



SENIOR
LEADERSHIP
TEAM

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Chief Executive
Officer

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Michelle Miller
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Jackie Tuma
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February 2021

Office of the President/CEO

The President/CEO has been asked to work with a small group from Howard County's Spending Affordability Advisory Committee ("SAAC") tasked with producing a draft document that will be reviewed and finalized by the SAAC. A final report from the SAAC covering the County's Fiscal Year 2022 (1 July 2021 to 30 June 2022) is due to the County Executive Dr. Calvin Ball on 1 March 2021. The President/CEO has served on the SAAC for the past six years.

In addition to his work on the SAAC, the President/CEO continues his participation in meetings of the Howard County Chamber, Howard County Economic Development Authority and Downtown Columbia Partnership boards of directors.

A virtual information session for prospective candidates for CA's Board of Directors will be held on Saturday, 20 February, beginning at 10:00 a.m. Candidates are invited to attend, ask questions, and hear from the current Chair of CA's Board of Directors, the President/CEO, Vice President & Chief Financial Officer, General Counsel, and a representative from the village community associations ("villages"). More information, including how to access the virtual session, is available at <https://www.columbiaassociation.org/candidates>

The Howard Hughes Corporation will break ground in February 2021 on "Marlow," a 472-apartment residence in the Merriweather District. The seven-story building also will include 32,000 square feet of shops and restaurants. Occupancy is projected for the fourth quarter of 2022.

Congratulations to The Howard Hughes Corporation on receiving two awards from the Maryland Chapter of NAIOP (Commercial Real Estate Development Association) for projects in Downtown Columbia. The office building at 6100 Merriweather Drive, headquarters for Tenable, a data care firm, was named *Best High Rise*, and the Howard Hughes Marketing Center in the One Merriweather Building was named *Best Amenity*.

Department of Administrative Services

Highlights

Accounting/Finance/Payroll

The Accounting team is spending a great deal of time supporting the CA Board of Directors (Board), other community stakeholders, and all departments and offices in the organization through the FY 2022 budget process.

MISSION Engage our diverse community, cultivate a unique sense of place and enhance quality of life.

VISION CA creates and supports solutions to meet the evolving needs of a dynamic and inclusive community.

The Finance team completed the transition to Daxko Payment Services, with help from the Information Technology Division (IT) on the device configuration and deployment side.

Information Technology

IT completed several projects related to IT security, including overseeing the quarterly cybersecurity awareness training exercise, the monthly Tech Talk emails for cybersecurity awareness, and the integration of a security tool for the Lawson financial application.

Human Resources

The Human Resources (HR) Division has been busy with multiple initiatives in addition to their daily support of CA managers and team members. Some of these initiatives are:

- Recruiting and selecting team members to serve on CA's first diversity, equity and inclusion ("DE&I") committee.
- Partnering with the Department of Communications and Marketing to provide information to CA team members about Black Columbia residents who have contributed to Black history.
- Continuing to support the Board in the search process for the new President/CEO.

Purchasing

The Purchasing Division is working on updating contracts and purchase orders for the next fiscal year, FY 2022, to ensure that all essential materials, supplies, and services have approved contracts in place to facilitate operations at the beginning of the new fiscal year.

The Purchasing Division is also supporting the Board in the search process for the new President/CEO.

Challenges

Staff reductions and vacancies continue to impact negatively the workload of current team members.

Department of Sport and Fitness

Highlights

Tennis

Spring 1 Junior and Adult Programming (25 January – 4 April) is underway at the Long Reach Tennis Club and Athletic Club Indoor Tennis Center, with 369 participants enrolled and following strict safety guidelines and protocols.

The USTA Mixed 18 & Over League continues, with 404 players competing weekly on Fridays, Saturdays, and Sundays, also, at the Long Reach Tennis Club and Athletic Club Indoor Tennis Center.

Reconstruction work on the courts at the Racquets Club at Hobbit's Glen is on track, with reopening projected for early May 2021.

Overall usage at our tennis facilities continues to grow at a significant rate, actually approaching pre-COVID levels. Combining check-ins and organized programs and events, the overall usage in January 2021 (7,142) exceeded that of January 2020 (5,376).

