



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

Tim Pinel
Chief Marketing Officer

Kristin Russell
Director of Planning
and Community Affairs

Chuck Thompson
Chief Information
Officer

Jackie Tuma
Director of
Internal Audit

September 2020

Office of the President/CEO

The President/CEO continues to participate in virtual meetings for those organizations on which he sits as a Board or member. Recent meetings include the Incentives Committee of the Howard County Economic Development Authority (HCEDA); Executive Committee of the HCEDA; the Board of Directors of the HCEDA; Executive Committee of the Howard County Chamber; Finance Committee of the Howard County Chamber; and the Board of Directors of the Inner Arbor Trust.

Howard Community College (HCC) has earned the “*Great Colleges to Work For*” Award by *The Chronicle Of Higher Education* for the 12th consecutive year. HCC is the only community college in the country to receive the “*Great Colleges to Work For*” recognition in every year for which community colleges have been eligible. This national program recognizes colleges and universities that receive top ratings from employees on their workplace practices and policies. When compared to its peers, HCC was selected for special recognition in the category of facilities, workspace, and security.

Association of Community Services (ACS) of Howard County has released its [HoCo Population Analytics](#), a collection of 30 charts displayed in three sections: Population growth shown by race/ethnicity for the County for each [Regional Planning District](#) (RPD); additional information about the size and population of RPD’s in 2018; and owner and renter households in 2018. *HoCo Population Analytics* was developed in conjunction with ACS’s work as a partner in the Horizon Foundation-supported Racial Equity Collaborative.

Columbia Festival of the Arts (CFA) announced a new leadership team, following the retirement of Executive Director David Phillips at the end of July. Robert Neal Marshall is now Managing Director of the organization, and will be responsible for overall artistic and business leadership, development, direct administration, and production into 2021. Dave Simmons is Director of Programming and Production, with oversight and development of programming and cooperative ventures with CFA partners.

The Roving Radish, an award-winning Howard County program that provides healthy meal kits sourced from local farms, has opened its first storefront in Long Reach Village Center. The village center, which was 80% vacant two years ago, is now part of Long Reach Rising, a new hub for entrepreneurship, arts, and education.

Department of Administrative Services

Highlights

CA received a favorable report from one of the excess general liability insurance carriers on our general liability risk management program. The analyst congratulated us on "having such a well-run program."

CA met the condition to increase the available balance on the new line of credit from \$10 million to \$20 million, well before the 15 September deadline. While our cash flow projections do not see us needing to draw on the line until May 2021, having the full line balance available is helpful.

Challenges

The reduction in operations in many areas of the organization as a result of the impacts of COVID-19 on CA and the need to meet the FY 2021 budget resulted in more CA team members being laid off in late August and some are returning to work at fewer hours. The impact of these decisions has been compounded by our inability to gather in-person to acknowledge contributions and years of service and to support one another.

With the workforce reductions and ongoing operational adjustments, the HR and the payroll teams must process many changes in employment status for team members returning to work, often with very little notice. Although not a permanent solution, assistance from the Office of Audit and Advisory Services has been invaluable in checking the accuracy of pay transactions each pay period.

The impact of reduced staffing through layoffs, furloughs and resignations on the workload of remaining team members is still very challenging.

Recent technical issues with the membership system have resulted in team members already stretched thin having unexpectedly to spend many hours analyzing data and working through various alternatives with the vendor.

Department of Sport and Fitness

Highlights

On 19 August, Dan Burns, director sport & fitness, was part of a national webinar for Club Solutions magazine. Dan was part of a four-person panel that shared ideas and best practices on how fitness facilities can fill the gap left by virtual schooling. Dan was able to showcase CA's school age services program, along with our new "KidzEscape" program and swim, tennis and hockey programming.

Tennis

The 2020-2021 "Block Time" season resumed successfully and safely indoors on 24 August at the Long Reach Tennis Club and at the indoor tennis facility at the Athletic Club, with approximately 60% of the renewals from last year.

Demand for private and semi-private lessons with CA coaches continues to thrive. Team members in the Tennis program delivered 335 lessons between 16 August and 15 September 2020.

Aquatics

The Clippers began their new season on 31 August, with 370 swimmers in more than 30 practices a week. More than 50 first-time members were added to the team this season. The Clippers also added a 12-week Clippers Swim Clinic program that currently has 40 swimmers.

Golf

The Business Women's Network of Howard County completed beginner and advanced group lessons, with 12 participants this summer. A new group is being booked for the fall.

Haven on the Lake

"*Frozen But Not Forgotten*" is a no charge invitation to members of Haven on the Lake, which allows them to take one of Haven on the Lake's weekly classes while their membership is frozen. Participants receive an email invitation to join at a designated time.

Personal Training

Virtual Personal Training began on 14 September and is open to both members and non-members. Sessions begin with a free virtual fitness consultation and run 45 minutes. For more information, visit <https://www.columbiaassociation.org/classes-schedules/health-fitness/personal-small-group-training/virtual-personal-training/>

Supreme Sports Club

Supreme Sports Club and the KidSpace teams introduced "*KidzEscape*," a program which allows parents to drop off their children in a safe and fun space for two hours. Children enjoy arts and crafts, games and active play, while following CDC safety guidelines and social distancing. There have been 12 enrollments since the program started in mid-August.

Challenges

Member participation is increasing more slowly than anticipated. Our outreach in the Columbia community and beyond continues, with a focus on sharing how valuable exercise is both mentally and physically, especially in our current times, as well as to highlight the significant safety measures that CA has put in place to provide a safe environment in which to work out.

Opportunities

Programs, such as KidzEscape and Martial Arts (which is restarting 1 October), are opportunities for CA to support the community and help fill gaps left open by virtual schooling.

