



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 Pintel
Chief Marketing
Officer

Kristin Russell
Director of Planning
and Community Affairs

Chuck Thompson
Chief Information Offi-
cer

Jackie Tuma
Director of Audit and
Advisory Services

April 2021

Office of the President/CEO

The President/CEO is completing his service on some community-wide boards of directors and committees. His last meeting as a member of the Howard County Chamber Executive Committee will be Friday, 16 April.

The Howard County Library System is now open for limited in-person services. Appointments are required, with a limited number of walk-up appointments available. Forty-five minute appointments are available to access public computers; browse the shelves; check-out items using self-checkout machines or the HCLS CheckItOut app; borrow items from the DIY Collection; borrow prints and photos from the Art Education Collection; print, copy, scan, and fax; and ask staff for in-person assistance in finding materials or other resources. More information is available at hclibrary.org

The Mall in Columbia will open as a mass vaccination site the week of 26 April. More information is available in the [press release](#) issued on 1 April.

Department of Administrative Services

Highlights

Accounting/Finance/Payroll

Team members are working on the Fiscal Year ("FY") 2021 financial statements audit and the 2020 (calendar year) 401K plan audit, planning for year-end accounting, and finalizing the final version of the FY 2022 budget document.

Human Resources

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

- CA's diversity, equity and inclusion ("DE&I") committee has formed sub-committees to work on the following initiatives:
 - Hiring and Promotions - evaluate structures and systems that are accepted as "normal" that inadvertently have a negative impact on protected classes.
 - Education and Training - allow input from team members to improve efficiencies across the board; implement an ongoing diversity

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.

- training program that highlights CA's move from diversity to inclusion.
- Communication - improving communication with team members throughout the organization.
 - COVID vaccine incentive - team members who participate in CA's wellness program will receive program rewards points for obtaining a COVID vaccine.
 - Supported the CA Board through all steps of the recruitment and selection processes for the new President/CEO.

Information Technology

Information Technology ("IT") continues its work to migrate to new storage devices, as the next step in the transition from CA's old data center to the new center at Howard County IT. The team is also providing equipment and access for the outdoor pool season, and addressing IT-related tasks in preparation for closing Haven on the Lake.

Challenges

Staff reductions and vacancies continue to stress the capacity of existing team members.

Department of Sport and Fitness

Highlights

Aquatics

Aquatics is working through the many details steps in preparation to open 15 outdoor pools for the 2021 season. We have our first two pools drained and filled and have tested the mechanical systems. We anticipate having eight of the 15 pools tested by 30 April. We are well on our way to having the pools ready for Memorial Day weekend.

We have started three major capital projects. At Phelps Luck Pool, we are replacing the pool plaster, replacing the damaged pool shell under the plaster, and the skimmers and tile line. At Stevens Forest Pool and Hobbit's Glen Pool, we are replacing the original staircases in the pools with ADA step heights to improve accessibility into and out of both pools.

We are still seeking 20-25 lifeguards in central Columbia for the Columbia Swim Center, The Athletic Club Therapy Pool, and the outdoor pools, respectively, at Swansfield, Longfellow, and Hobbit's Glen.

Registration will start on 3 May 2021 for the Columbia Neighborhood Swim League ("CNSL") and Summer Swim Lesson program. Both programs will begin after the school year ends in mid-June.

Clippers

The Clippers continue to provide an athletic outlet and (limited) social opportunity for Columbia area swimmers. We hosted our first meet, since November, at the Swim Center on 26 and 27 March. We had 251 swimmers participate in 504 matches, of which 285 produced new best times. The Clippers home meet is on 16 and 17 April, and the first travel meet of the season will be at the end of April, when our swimmers will have the opportunity to compete against swimmers from other teams in a more traditional format.

The Clippers Swim Clinic began a new session on 10 April; 81 swimmers will work on stroke refinement with Clippers coaches. Working alongside the Clippers coaches will be new CNSL coaches, an opportunity for the latter group to gain some hands-on training before the CNSL season begins.

Fitness Clubs

Group Fitness has been taken outdoors, with class series on Saturday mornings that alternates between the Supreme Sports Club and the Columbia Gym. The series kicked off on 17 March with *Cardio Dance Party*. Fifteen participants joined instructors at Supreme. The following week, *Step* was held at the Columbia Gym. On 10 April, we offered Tabata and Les Mills Core and had eight participants. Through June, we will continue to offer a variety of classes in the series.

