



SENIOR  
LEADERSHIP  
TEAM

**Lakey Boyd**  
President/  
Chief Executive  
Officer

**Susan Krabbe**  
Vice President/  
Chief Financial Officer

**Dan Burns**  
Director of  
Sport and Fitness

**Janet Loughran**  
Executive Assistant  
to the President/CEO

**Dennis Matthey**  
Director of Open Space  
and Facility Services

**Monica McMellon-Ajayi**  
Director of  
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**Michelle Miller**  
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Community Services

**Tim Pinel**  
Chief Marketing  
Officer

**Kristin Russell**  
Director of Planning  
and Community Affairs

**Chuck Thompson**  
Chief Information  
Officer

**Jackie Tuma**  
Director of Audit and  
Advisory Services

## May 2021

### ***Office of the President/CEO***

The President/CEO held individual meetings with members of Columbia Association's Board of Directors within the first two weeks of her arrival. Meetings with all members of the senior leadership team have also taken place. Meetings with community stakeholders and partners will be scheduled within the next few weeks.

The President/CEO participated in a press conference hosted by Dr. Calvin Ball, Howard County Executive, who announced that the Fourth of July fireworks will be held this year at the Columbia Lakefront. Dr. Maura Rossman, Health Officer, and Raul Delerme, Director, Department of Recreation and Parks, also provided remarks. Ms. Boyd highlighted Columbia Association's assistance to Howard County at this community celebration, and announced the return of CA's Lakefront Summer Festival in June.

### ***Department of Administrative Services***

#### Highlights

#### Accounting/Finance

As per the Maryland Contract Lien Act (MCLA) guidelines, our Annual Charge team served MCLA lien notices to owners who did not successfully receive CA's certified letters. Additional notices were mailed to these owners by our Annual Charge team. Upon final affidavits from the process server, the owner will have 30 days to challenge the lien notice with a court hearing. Once the 30-day window has expired, CA's legal team will begin to file liens with the court.

#### Information Technology

As is the case for most of the Administrative Services team, IT has also been working very hard to prepare for the outdoor pools season. Those efforts include:

- Testing the pool computers and their peripherals to be sure they are all working prior to the May 28 opening.
- Testing phones and networking at the pools ensuring all the emergency phones at the pools are working and display the correct address should 911 be called.
- Installing WiFi internet access for those pools that did not already have it, to provide Guest WiFi at those locations.

## ***Department of Administrative Services (cont'd)***

### Information Technology (cont'd)

Additional IT highlights include:

- The data storage upgrade is underway, with planned completion by May 31.
- Project prerequisites for the Infor/Lawson operating system, cloud edition (OS CE) conversion have been completed, which included ensuring that all users will convert to the new version.
- We upgraded our Google license to Enterprise, which will bring expanded functionality, security and administrative controls.

### Human Resources

- In our commitment to leading and educating ourselves in workplace diversity, equity and inclusion, the Human Resources Management team (HR Operations Manager, Learning & Organizational Development Manager, and HR Director) completed a seven-week Diversity, Equity & Inclusion in the Workplace Certificate Program offered by the University of South Florida Muma College of Business.
- On July 5, 3% wage adjustments for team members will go into effect. This will be the first wage adjustment for most team members since 2019, with the exception of team members who have received increases due to new minimum wage requirements.
- Communication plans are underway for headquarters team members to return to a more robust hybrid work model now that COVID-19 related restrictions are being lifted.

### Challenges

- The Finance team is making sure to account for all aspects of the Haven on the Lake closure correctly, transferring assets that can continue to be used at other facilities and properly writing off those that cannot.
- The Infor/Lawson OS CE conversion is a major upgrade of this application, and will require significant testing by the accounting, finance and purchasing teams.

