



SENIOR
LEADERSHIP
TEAM

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Officer

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Jackie Tuma
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April 2018

Office of the President/CEO

The Downtown Columbia Arts and Culture Commission (DCACC) will host Merriweather Movie Nights again this summer. DCACC plans to show one movie one night each month from May through August. Sponsorships for the various movie nights are being sought.

The Downtown Columbia Partnership (DTCP) continues planning for several upcoming events:

- May 3, 2018 – Spring Cocktail Crawl
- June 10, 2018 – Books in Bloom
- September 16, 2018 – Discover Downtown Columbia 5K
- December 7, 2018 – Festive Friday Craft Cocktail Crawl
- December 14, 2018 – Festive Friday Family Fun December

In addition, DTCP is sponsoring:

- May 18, 2018 – Bike to Work Day
- June 14-30, 2018 – Columbia Festival of the Arts
- July 26-29, 2018 – Lakefront Film Festival

Howard Hughes Corporation announced that Crown Castle, the nation's largest provider of shared communications infrastructure, will relocate its Baltimore-Washington headquarters to One Merriweather. The move is scheduled for summer 2018.

Also from Howard Hughes Corporation, a groundbreaking event is scheduled for Monday, April 30, 2018 starting at 9:30 a.m. for the new development in the Merriweather District.

The President/CEO hosted a group of leaders from Leadership Howard County's Essentials Class in a session entitled "An Exploration of Leadership with Leaders of Howard County." The session is a new component in the Essentials Class curriculum and is designed to connect classroom learning to being a leader in the community. Participants heard the President/CEO speak about a leadership lesson he had learned; how to keep an organization connected to the community and other community leaders; difficult issues facing leaders; and the best piece of advice he would give to young professionals to broaden their leadership skills.

For the third year, the President/CEO was invited by the Howard County Public Library System to serve as a judge in the "Battle of the Books." Mr. Matthews served as Best Costume Judge at Atholton High School. Battle of the Books draws one-third of Howard County Public School System fifth graders, with 342 teams (1700 students) participating in the competition.

Sport and Fitness

Tennis

Although the facility has been hosting play since March 16, the public Grand Opening for the Long Reach Tennis Club was held on Friday, April 20, 6pm - 9pm. The event included a ribbon cutting ceremony, tennis activities such as round-robins, cardio tennis, pickleball, youth tennis, and the launch of POP Tennis. Murphy Jensen, head coach of the Washington Kastles World Team Tennis franchise and former grand slam doubles champion, made a special appearance at the event, as did Howard County Executive Allan Kittleman and Howard County Council Vice Chairperson Calvin Ball and member Jennifer Terrasa.

Fitness

In preparation for the six-month renovation of the Athletic Club, Supreme Sports Club and Columbia Gym underwent some early renovation work. The work at Supreme Sports Club included extensive upgrades to the locker rooms on the lower level, structural repairs, the opening of walls in the upstairs cardio fitness floor, and reconfiguration of three small offices into a spacious stretching area. The Columbia Gym is having its roof and HVAC units replaced.

The beginning of the Columbia Athletic Club renovation is fast approaching. The improvements will update the look of the club (interior and exterior), create better flow throughout, and provide new exercise opportunities. To complete this extensive renovation, the Athletic Club will be closed from Monday, April 30 until late fall 2018. While the club is closed, CA is giving 1Fit members access to the other two fitness clubs — Columbia Gym and Supreme Sports Club. For more information about the renovations, including FAQs and renderings, please visit ColumbiaAssociation.org/acrenovation.

Golf

Joan Lovelace, head golf professional and general manager of the Hobbit's Glen Golf Club, was recently recognized in an article in the *Columbia Flier* covering the Howard Tech Council's effort to help business and tech entrepreneurs, with a focus on women-owned companies, to build business connections through the game of golf. The article focused on the clinic "Techies and Tees" at which Joan will be teaching the basic skills and etiquette of golf. This 10-week clinic aims to highlight golf's benefit as a networking tool. The Howard Tech Council has 250 member companies, of which 30 percent are women-owned.

Communications and Marketing

Department Leadership Change

At the end of March, Paul Gleichauf was named acting director of communications and marketing. A 23-year resident of Howard County, he previously served as senior vice president of planning and marketing at Howard County General Hospital from 1995 to 2014.

Digital Signage

Work was recently completed for digital signage at Hobbit's Glen Golf Club, Fairway Hills Golf Club, and Long Reach Tennis Club.

Events

In April, Communications & Marketing (C&M) provided branding, marketing and promotion support for numerous events throughout CA, including:

- **Archiving the Arts:** Thirty-five individuals attended this first-time event held at CA Headquarters in early April.
- **Exploring Sister Cities:** Scheduled for Sunday, April 22, 1-5 pm at The Mall in Columbia. C&M developed an identity for the event and coordinated all promotion and signage, including a set of colorful floor displays highlighting each sister city.
- **Tennis Club Ribbon Cutting:** Scheduled for Friday, April 20. C&M promotion efforts yielded more than 300 pre-registrants for this celebration of Columbia's newest sports and fitness facility.

