

Construction projects currently underway:

- Horse Center shavings and manure structures,
- Fairway Hills Hole 5 bridge and boardwalk replacement,
- Slayton House theatre renovations and sound systems upgrades, and
- Columbia Gym Tribe Studio development.

Projects in design for construction to start later this year:

- Supreme Sports Club Phase III,
- Pathways in Symphony Woods,
- Wading pool and bathhouse renovations at Clemens Crossing,
- Bathhouse improvements at the Dickinson, Running Brook, Faulkner Ridge, and Thunder Hill outdoor pools, and
- The second Long Reach Tennis Club solar array.

Challenges

Overall construction activity in the greater Baltimore/Washington region continues to demand more contractor resources than are available, thereby increasing the cost of work and extending construction timelines.

Open Space Operations

Highlights

More than seventy dead and decaying ash trees were removed as a result of the ongoing emerald ash borer damage in the Village of Long Reach. CA team members in Open Space Management and employees from the Howard County Office of Sustainability comprise a project team that was awarded a

HoCo innovations grant. The project will focus on testing various seed mixes in order to develop alternatives which will offer a reduced carbon footprint versus traditional seed mixes for residential lawns. The County Executive will announce the grant award at an event to be held at Linden Hall on 3 March 2020.

Challenges

Working with HR, the Open Space Operations team continues to recruit candidates for four vacant positions in a very competitive job market.

Opportunities

Tree removal over the past few years has resulted in a need to increase our tree planting efforts. Watershed and Open Space Management are currently planning tree planting projects for spring and will be implementing metrics associated with our efforts.

Watershed Management and Open Space Enhancements

Highlights

CA successfully petitioned the Maryland Department of the Environment for a waiver of the stream closure period, which will allow repairs to the berm on the north side of the Lake Elkhorn fore bay to take place this spring. The pathway which sits on top of the berm will re-open early summer.

Opportunities

CA continues to work with local groups and others to further enhance our open space areas.

Energy Management

Highlights

A building-wide HVAC renovation was completed at Claret Hall using ENERGY STAR certified equipment. Two solar projects also began construction: (1) A six kW system at Slayton House and (2) a nine kW dual-axis tracking system Long Reach Tennis Club.

Opportunities

CA continues to explore opportunities for collaboration on energy projects with Howard County and Baltimore Gas & Electric (BGE).

Department of Community Services

Highlights

On 20 January, the Volunteer Center Serving Howard County (“Volunteer Center”) worked with the group overseeing Howard County’s Dr. Martin Luther King Jr. “Day of Service” to coordinate six on-site volunteer opportunities. As of 27 January 2020, the Center has been able to document that more than 155 volunteers served more than 236 hours.

Pam Simonson, Executive Director, Volunteer Center, gave a presentation highlighting local volunteer opportunities on 23 January 2020 at the Alta at Regency Crest, a 55+ community in Ellicott City. On 29 January 2020, Ms. Simonson met with Consumer Credit Counseling Services Maryland (CCCSMD) to discuss their increasing organizational capacity through the creation of volunteer positions.

Renee Kalu, Volunteer Engagement Coordinator for the Volunteer Center, made a presentation on 29 January 2020 to National Honor Society students at River Hill High School. There were 200-250

members (students) and one faculty member in attendance. Ms. Kalu spoke for about 20 minutes about her experience with charity work and service within Howard County and encouraged the students to get involved. She also shared volunteer opportunities for students using VolunteerHoward.org.

More than 200 people attended the Howard County Public School System annual partnership exhibit in Columbia Art Center Galleries on 14 January. The 2020 theme for the art show was “*Art Ed Matters: A Graphic Design Challenge*.” Secondary school students were asked to design posters that visually communicated and advocated for the behaviors and understandings supported through a visual arts education. Howard County Executive Dr. Calvin Ball attended the gallery reception, as did many of the exhibiting artists and their families.

Columbia Art Center hosted the Howard County Poetry and Literature (HoCoPoLitSo) Wilde Reading Series on 14 January 2020, with more than 25 people attending. Authors Melanie Hatter and Sherri C. Woosley discussed their recent published works.

Opportunities

On 10 March 2020 the Volunteer Center will host a Roundtable discussion with representatives from local Rotary Clubs, the Lions Club and Kiwanis Club to explore how to support each other’s service to the community and what types of service projects are preferred.

Early bird registration for Camps is now open. Registrants can get 10% off camp registration prices through 28 February.

In partnership with Little Patuxent Review, Columbia Art Center will host a salon series presentation on Sound Bath and Gong Meditation with Josh Howell on Saturday, 29 February 2020 at 5pm. There is no charge for the presentation and it will cover breathing exercises with gongs, chimes, and singing bowls. Additionally, the presentation will instruct participants on how this process can help remove blockages, realign energy in the body, and create centeredness.

Office of Planning and Community Affairs

The Office of Planning and Community Affairs has been coordinating CA’s response to recent state and local legislation pertaining to electronic scooters and possible deployment of a commercial e-scooter sharing system in Columbia. Staff is updating CA’s posted Open Space Rules and Regulations to better parallel State and local regulations, and coordinating with involved stakeholders to resolve challenges and identify opportunities.

Thought of the Month

“Life’s most persistent and urgent question is ‘What are you doing for others?’ ”

Dr. Martin Luther King, Jr.
American minister, activist, and Nobel Peace Prize winner (1964)