KidSpace reopened at the Athletic Club, the Columbia Gym, and the Supreme Sports Club on Monday, 12 April, with COVID-19 safety protocols and guidelines. To start, KidSpace is open to children aged 2 to 13, with the requirement that they wear masks at all times. While visiting KidSpace, children enjoy a variety of fun, physically-distant but socially-connected activities, including arts/crafts, games and creative play.

Personal Training

Tribe Team Training Season 2 launched on 8 March at all three fitness clubs. We have 86 individuals enrolled in the program, representing an increase of 9.5% over Season 1. Participants are enjoying the functional and challenging workouts, and are excited to be (re)connecting with others. Here is one of many testimonials from a TribeLIFE participant:

“I have always been into weightlifting and staying in shape, but this class has done a lot more than just tone up some areas, but it has also made me a little stronger. Eight weeks earlier, the most I benched was 225 lbs. However, after the 8 weeks and our last session, I went to the free weight room and I benched 225 lbs seven times by myself, 235 lbs four times and 245 lbs two times. I tried 255 lbs but could only do it once with some assistance. So, the class has helped my strength upper and lower. I had leg surgery last September 3rd, I did therapy but I will say that this class has helped more than the therapy I had received. Thank you for the lessons!”

The personal trainers have been very focused on our JumpStart program over the past six weeks to ensure new members are on-boarded properly and get the most out of their fitness journey.

Supreme Sports Club

The Triathlon Swim Training program has been expanded to feature evening offerings, and 22 swimmers participated in the restart of this program.

KidSpace Adventure Days featured an Easter egg hunt and roller skate during spring break for Howard County Public Schools. Supreme had 38 enrollees in the recent Adventure Days. KidSpace Movie Nights were attended by 27 kids this past month.

Attendance at our public roller skate sessions has continued to increase, with more than 426 skaters visiting this past month. Families, friends, and others are meeting at roller skate sessions to enjoy COVID-19 safe recreational activity.

Haven on the Lake

The team continues to transition the following programs/classes to other locations: Aqua Yoga to the Athletic Club, and Aqua Spin, Aerial Yoga, Barre, and Pilates to the Columbia Gym.

Golf

The Hobbit's Glen Golf Club hosted Howard County Schools Championship on 12 April. The field included 30 of the best student golfers (boys and girls) in Howard County and the two champions are both CA members! They are:

Boys Howard County Champion - Benjamin Siriboury
Girls Howard County Champion - Helen Yeung

Get Golf Ready classes at both clubs are off to a great start, introducing 40 new students to the game in late March and early April.

First Tee

First Tee - Howard County has begun its 21st year of Life Skills Experience Programming at Fairway Hills Golf Club. We are running our full program of classes in the spring session with 267 participants. Summer and fall sessions are filling up quickly. The program will continue to operate under the First Tee/CA and CDC COVID-19 guidelines.

Ice Rink

Learn To Skate and Instructional Hockey concluded an initial seven-week session, 24 February to 10 April. As of 12 April, we have 67 new skaters signed up for the final seven-week session. This number is significant considering our final session is normally our slowest due to the warm weather, vacations, etc.

The Clippers is the name of the Howard County Youth Hockey club new spring youth hockey program. Tryouts were held at the Columbia Ice Rink in March. Practices have begun, giving area players more ice time to improve their skills.

Tennis

Winter Junior and Adult Programming (25 January – 4 April) concluded following a 10-week season. More than 380 players participated weekly at the Long Reach Tennis Club and the Indoor Tennis Center at the Athletic Club. At the same two locations, the Spring Junior and Adult Programming session (5 April – 20 June) is underway, with more than 355 players enrolled.

The inaugural Spring Break Tennis Academy (29 March – 2 April) was a great success. Thirty adult and junior players participated in the program.

The USTA Mixed 18 & Over League season that began in January concluded on 11 April.

The USTA Adult 18 & Over League season kicked off on 29 March. We currently have more than 900 players competing in this league, with matches being hosted at the Long Reach Tennis Club, the Indoor Tennis Center at the Athletic Club, the Owen Brown Tennis Club, and the Wilde Lake Tennis Club.

With the outdoor season now underway, the Owen Brown Tennis and Pickleball courts are open, weather permitting, seven days a week for members and guests. The Wilde Lake Tennis Club is open only to host USTA League Matches, and the Racquet Club at Hobbit's Glen is on track to open by the end of April, following extensive renovations.

SportsPark

The SportsPark opened on 2 April for the new season. The mini-golf and batting cages are open for public use.

Opportunities

The increase in the availability of vaccinations has brought back more former members and generating interest by potential new members. We will continue to capitalize on this trend, while simultaneously emphasizing our COVID-19 safe facilities and programming.