Looking ahead, the C&M team is finalizing design work for new ads to be deployed through multimedia channels for KidsDay - an event scheduled for June 9 at Columbia SportsPark, but already has yielded more than 450 preregistrants.

Customer and Member Service Center

The Customer and Member Service Center (CMSC) team has been working with the Sport and Fitness team to transition Columbia Athletic Club members smoothly to other CA facilities in preparation for the upcoming closure for construction. Additionally, preparations are underway for the annual flood of applications for outdoor pool memberships, which, generally, is an "all hands on deck" experience for the CMSC team.

Website

Page views of ColumbiaAssociation.org increased significantly (43%) year over year from March 2017 to March 2018.

Media and Publications Highlights

Notable press interactions between March 6 and April 18 include coverage from the Baltimore Sun, Business Monthly and Columbia Flier about CA staff's proposal related to next steps for the community's neighborhood centers.

April's issue of *CA Today*, inserted within Howard Magazine, included stories on Columbia Neighborhood Swim League; The First Tee of Howard County; the new Long Reach Tennis Club; how CA prepares Columbia's open space for warm weather; CA's NewU programs; and the approval by the Board of Directors of budgets for Fiscal Year 2019 and Fiscal Year 2020.

Open Space and Facility Services

Construction Services

Tennis: Minor punch-out work and weather related landscaping work at the Long Reach Tennis Club will continue into the spring. Demolition work on the Owen Brown bubble began the week of March 19 and the conversion of the courts, including the new pickleball courts, to an outdoor facility began on April 16.

Supreme Sports Club: Renovations to the men's and women's locker rooms on the lower level are complete. Improvements to the main fitness floor, which include a new stretching room, are



underway. The work on the stretching room will take place behind screening partitions to minimize the impact on members.

Columbia Gym: New roof, drainage improvements, gutters and downspouts and mechanical HVAC replacements are underway and will be completed by the end of April.

Lake Elkhorn: The redecking of the dock near the parking lot is completed and new dock furnishings will be installed by mid-April. Improvements (ADA upgrades and refurbishing) for the pavilion on the southwest side of the lake are also under construction. The pavilion project will be completed in early May.

Energy and Sustainability

Development of a 5kW solar PV system at Dickinson Pool continues, with permitting completed and work scheduled for mid-April. CA also received notification from the U.S. Department of Energy that we are being recognized as a “Better Buildings Challenge Goal Achiever” for reducing our energy use intensity by 20 percent over the past five years. CA will receive the award at the annual Better Buildings Summit in Cleveland, OH in August.

Open Space

Work continues on cleanup-related activities following the recent storm and high wind events that began on March 2. Cleanup efforts continued into early April, following the last snow storm which brought down additional trees that had been weakened by the high winds. More than 250 trees were impacted by these weather events and had to be addressed by the CA Open Space Maintenance crews or CA’s on-call contractors.

The schedule for the 2018 “Exploring Columbia on Foot” series has been set. Eleven walking events will be occurring in CA open space areas around the community. Most of the walking events will be on Thursday mornings, with three scheduled for Saturdays. The full schedule, with locations, has been posted to the CA website.

Watershed

Construction has begun on the refurbishment of the stormwater management facility serving the Columbia Association Maintenance Facility. This project converts the non-functioning extended detention facility into a bioretention facility. Construction should be completed by the end of April 2018.

Staff is working with Hood College on controlling algae blooms in our lakes and ponds using barley straw as an algae suppressant. This project will deploy barley straw bales along the fringes of several ponds known to have algae blooms, and CA will monitor the ponds for algae concentrations through the spring, summer and fall.

Community Services

Volunteer Center Serving Howard County

Pam Simonson, manager of the Volunteer Center Serving Howard County, was a member of Howard County’s “Volunteer of the Year” selection committee. All nominees and “winners” were recognized at a ceremony on Thursday, April 12 at 6pm at the George Howard Building. Pam was a



co-emcee with Janssen Evelyn, Assistant Chief Administrative Officer, Howard County Government.

Pam Simonson is serving on the “One Ellicott City Recovery Legacy” committee. This committee intends to create a framework for future recovery efforts in Ellicott City zip codes.

Columbia Art Center

Columbia Art Center manager, Liz Henzey, attended the Arts and Business Cooperative Marketing Meeting at Howard County Tourism and Promotion (HCTP) on March 1. Many Howard County visual, performing, and literary arts organizations were represented at the meeting, together with members of HCTP and the Howard County Arts Council. The purpose of the meeting was to discuss promotion and marketing of the arts through social media and opportunities for cross-promotion between the different arts organizations.