Group Fitness

Group Fitness worked with the Department of Communications and Marketing to create a "CA Group Fitness @ Home" Facebook Live page. The Les Mills and Yoga sculpt launched on 16 January and

included a virtual BodyPump, BodyCombat and CXWorx class, in addition to the classes at the fitness clubs. This program has been well received and more classes are being planned.

- 196 members have joined as of 11 February 2021
- BodyCombat video has had 184 views
- CXWORX has had 215 views
- BodyPump video has had 202 views.

First Tee – Howard County

First Tee – Howard County is celebrating its 21st year at Fairway Hills Golf Club, with a new logo and brand name.



Supreme Sports Club

Supreme Sports Club hosted two Kidspace Adventure Days. The day camp program has been modified to adhere to strict CDC guidelines, while still providing fun programming options for kids. More than 20 children participated in Adventure Day on 29 January and 21 children participated on 12 February.

The Skate Arena at Supreme Sports Club added additional public roller skate sessions to meet demand. The additional sessions were added on Wednesdays from 2-4pm and on Saturdays from 3:30 - 5:30pm.

Haven on the Lake

During January, Haven on the Lake had 165 virtual engagements with members and non-members via its Wellness Fair and other online class offerings.

To promote the yoga wall classes, a four-week series, entitled 'The "Great Wall" of Yoga', was offered. The program had 11 participants, one of whom participated online with her own yoga wall.

Ice Rink

Public skate continues to be a popular activity in January, with 95% attendance capacity.

New registration dates for the "Learn To Skate" and Instructional Hockey programs have been created for Sessions 3 & 4. There has been considerable interest from new customers for the upcoming sessions. Our current January session is at 97% capacity, allowing for the County's on-ice restrictions. Higher numbers are expected by the end of February.

Challenges

We remain in contact with members who have frozen their memberships and individuals who have cancelled their memberships due to COVID-19 concerns. We seek to address any questions they may have and share information about CA's ongoing efforts to create safe, fun, and community-building environments in all of our facilities.

Opportunities

As the respective COVID-19 numbers for the State and Howard County continue to decrease from their holiday peaks, we are exploring new opportunities to create programming for our members and guests, including small group social gatherings and activities, and a reopening of Kidspace.

Office of General Counsel

The Office of General Counsel reports that Columbia Association's General Counsel received the OnCon Top 50 Corporate Counsel award for the second year in a row.

Department of Open Space and Facility Services

Highlights

Watershed/Community Engagement

CA is working with the ten villages in a community-wide effort to plant 1,000 trees in calendar year 2021. The Open Space team will be contacting the ten villages to coordinate a reforestation initiative or a village tree giveaway. The Owen Brown Village Board recently approved \$20,000 to be allocated among three tree planting projects to take place in April 2021 (one at Lake Elkhorn, one at Rustling Leaf and one at Tinted Hill). The Wilde Lake Community Association plans to host a tree giveaway in fall 2021. For the past three years, Wilde Lake CARES has collaborated with CA to provide more than 100 free trees to residents during its annual Native Plant Swap event.

Facilities

The following projects were completed in February:

- The Oakland Manor ADA ramp; and
- Restroom and Kitchen improvements at Claret Hall.

The following projects are underway in February:

- The Hobbits Glen tennis court reconstruction, courts four through six;
- The Fairway Hills Maintenance facility sprinkler replacement; and
- The CA maintenance crew has begun several projects to assist the Aquatics Division to prepare for the opening of the outdoor pools.

Capital Improvements

The following projects were completed in February:

- Columbia-Wide annual tot lot inspections.

The following projects are underway in February:

- Columbia-Wide tot lot repairs to address issues found during the annual inspections;
- Columbia-Wide neighborhood & village entry sign repairs to address issues found during the annual inspection; and
- Howard County is moving forward with Lake Elkhorn path improvements from Swan Point to Angelina Circle.

Open Space

- During February, the team replenished the mulch in ten more tot lots throughout the community, utilizing more than 1,000 cubic yards of mulch.

