

July 2020



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

Paul Gleichauf
Acting Chief
Marketing Officer

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

Kristin Russell
Director of Planning
and Community Affairs

Chuck Thompson
Chief Information
Officer

Jackie Tuma
Director of
Internal Audit

Office of the President/CEO

The President/CEO announced his intention not to pursue an extension to his contract, which expires 30 April 2021. In a message sent to Columbia Association team members, the President/CEO noted that his “professional career spans more than 40 years, with opportunities in the association, nonprofit, and local government sectors.” The President/CEO plans to focus his remaining time at CA on helping “to position CA as a sustainable entity for the future.”

CA’s Board of Directors is working with CA staff to initiate the process to conduct the search for a new President/CEO.

The President/CEO is participating in a series of promotional videos being produced by CGI Communications in partnership with the Howard County Chamber. The videos, which will be posted on the Howard County Chamber’s website, will highlight the many attractive features of Howard County; all of them contributing to its perennial designation as one of top counties in the country. Representatives from other Howard County organizations also will be featured in the videos, which will focus on five primary areas: quality of life; economic development; public health; education; and innovation.

The June/July issue of “*195 Business Magazine*” highlights Howard County in its “Special Focus” section. The section features articles on Howard Hughes Corporation’s development of Downtown Columbia; “Columbia Stands on its Own,” an article on Columbia’s unique way of life, which includes an interview with CA’s President/CEO; Howard County Business Districts; the Maryland Innovation Center; Leonardo McClarty and the Howard County Chamber; Manor Hill Brewing; and STEER Tech, a start-up company founded by Aneer Sonalker. The articles begin on page 30 of the magazine, which can be accessed via the following link: <https://i95business.com/data/newsletters/document/newsletter-document-61.pdf>

The Columbia community has won Insurify’s “2020 Greenest Cities Award for Maryland.” The community in each state with the most eco-conscious driving practices, green vehicle features, healthy air quality, and renewable electricity programs was selected as one of America’s Greenest Cities. The complete list of Greenest Cities in the United States can be found at the following link: <https://insurify.com/insights/2020-greenest-cities-awards/>

COVID-19 testing at the Columbia VEIP station near CA Headquarters is now available without a doctor’s order. Individuals can click [here](#) to make an appointment to be tested. Drive-Thru testing at this site takes place Tuesdays and Thursdays from 8:00 a.m. - 12:00 p.m.



Department of Administrative Services

Highlights

The Administrative Services team has completed the 2019 401(k) plan audit and the Fiscal Year 2019 financial statements audit, with assistance from CA's Office of Audit and Advisory Services. The independent auditors' reports will be reviewed by the Audit Committee on 20 July 2020 and the CA Board of Directors on 23 July 2020.

The Annual Charge team has been responding to calls within 24 hours of receipt and emails on the same day. The nature and volume of the inquiries have been very similar to prior years.

The team in the Human Resources (HR) Division researched an alternative to the Maryland State Unemployment system, given how overwhelmed that system has become in recent months, and led the organization through the submission of an application for Workshare, which was approved in late June. The Workshare program facilitates more timely unemployment benefit payments, including the \$600 weekly federal component.

The Finance team closed on a new bank financing package for CA in late June, comprised of a \$20 million term loan, retiring the existing line of credit, and a \$10 million line of credit with the potential to increase to \$20 million in September.

Challenges

With the reopening of many of CA's facilities in late June, the HR and the payroll team must process an increasing number of changes in furlough status for team members returning to work, often with very little notice. Assistance from CA's Office of Audit and Advisory Services has been invaluable in ensuring the accuracy of pay transactions each pay period.

The impact of reduced staffing through layoffs, furloughs and resignations has created a workload that can be a challenge for the remaining team members.

Opportunities

Our existing workflow processes and procedures are being challenged in today's work environment, with most CA team members, customers and vendors working remotely. The Administrative Services team is analyzing processes and procedures not fully automated and will discontinue those determined to be redundant. We are working to further automate vital processes and procedures as part of our ongoing efforts to support remote work.

Department of Sport and Fitness

Highlights

Tennis

Tennis has delivered more than 350 lessons since opening. The lessons have been a combination of adults and juniors.

Indoor Sport & Fitness Facilities

The Columbia Athletic Club, Supreme Sports Club, Columbia Gym, Long Reach Tennis Center, Columbia Swim Center, Haven on the Lake, and SportsPark reopened on 20 June. Since the restart of indoor workouts, members and staff have been working together to maintain a safe and fun environment for all as indoor workouts restarted in earnest.



