



President's Report

This is a new format for the President's Report for Columbia Association. This format is striving to distill a lot of work into a quickly digestible format that is an easy-to-understand snapshot of a complex community organization. Included are key points about what we are busy doing at CA to better serve Columbia in a wide variety of ways, a celebration of our CA points of pride, and the sharing of some of the content that is shaping CA's President/CEO's perspective.

From Lakey Boyd's Desk:

Looking Forward

"The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic." - Peter Drucker.

Professional Reading

["We Need More Public Space for Teen Girls."](#) Bloomberg, Alexandra Lange (2021 May 28).

Personal Reading

[Crucial Conversations](#). AI Switzler, 2002.

Visiting the Archives

"So the first basic achievement of the Columbia Association was to permit this spreading of cost to permit a higher quality of life for the first residents than might otherwise be possible. And second, to create in the Columbia Association ... an available entrepreneur in the public interest. Being in existence, having a staff, having available funds... it meant... It means that as we go forward, as you go forward, it's the Columbia Association's business to seek to discover with you whatever it is that ought to be done that it could do. And that could be paid for by the people over time."

-Transcription of Town Meeting, 1967, page 11 (RGI JWR Papers-S3-b13-f Columbia Association, 1967-1968)



Last Month at CA:

- Partnered with Howard County and the Inner Arbor Trust to welcome the community back to the Lakefront for a record-breaking turnout on July 4th for entertainment and fireworks. CA's Open Space, Communications/Marketing, and Sport & Fitness departments were all involved and engaged. Provided Open Space team member resources at the Fourth of July parades in River Hill and Harpers Choice as well.
- Updated the interaction and format of the annual meeting for CA's Advisory Committees to report to the Board of Directors. Each advisory committee gave a presentation to the Board of Directors at the July 15 work session highlighting two impactful accomplishments from the past (or pre-pandemic) fiscal year, two priorities for FY 2022, opportunities for CA's BOD to benefit from each advisory committee, and opportunities for CA BOD to serve each advisory committee better.
- Supported smooth and timely processes for both audits so that audited financial statements and reports will be presented to the CA Board and the Audit Committee on July 20.
- Prepared a comprehensive MBE vendor analysis and update for the June Board work session.
- Launched a new summer landing page on the CA website to keep the community up to date on the latest summer happenings and information at CA.
- The Youth and Teen Center Summer Drop-In Recreation Program re-opened on June 28 for teens.
- Summer camp is underway and going well at both Columbia Art Center (Summer Art Camp) in Long Reach Village Center and Youth and Teen Center (Camp Extra) in Oakland Mills Village Center.
- Continued to participate in Howard County General Plan Update process by attending charrette and assisting the CA Board of Directors in developing a BOD position statement.
- Over 2,300 CA memberships returned between May 1 and June 30, 2021.
- The Maryland High School State Tennis Championships were held at Wilde Lake Tennis Club with over 500 participants attending.

Next Month at CA:

- July is Lake Appreciation Month. We have been working on a set of videos designed to help our residents understand what vegetation grows in our lakes, how CA manages it and what residents can do to help reduce the amount of vegetation in our lakes.
- We will be advancing the rooftop solar projects at the Columbia Swim Center, Supreme Sports Club, and Columbia SportsPark, and also facilitating the procurement process for the LED lighting retrofit at the Slayton House theater.
- The Diversity, Equity, and Inclusion committee, comprised of employee volunteers, will be making a presentation to the Senior Leadership Team for their first initiative on Pronouns for roll-out to the organization.
- Respond to annual charge customer inquiries and process payments during the heaviest collection month of the year, while continuing to navigate the impact of COVID-19 on both customers and team members.

- Launch electronic payment processing for vendors that have provided their banking information to CA, following a comprehensive set-up and test period with Accounts Payable, Purchasing and IT.
- Major investment in launch and ongoing development of the Columbia Conversation project, including website, partnerships and in-person engagement. This will happen alongside, and in some cases in coordination with increasing our collaboration with other departments to support general outreach and branding efforts in the community.
- School Age Services is currently working with our Maryland State Department of Education licensing specialist to reopen all 20 of our school year locations. All locations that were dormant during the pandemic will have to be inspected before they can reopen at the end of August.
- United States Tennis Association (USTA) Mid-Atlantic 18 & Over Regional and 40 & Over Sectional Championships will be held at Owen Brown Tennis Club.
- We are launching Columbia Athlete Performance Program (CAAP), our youth sports performance program at all three clubs, after a strong trial run..

Challenges CA is Addressing:

- Ensuring there is a large enough pool of diverse candidates for Senior Leadership Team and management openings that are currently open. We will be keeping an eye on this and will be thoroughly examining the different avenues to attract diverse talent.
- Significant supply chain shortages and very long lead times forcing delays in project completion and additional staff time to source alternate supply.
- Finding ways to encourage people to "stay tuned" to the Columbia Conversation efforts for the latest ways to get involved after initial launch.
- We are finding ways to manage, but staffing is becoming increasingly challenging across multiple departments and divisions.

CA Departments' Points of Pride:

- The marketing team has continued to support Sport and Fitness with ongoing optimization of advertising and marketing efforts, particularly for fitness-based memberships, contributing to the largest ever member growth in June.
- We achieved our highest overall Net Promoter Score ever in our last survey and with Staff Friendliness and Helpfulness driving the overall score.
- The CA Weed Warriors continue to help improve the condition of open space by removing unwanted nonnative invasive plants and replacing them with native plants, even as the weather heats up and makes working outside difficult.
- Supporting the Maryland DORS (Division of Rehabilitation Services) by providing structured job enrichment experience for 8 weeks.