Office of General Counsel

Highlights

Senate Bill 144, *Electric Vehicle Recharging Equipment for Multifamily Units Act*, sponsored by State Senator Guy Guzzone, passed both the Maryland State Senate and House, and is awaiting signature by Governor Hogan.

Department of Open Space and Facility Services

Highlights

Watershed/Community Engagement

- On 24 April, from 10 am until noon, several Boy Scout troops and CA staff will plant more than 300 native trees purchased with grant funds from the Chesapeake Bay Trust and Howard County government. The trees will be planted north of the Park and Ride on Snowden River Parkway.
- Thirty volunteers participated in the Owen Brown Community Tree Planting on 10 April, resulting in 50 trees being planted in open space near Hopewell Pool.
- Streamwaders, a volunteer program among CA, the Maryland Department of Natural Resources, and the Howard County Watershed Stewards Academy, is sampling in streams in the Columbia community. The stream in the State Highway Administration/ECOTONE project area in the Village of Harper's Choice, was sampled on 7 April.
- Weed Warriors certified 24 candidates on 8 April and they are now in the field training stage. The next field training is scheduled for 18 April, with 22 residents signed up.
- Weed Warrior Pull and Plant events continue, with two in the Village of Long Reach (3 April and 17 April); two in the Village of Wilde Lake (17 April and 24 April); and one in the Village of Hickory Ridge (18 April).

- Ecotone, the contractor during stream restoration work in the Village of Harper's Choice, has completed chipping the smaller woody debris in the flood plain above Hesperus Road and will begin planting trees and shrubs in the project area 18 April. Weather permitting, CA's supplemental shrub and tree planting is scheduled to follow within two weeks.

Facilities

The following projects were completed in April:

- Bryant Woods exterior door and restroom partitions replaced.
- Athletic Club spa finish repaired and re-opened.
- Linden Hall drywall ceilings and walls repaired and painted.

The following projects are underway in April:

- Columbia Gym improvements for Pilates studio.
- Hobbit's Glen tennis court four through six reconstruction.
- Restoration of water damage to Rose Price House.
- Assisting the Aquatics department to prepare for the opening of outdoor pools.
- Spring preparations to open outdoor tennis clubs.
- Amherst House sprinkler design and permitting.
- Owen Brown Community Center and Maintenance Facility roof replacement design and permitting.

Real Estate Services

- Dedicating the Stevens Forest Pond to the county is in process.
- Several easement requests, for utility repair access and access for replacement of Columbia area wooden guardrails are in process.
- Working with Watershed Management and Legal on three stream restoration projects, in Long Reach, Owen Brown, and Wilde Lake.

Open Space

The following projects were completed or are underway:

- Mowing, trimming and "in season" maintenance tasks.
- Spring cleanup of landscape beds community-wide, including Symphony Woods Park.
- Tot lot mulch replenishment.
- Due to increased usage of the pathways and lakefronts, trash has continued to be removed three times a day, which is more than usual.
- Painting and pressure washing neighborhood and village signs.
- To supplement existing plants, 450 native plant plugs were planted at Kennedy Gardens.
- The stage at Lakefront Plaza was installed.
- Bridge and tot lot identification signs are being replaced.
- 120 trees planted off of Tinted Hill in Owen Brown.

Capital Improvements

The following projects were completed in April:

- OB12 Star Path - Tot lot improvements.
- RH17 Sunlit Water Way - Tot lot improvements.
- Lake Elkhorn - Path improvements from Angelina Circle to Dasher Court.

- TCBR60 Cable Boardwalk at Lake Kittamaqundi - Structure was pressure washed and stained.
- Horse Center - Howard County code-required improvements to the pond.
- Columbia Gym - Brick wall was constructed to complete screening for trash and generator area.
- Village of Harper's Choice/Swansfield, neighborhood center parking lot - Replaced concrete ADA compliant travel path from parking lot to Cedar Lane overpass.

Energy Management

- Replacement of the last two HVAC units at the Columbia Gym has been completed; wrapping up a multi-year replacement effort of the 17 units that serve the facility.
- HVAC upgrade projects, including work at the Art Center, Stonehouse, and Fairway Hills.
- The solar photovoltaic system at Slayton House passed its final inspection and is now fully operational.

Department of Community Services

Highlights

The School Age Services (SAS) program is making preparations to operate an Art Camp and a Teen Center camp this summer, together with extended childcare options for parents.

