



TO: COLUMBIA ASSOCIATION BOARD OF DIRECTORS
FROM: COLUMBIA ASSOCIATION MANAGEMENT
RE: SUPPORTING DOCUMENTS FOR AMENDMENT TO JULY 14, 2022, BOARD OF DIRECTORS WORK SESSION
DATE: JULY 21, 2022

The Columbia Association Board of Directors (BOD) held a work session meeting on July 14, 2022. During the meeting, the BOD approved a motion to amend the agenda to discuss the BOD Goals and Objectives for the President/CEO. During the discussion of the BOD Goals and Objectives for the President/CEO, the attached document was presented and discussed.

CA BOARD OF DIRECTORS GOALS AND OBJECTIVES FOR PRESIDENT/CEO
Draft As Discussed at CA BOD Work Session July 14, 2022

GOAL: Improve Board Relations and Communications

- Keep the Board informed of important developments and issues and respond to Board requests in a complete and timely manner
- Establish a positive working relationship with the Board founded on honesty, trust, and collaboration
- Recommend appropriate actions for Board consideration, and provide clear, comprehensive, and timely information for deliberation and decision making
- Provide continuous education for the Board on issues/topics important to ensure effective evidence based governing leadership
- Inform the board in a timely manner of significant outreach to community stakeholders

GOAL: Manage CA's financial resources in an economically challenging environment

- Achieve FY23 Budgeted Goals as global challenges and impacts persist and intensify
- Complete capital improvements/projects on time and under budget
- Increase the percentage of resident households that have CA memberships
- Increase supplier diversity in accordance with CA's MBE policy

GOAL: Oversee CA's Role in Columbia Area Land Use Planning

- Develop an open space plan that uses the two CA open space assessments, input from the community, and new ideas
- Develop a plan for each of the commercial/employment areas that respects Columbia's vision and values, private covenants, and design guidelines.
- Implement a land redevelopment guideline process that will guide commercial landowners in their redevelopment efforts.
- Actively monitor all Columbia land use issues; reintroduce the development tracker chart to the website.
- Ensure that the execution of easements, contracts, or other legal instruments will not unnecessarily inhibit or otherwise curtail the enjoyment of CA open space by residents and visitors to Columbia.
- Develop proposed criteria to evaluate Final Development Plans, Final Development Plan Amendments, and Site Development Plans. Submit proposed criteria to the CA Board of Directors by the close of the 2022 calendar year for evaluation and approval.

GOAL: Advocate for Columbia's villages, communities, and key partners

- Engage with relevant stakeholders to take a key role in influencing:
 1. New Town Zoning / HoCo by Design to support and strengthen New Town Zoning
 2. Environmental projects, including the Lake Elkhorn Stream Restoration
 3. Educational issues affecting Columbia including School Redistricting to support neighborhood schools
- Work with Inner Arbor Trust, Inc. to protect and maintain Symphony Woods for our residents and defend it against encroachment

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GOAL: Improve Communication and Community Engagement

- Solicit feedback from residents and commercial property owners to ascertain community priorities.
- Solicit feedback from the community through mailings, online, and interactive sessions within each of the 10 villages and within Columbia as a whole.
- Expand access and usability of CA's digital platforms for all stakeholders, both new and existing
- Conduct at least one new major outreach initiative designed to increase participation among a demographically diverse community in leadership roles within Columbia and CA
- Communicate with residents and the community in a timely and accurate manner about key decisions and concerns