Columbia Art Center hosted a paint night workshop at the Hawthorn Community Center in Hickory Ridge Village on March 23, with 21 participants. Also, several spring-themed craft workshops were held at the Owen Brown Community Center on March 24, with 31 participants.

In partnership with Blossoms of Hope of Howard County, Howard County Poetry and Literature Society, and the Volunteer Center Serving Howard County, Columbia Art Center is presenting “Dancing For Claudia: Movement Through Words and Art,” April 13-May 6. The annual themed “Blossoms of Hope” show will feature 45 art works and corresponding words of inspiration inspired by the theme of movement. Proceeds from the show will go to Blossoms of Hope, benefitting the Claudia Mayer/Tina Broccolino Cancer Resource Center of Howard County General Hospital.

Columbia Art Center will offer a variety of new sampling art workshops for adults this spring, including Quick and Dirty Printmaking on April 18, String Art Creations on April 20, and Introduction to One-Stroke Painting and Spring Floral Basket, both on May 15. These workshops were added for spring because of the positive enrollment to other regular sampling offerings in sign and coaster painting, watercolor, fused glass, and painting on small canvases.

School Age Services

School Age Services students completed a service project in conjunction with Meals on Wheels. Each month, children created gifts that were delivered with meals to the elderly. Approximately 6,000 gifts were delivered during the school year.

Summer Camps

Members of Summer Camps attended the Teen Opportunities Fair at Long Reach High School on March 24 to promote CA’s camps. This event was well attended and we received several inquiries regarding our camp programs.

On March 28, we also attended the Tots to Tweens Easter Egg Event at the Columbia Mall to promote our camps. This event was also well attended with an estimated 6,000 participants. We had several Camps Team Members on site working this event, which resulted in a slight increase in our camp registration the following week. Currently, we have approximately 150 more individual campers registered this year at this time, as compared to last year at this time.

Youth and Teen Center

The Youth and Teen Center (YTC) will host Howard County Strengthening Families Program series on Monday nights beginning April 23rd and continuing June 25. Five families will be participating in the program that targets youth 6 to 18 years of age and their families in 14 family training sessions. The Program uses family systems and cognitive behavioral approaches to increase resilience and reduce risk factors, and seeks to improve family relationships, parenting skills, and youth social and life skills. The program is being facilitated by The Family Tree.

Upcoming Events

Columbia Community Exchange

Columbia Community Exchange will host a Time Bank SkillShare Fair & Swap in collaboration with Transition Howard County's Repair Cafe on April 21 at GreenFest 2018 at Howard Community College. It will feature demonstrations of simple DIY tasks like basic sewing, lamp repair, homemade toiletries and plastic bag mats, plus a Tool Swap. Repairs on items such as bicycles, vacuums, sewing machines, jewelry, and garments will be offered by the Repair Cafe.

Columbia Community Exchange will hold a Swing Dance and Social on May 10 at the East Columbia 50+ Center. The event is offered in collaboration with Transition Howard County and East Columbia 50+ Center.

Youth and Teen Center

CA's Youth and Teen Center (YTC), Howard County Police Department, and Howard County Government will host a Youth Dialogue on April 24 from 4:00-7:00 pm. The event provides a means for officers (of varying roles) and youth to converse about the realities of their interactions and the effect it has on community. The goal of the event is to create a foundation for better understanding between officers and youth to enhance community relations. Several organizations serving youth in grades 8-12 have been invited to participate.

Volunteer Center Serving Howard County

On May 8 at 3:30pm, the Volunteer Center Serving Howard County will host a volunteer managers roundtable with Marsha Legg from The League for People with Disabilities. The topic will focus on engaging volunteers of all abilities. The audience will also include special education teachers from the Howard County Public School System.

Columbia Art Center

Columbia Art Center will host Howard County Poetry and Literary Society's Wilde Reading series on Tuesday, May 8, 7-8:30pm free of charge and open to the community. Recognized authors Antoinette Nelson (also known as Love the poet) and Jennifer Wallace will share from their recent published works. The free evening event will also include an open mic segment for adults and teenagers to share their prose and poetry.

Columbia Art Center will host the 2018 Congressional Youth Art Competition for the 3rd District of Maryland on Saturday, May 12, 12:30pm-2pm. The reception is free of charge and open to the community. More than 35 artworks by high school students will be on display representing five counties: Baltimore City, Baltimore, Anne Arundel, Montgomery, and Howard. Congressman John P. Sarbanes will present the juror awards for 1st, 2nd, and 3rd place at 1:15pm. The winning



selection will be exhibited in the U.S. Capitol in Washington, DC, and the 2nd and 3rd place selections will be displayed in Congressman Sarbanes' Maryland and D.C. offices. This exhibit will mark the fifth time Columbia Art Center has hosted the event.