Challenges

Due to continued COVID-19 restrictions for licensed childcare programs, and limited capacity inside of school buildings due to students' phased return to in-person learning, we continue to operate only three out of our 20 licensed programs. The Howard County Public School System (HCPSS) has continued to provide space to SAS to run our programs at the start of the Hybrid Model through the end of the school year at Clemens Crossing, Northfield, and Jeffers Hill elementary schools (this group transitioned from Cradlerock Elementary on 1 March). HCPSS is aware that many families have reached out to us (and other care providers) in frustration with the lack of childcare options at our other 17 school locations.

Opportunities

In an effort to continue operations until there is a return to a normal school schedule and programming, the School Age Services program has applied for additional grant funding through the Maryland State Department of Education's Child Care Pandemic Relief Fund. The monies are being made available through the Consolidated Appropriations Act of 2021, which provides \$10 billion in much-needed direct pandemic-related relief for the childcare sector. These dollars can be used to support providers facing reduced enrollment; increased costs associated with implementing safety measures and related protocols; reduced family co-payments; pay staff salaries; provide care for children of essential workers, regardless of income; support costs related to reopening; and more. These dollars would be in addition to grant monies received from Howard County government.

Department of Communications and Marketing

Highlights

- The marketing team has been focused on optimizing advertising tactics to generate fitness membership leads, and we are seeing sustained improvements in the results as measured by “cost per lead” (CPL). Every improvement in this area allows for better use of scarce resources to raise awareness of membership options within the community. This result is a contributor (though not the only one) to the success of the Sport & Fitness sales teams in membership acquisition outcomes for March.
- We continue to provide outdoor pools information on the CA website to prepare for an expected spike in interest in Play memberships, as well as preparing the public to use registration systems to book lanes and swim sessions (an extension of the functionality that already is in place for indoor swimming, group fitness and other activities). This is being done in an environment where changes in conditions and protocols for public spaces are proscriptive and ongoing.
- Approximately 180 fitness memberships (1Fit or Fit & Play) memberships transitioned from freeze status to active membership during March. Just under 2,000 memberships remain frozen, and while we have communicated to these members that they can remain in this status with no action on their part through September 2021, we anticipate an increasing flow of membership reactivations as vaccinations continue to roll out and these members return to active use of the facilities.
- There is little current movement in the sale of Raven’s Permanent Seat License (PSLs). We retain 20 of the original 40 (two additional sales in the past month), but anticipate better opportunities for sale as (a) COVID conditions improve and (b) NFL preseason approaches around July or August.
- We are preparing website and communications content in preparation for the closure of Haven on the Lake (Haven) at the end of April. This includes changes to the CA website to include the programs and instructors that are transitioning from Haven to the fitness centers and decommissioning of the Haven website to ensure future online traffic redirects to appropriate sections of the CA website. Current Haven members have received information on these transitions and we will continue to respond to inquiries about Haven programs through and beyond the closure.
- The communications team continues to promote upcoming village elections, encouraging all eligible residents/property owners to participate and make their voices heard. CA has gathered as much detail as possible from village managers to provide residents/property owners with a clearinghouse of election information.
- While COVID-19 conditions continue to improve, we are providing ongoing support in reposting and spotlighting information from Howard County government with respect to the ongoing pandemic.
- Coordination in communications between CA and the village community associations is an ongoing project, with tangible outcomes, including increased local content published through CA’s main channels and more awareness of CA communications by village managers.

Challenges

- Engaging with an audience that is undergoing rapid change with respect to vaccinations and, therefore, willingness to consider membership options continues to be a significant challenge.

- Ensuring that our community is aware of what to expect this outdoor pool season continues to be a key focus area.

Opportunities

- We are ramping up our campaign to encourage participation in village elections.
- We are working closely with the Downtown Columbia Partnership to promote and participate in various events, including local running events, BikeAround, and the ChalkYourWalk / ColorColumbia initiative, as well as examining opportunities around additional spring and summer events.

Office of Planning and Community Affairs

Highlights

Closing arguments were held in March in the years-long Hickory Ridge Village Center hearings before the Howard County Zoning Board. The Zoning Board will now deliberate and vote for or against the proposed development in the coming weeks. Despite this “light at the end of the tunnel,” there is a possibility that either party will appeal the decision, so this matter could continue into the future.

Opportunities

Howard County has confirmed that the New Town Charrette portion of “HoCo by Design” is scheduled to take place later in April. It is of utmost importance that the Columbia community, including CA Board members, representatives from the community village associations, and residents, be fully engaged in this opportunity to advocate for the community’s land use vision. Dates and details will follow.

Thought of the Month

“I want to believe that there is a mountain so high that I will spend my entire life striving to reach the top of it”.

~Cicely Tyson, Actor