Aquatics

With the reopening of the Swim Center, the Clippers swim team resumed practice. With many safeguards in place, we were happy to see more than 220 swimmers returning to participate in the upcoming season.

Challenges

Operating and keeping staff and members safe in these times of COVID-19.

Opportunities

We are working on opportunities to provide safe programming for kids.

Department of Communications and Marketing

Highlights

As Columbia Association reopened many of its facilities and programs during June and early July, the Department of Communications and Marketing (DCM) supported CA and the Columbia community during the past month through the following:

- **Reopen Preparations:** DCM prepared all signage, social media announcements and web site updates to communicate reopening of CA fitness clubs, swim center, indoor tennis, and Haven on 20 June, Hobbit's Glen Tennis Club on 26 June, and Columbia Ice Rink on 13 July. The team is assisting all Sport & Fitness facilities with marketing support (signage, public messaging via social media, digital signage), as they address process changes required while operating during the pandemic.
- **CA at home:** DCM continues to expand online fitness and wellness videos and family activities programming with content furnished by S&F and Community Services team members. See <https://www.columbiaassociation.org/blog/ca-at-home/>.
- **Work Processes:** DCM team continues to refine remote work systems and procedures, making full use of the tools furnished and maintained by the IT Division.
- **Digital Marketing:** The Digital Marketing team developed and delivered messaging to S&F members encouraging compliance with safe workout practices and posted new social media of CA fitness instructors and personal trainers providing fitness tips on Instagram and FaceBook. Additionally, the team produced new content for digital signage in all CA facilities, cross marketing CA services and reminding patrons of safe exercising practices.

Challenges

Customer and Member Service Center (CMSC) was extremely busy responding to telephone and email inquiries following three mass communications to members covering facility reopening, resumption of membership billing in June and the 2020 Play Pass program. From 1 June through 3 July, the CMSC staff responded to 2,311 voicemail messages and 5,735 email inquiries. While the team continues to work primarily remotely, we did bring some staff in to work onsite during the latter part of June.

Opportunities

DCM is finalizing a 5-week digital marketing campaign to drive membership leads for fitness facilities, which will launch in the final week of July. Messaging is built around our "New Way to Play" theme and

will focus on measures that CA is taking to keep members safe as they return to our facilities. Media will include digital banner advertising and two targeted email blasts.

Department of Open Space and Facility Services

Highlights

The Department of Open Space and Facility Services (DOSFS) continues to maintain the open space and facilitate the opening of various CA buildings. Major capital improvements are currently on hold, but smaller projects, such as roof replacements on the Bryant Woods and Thunder Hill neighborhood centers, were completed this month. Work continues to progress on the pathway replacement adjacent to Farbell Row in the Village of Owen Brown, and the paving contractor will begin work on one of the pathways in Symphony Woods Park in August.

Team members from the Open Space Division are responding to resident work orders, working with facility managers to reopen their buildings, while working around reductions in staffing. Team members have worked continuously since March in the shadow of the COVID-19 restrictions, providing services and other assistance that keep the open space available to the Columbia community.

Construction

- The Tribe Studio and the new Cycle Studio were completed at the Columbia Gym in fourth quarter Fiscal Year 2020.
- Roof replacements were completed at Bryant Woods and Thunder Hill neighborhood centers and the Kendall Ridge pool during the first quarter of Fiscal Year 2021.
- Emergency drainage improvements were completed at the Barn in Wilde Lake.
- Construction Management team is finalizing designs, applying for construction permits, and hiring contractors, as we proceed to restart the capital improvements program.
- Maintenance crews spent a lot of time preparing our fitness clubs for reopening by installing Covid-19 inspired health dispensers and facilities.
- Real Estate Services group has been busy working through various easements and encroachment issues.
- Construction Management team also did some interior improvements at the Columbia Swim center, including installing new epoxy floors in the shower stalls, to prepare for its reopening.

Department of Community Services

Highlights

- Worked with staff on reopening contingencies for School Age Services.
- Had several meetings with representatives from Howard County Public Schools about the reopening of schools in the fall of 2020.
- Submitted applications to the Maryland Department of Education to license the Teen and Art Centers as sites for childcare services. Working with the Long Reach Village Manager to explore if Stonehouse can be used by CA for childcare in the fall.
- Answered emails and phone calls from parents about refunds, status of staff, and registrations for next year in School Age Services.
- Team members from the Art Center, Archives, School Age Services, and Teen Center worked on the next installment of videos and lessons for CA at home.



Challenges

It has been challenging to determine registration and staffing needs for School Age Services for the fall without a re-opening decision from the Howard County Public School System.

Thought of the Month

“You cannot control the weather, but you can adjust your sails.”