- Due to increased usage of the pathways and lakefronts, the team continues to remove trash three times a day, which is more than usual.
- The first round of monument sign inspections was completed by Open Space foremen and work orders for repairs are being implemented using the new system.

Energy Management

- New ENERGY STAR HVAC units were installed at Talbot Springs Neighborhood Center and planning continues for HVAC replacement work at the Columbia Gym.

Challenges

Team members in Open Space Operations have continued to navigate many operational challenges during the pandemic including increased usage of CA's pathways and parks.

Opportunities

Watershed and Community Engagement

- On Saturday, 24 April 2021 from 10 am until noon, several Boy Scout troops and CA staff will plant 300 native trees purchased using grant funds from the Chesapeake Bay Trust and Howard County. The trees will be planted just north of the Park and Ride on Snowden River Parkway.
- CA will work with village association staff members to purchase trees, enlist volunteers, and provide shovels and how to plant guidelines.

Energy Management

- Project planning is underway to install LED lighting at the SportsPark and Bryant Woods Neighborhood Center.

Department of Community Services

Highlights

Columbia Art Center

Columbia Art Center's sampling workshops and mini classes went well in January and February in its reconfigured studios that are compliant with social distancing practices and procedures. Columbia Art Center's homeschool mini-class with seven students returned in mid-January and will continue through March. The advanced fused glass class also returned in January for six weeks with seven students. (Note: To maintain vigilant safety and health procedures, all programs offered have a maximum number of ten students.)

Columbia Art Center's reserved ceramics studio program has been well received by continuing and advanced ceramics students. Using series passes, students are provided an opportunity to reserve time in the wheel studio, glaze studio, or hand-building area. This process ensures that no one space is ever overcrowded. The part-time ceramics team has been vigilant with studio clean-up, kiln firings, glaze inventory, and representing the department during studio hours to help students.

School Age Services

In early February School Age Services was awarded and received \$41,000 from the HOCO RISE Child Care grants. The grant money is to be used for expenditures related to reimbursing for the costs of business interruption (reduction in enrollment, program maintenance and reopening, additional PPE and increased cleaning costs) caused by the required business closures due to COVID-19. School Age

Services is continuing to offer programming for children and families at three schools across Howard County, while awaiting a decision by the Board of Education (BOE) regarding a return to school.

Opportunities

Columbia Art Center

With the popularity of the glass programs, Columbia Art Center is offering a St. Patrick's Day shamrock stained glass workshop on 6 March. Other programs include an "Introduction to Mosaics" on 24 February and 31 February, and a "Fused Glass Square Bowl" workshop on 20 March. The "Introduction to Fluid Acrylic Painting" workshop will be held on 24 February and 6 March.

In recognition of National Women's History Month and International Women's Day in March, Columbia Art Center will offer its annual themed Visionary Women exhibit in the Window Gallery. The show will kick off on International Women's Day, 8 March 2021, and run through 26 March. To keep with social distancing practices and safety procedures, the show will be showcased in one gallery and feature only a small group of local female artists. Opportunities to view the show in person will be made by reservation. The show will also be available to view online. The 2021 international theme is "Women in Leadership" and celebrates the tremendous efforts by women and girls around the world in shaping a more equal future and recovery from the COVID-19 pandemic.

School Age Services

If School Age Services (SAS) is permitted to return to all 20 school locations, this will give SAS an opportunity to offer employment hours for team members who are currently furloughed and would like to return to work. This directly impacts our presence in schools and the number of children served.

Challenges

School Age Services

The School Age Services program is still waiting for a decision by the Board of Education (BOE) and the Howard County Public School System (HCPSS) regarding space in school buildings for childcare providers, which has left us with many unanswered questions. We receive inquiries daily from parents and SAS team members about our plans to support the return to in-person learning through the proposed Hybrid Model. We continue to ask for their patience as we await the decision and confirmation of assigned school building occupancy.