Department of Communications and Marketing

Highlights

Columbia Association welcomed two new members to the Department of Communications and Marketing in August. Tim Pinel, chief marketing officer, brings more than 15 years of experience in integrated communications and marketing, with expertise in strategy and brand identity development; market research and analysis; customer acquisition and engagement; strategic planning; and leading cross-functional teams. Tim was previously the Marketing Director for the Maryland Department of Housing and Community Development.

Dannika Rynes, senior manager of media and communications, comes to CA with a background in journalism and nearly ten years of experience in broadcast news. Dannika was previously a news

anchor/reporter for WISC in Madison, Wisconsin, and also worked as a summer intern in the WMAR newsroom in Baltimore. She enjoys sharing messages through a number of different mediums, including traditional writing and a strong social media presence, and believes in helping communities through all avenues of communication.

Department of Open Space and Facility Services

Highlights

Sustainability

CA received a \$15,000 Chesapeake Bay grant for invasive species removal and tree planting in the community's open space. CA team members will be reaching out to the ten community village associations for site recommendations, with tree planting planned for spring 2021.

Watershed

Construction work associated with the \$2.2 million State Highway Administration (SHA) project for stream restoration in CA's open space will begin early fall 2020. The project will take approximately eight months to complete and will reduce the annual sediment deposition in Wilde Lake and Lake Kittamaqundi by 1,800,000 pounds or 900 yards of sediment annually.

Minor pathway closures will take place to facilitate the movement of equipment and materials as they are delivered to the site. The stream channel will be widened in several areas to better approximate post-development storm flows. Widening the stream channel will require limited tree removal, which will be offset by installation of new trees after the stream channel grade has been established.

Facilities

The following projects were completed in August:

- New roof installation at the Running Brook Neighborhood Center;
- Floor installation at the Owen Brown Community Center Meeting Room; and
- Carpet installation at the Owen Brown Community Center Preschool Room.

Open Space

Aquatic weed harvesting at all three lakes was increased throughout August. The harvesters were in operation most weekdays and will continue in September. The Open Space management team is currently evaluating alternative options to supplement the harvesting, with the goal of improving both the overall water quality and the efficiency of the operation.

Capital Improvements

The Rustling Leaf / Farbell Row stabilization project is now complete and the pathway has been reopened. Contract pricing for the Lake Elkhorn forebay dredging has been received, and we are scheduled to award the contract by the end of September, with work expected to begin early fall of 2020.

Energy Management

CA received the 2020 ENERGY STAR Award for Excellence in Promotion crystal trophy from the U.S. Environmental Protection Agency. The official awards ceremony to present the trophy was scheduled for April, but was cancelled due to the COVID-19 pandemic.

Staff continued to install UV sanitizing air purifiers and HEPA air filters in CA facilities to help improve air quality. A six-kilowatt solar system was activated at Slayton House. Planning for other capital

improvements, including new HVAC units at the Other Barn and at the Supreme Sports Club, is underway.

Department of Community Services

Highlights

School Age Services

School Age Services began its full-day program on 8 September 2020 at Northfield, Clemens Crossing, and Cradlerock Elementary Schools. The three schools have a maximum capacity of 26 participants per school. Registration for the first week, 8-11 September, was at 37 children, and for the second week, 14-18 September, was at 56 participants. Prior to entering the program site, the children have their temperature taken and masks are worn inside. The parents, children, and staff have been extremely flexible and cooperative.

Columbia Archives

Columbia Archives, in partnership with the Howard County Library System, hosted a virtual dialogue on 14 September entitled, [*Securing the Foundation and Paving the Way: An exploration of legacy through a conversation with Columbia's Torchbearers.*](#) This is the second virtual program on which the Columbia Archives has collaborated with the Howard County Library System during the pandemic.

Lela J. Sewell -Williams, manager of the Columbia Archives, will curate a dialogue between regional Torchbearers, Dr. Ruteena Blake (Little Theater Movement, Young Travels Club), Ms. Liz Bobo (Former Howard County Executive, former MD House of Delegates), Ms. Judy Vogel Glaser (Women's Center), and Ms. Pearl Atkinson-Stewart (C.U.B.E.). This conversation will identify how personal mission, aligned with community activism, have paved the way toward securing beneficial practices for the past, present, and future of our community. All of the participants are committed to the preservation of their legacies of activism and to preserving those legacies in the Columbia Archives.

Challenges

Due to the reduction in force, the remaining Community Services staff members are diligently working to provide the best customer experience as possible, with a positive and hopeful attitude.

Opportunities

Columbia Archives has partnered with the Howard County Historical Society and the Howard County Public Library System to create "*Vantage 2020: A Howard County Digital Oral History Project.*" This project was developed to provide an unbiased repository for the most comprehensive oral histories of the experiences of 2020 for all Howard County residents to be preserved for perpetuity. This collaborative project is founded upon the collective mission to serve Howard County communities through access to information, while simultaneously preserving our experiences for future generations.

Classes at The Art Center will resume later in September, leading with classes that have been requested by the public.

Office of Planning and Community Affairs

Highlights

The New Town (NT) Planning & Visioning workshops are underway, and as of August we had our first two. The workshops have been informative and we have received significant positive feedback.

Challenges

With community village associations returning to their buildings in very limited capacities, Repairs & Maintenance needs that had gone unnoticed or delayed during the height of the COVID-19 shutdown now need to be addressed. With our tight budget, we are prioritizing safety issues and more critical projects so that we can spread the limited dollars.

Opportunities

With staff in the Office back to full-time status, time is now available to catch-up on projects previously postponed, including the annual update of the CA Boundary Map to reflect the most current village and neighborhood designations.

Thought of the Month

“Staying positive does not mean you have to be happy all the time.
It means that even on hard days, you know that there are better ones coming.”