As a direct result of the delay in a final decision, there are several time sensitive decisions that SAS will have to move quickly to address should action need to be taken between now and 1 March:

- Confirmation of parent needs/schedules for onsite care (parents have until 12 February to respond to the HCPSS survey).
- Rehiring enough team members to appropriately staff programs to required Maryland State Department of Education ratios.
- Submission of required Maryland State Department of Education paperwork to the state for those staff who are needed in enough time for our licensing specialists to process it and give us permission to proceed.

Department of Communications and Marketing

Highlights

Together with continuing our content creation and individualized marketing plans, the Communications & Marketing (C&M) team is addressing immediate and future needs when it comes to the facilities, programs and services CA provides the Columbia community.

- We continue to see growth in our lead generation from our Google and social media advertising efforts. Those include messages about special offers and incentives from a number of different departments. That online advertising contributed to the sales team's success of obtaining its goal for membership acquisition in January.
- We are making concerted efforts to build an audience and content on our new social media channels, which focus on communities to target with specialized content and marketing efforts. Those include unique Facebook, Twitter and Instagram accounts for fitness, aquatics, tennis, and golf.
- Those who have frozen their memberships are receiving monthly emails that highlight their options and benefits of returning in a full membership capacity. Additionally, the C&M team plans to send a piece of direct mail at the end of this month or beginning of March to those individuals with language catered to that audience.
- We are still in the process of selling CA's Ravens Personal Seat Licenses (PSL's). That sale will be communicated on CA's website, on social media, and on digital signage at various facilities.
- As we approach village board and CA Board elections, CA's communications team is working with the villages to communicate candidate and voting-related information.
- Ahead of the highly anticipated outdoor pool season, C&M is already engaging in efforts to share the policies and procedures that will be in place this summer. This requires plans around communicating the registration process, the pools that will be closed and the rules that will be enforced due to COVID-19 guidelines and restrictions.
 - The CMSC team is in the process of reaching out to members without an email address associated with their account to make sure they set up online accounts ahead of the need to reserve pool times. That includes calling members (both active and frozen) who don't have valid email addresses on file.
 - The marketing and communications team is in conversations with the aquatics team about the signage, social media and other needs when prior to pools actually opening.
 - We are considering significant changes to the pools section of CA's website to ensure registration/reservation information is prominently displayed.

Challenges

- We continue to struggle marketing and selling our Ravens' PSLs. However, we are looking at other avenues by which to get the word out about those licenses.

- Ensuring that our community is aware of what to expect this outdoor pool season is going to be crucial. While it is unlikely that we will eliminate all frustration surrounding the online reservation process and COVID-related measures, the goal will be to inundate possible pool goers with information that will manage expectations about this summer.

Opportunities

- The FY 2022 budget proposal does include the reinstatement of international and multicultural programming. If passed, this will be a great community asset to reintroduce.
- The C&M team looks forward to the ongoing deployment of a COVID-19 vaccine and what that could mean for the public's safety and comfort returning to group settings. That includes our health and wellness-focused facilities, arts and culture opportunities and family-oriented programs.
- We remain committed to the launch of an arts and culture community that mirrors our targeted Sport & Fitness-related groups.

Office of Planning and Community Affairs

Highlights

Along with other CA departments, Office of Planning and Community Affairs (OPCA) participated in CA's inaugural Town Hall in mid-January. This was an excellent opportunity to reach out to the community and assure our residents that CA and OPCA continue to serve them throughout the COVID pandemic.

Challenges

We have learned that SPIN, the e-scooter provider selected to operate in Howard County, has delayed their launch date, citing the ongoing prevalence of COVID-19 as their reason. The company now seeks to begin operations in summer 2021.

Opportunities

OPCA continues to represent CA before the Howard County Planning & Zoning Boards, providing testimony in support or opposition to projects where appropriate. Having our faces before these Boards is an ongoing reminder to the County that CA is invested in the community. A local developer reached out to us for input on a project prior to it being submitted to Howard County submission -- a great opportunity for us to provide input early-on in the process when design flexibility is at its highest.

Thought of the Month

"Now is no time to think of what you do not have.
Think of what you can do with what there is."

Ernest Hemingway
American Novelist