### Opportunities

- Both an opportunity and a challenge, work continues on the integration of GymSales and SNG (the customer system). When completed, this integration will facilitate lead tracking and customer communication for the sales and customer care teams.
- CA is coordinating support to Howard County to host pop up vaccination sites at designated CA facilities to provide additional vaccination sites for the community. This adds to our participation in the health and welfare of the community.
- Continued promotion of COVID-19 vaccine to team members. As more team members are vaccinated, members become increasingly secure about returning to our facilities.
- Payroll is preparing a detailed timeline with payroll registers and supporting documents from the past year to determine eligibility for the Employee Retention Tax Credit under the CARES Act.

## ***Department of Sport and Fitness***

### Highlights

#### Fitness Clubs

##### Columbia Gym

- Columbia Gym held the latest in our series of outdoor classes. On May 1, an Outdoor Yoga class was held, with four attendees.
- A hula hoop class was held on May 15 with 12 members participating in this fun & surprisingly difficult form of exercise.
- Transferring from Haven, Aqua Spin began on May 3 at Columbia Gym. The program has 82 participants thus far.
- Also moved from Haven is the Pilates Reformer program. The grand opening of the new Pilates studio was held on Saturday, May 15. Six group demonstrations, as well as individual demonstrations, were held for a total of 35 participants.

##### Athletic Club

- Senior Hours at the Athletic Club will end on Friday, May 28 and we will resume normal hours of operation starting Saturday, May 29 (M-F 5a-9p, Sat/Sun 6a-7p).
- Two additional Haven classes moved to the Athletic Club in May; Aqua Yoga and Community Tai Chi both started with strong participation.

##### Supreme Sports Club

- A new session of Triathlon swim training began on May 11. Early morning sessions on Tuesdays are sold out, with 12 participants. The Thursday evening sessions continue to grow and currently have seven participants.
- We continue to expand our kids programming. Supreme Kidspace held another School's Out Adventure Day on May 18, with 10 children participating in the program.
- Supreme held an outdoor Tae Bo group fitness class on April 24, with 28 participants kicking and punching outside of Supreme.
- Supreme now features Fun & Games in the arena on Monday and Wednesday evenings and Sunday afternoons. Fun & Games features drop-in ping pong, corn hole and giant board games. Friends and families are slowly beginning to attend and the complimentary program currently averages about 3-4 participants per session.

##### Personal Training

- Season 2 of TRIBE Team Training was a success, with 86 participants across all three clubs. Season 3 launched on April 26 with a gain of a few participants, bringing the total to 90. We will slowly increase our capacity to meet the growing demand for the program as indoor restrictions are gradually lifted across CA.

##### Golf

- Rodney Green was named as General Manager of Golf as of May 10. He returns to the Columbia community with over 25 years of experience coordinating and managing golf courses in various locations across the United States. Joan Lovelace, CA's Head Professional and Player Development Coordinator, is focusing on instruction and development of players of all levels, as well as instructors.

- Spring and opening day brought golfers back in force. There were more than 70,000 rounds played at Fairway Hills and Hobbit's Glen during FY21 (in only 10-½ months). May continues to see large numbers on the tees and practice areas.
- This spring, Hobbit's Glen is hosting the Business Women's Networking group lessons with more than 25 participants.
- Hobbit's Glen and Fairway Hills golf clubs lesson programs have mirrored the growth of the rounds. Group and private lessons have been extremely popular. Group Lessons for May at both clubs have seen great participation:
  - Get Golf Ready: 123 students
  - Rec & Parks - Spring: 56 students
  - Spring Green League: 39 students

### First Tee

More than 260 students participated in The First Tee Howard County's spring session.

### Ice Rink

- The Spring 2021 "Learn To Skate and Instructional Hockey" session began on April 14 and runs until June 5. More than 250 skaters signed up for the session, including 94 new registrants.
- The Howard County Huskies Youth Hockey club began their 2021-22 season tryouts at The Columbia Ice Rink on Saturday, May 15.
- The Columbia Figure Skating Club began rehearsals for an end-of-year recital on Sunday May 16. The Club normally invites Learn To Skate students to join their figure skaters in the recital. This year, twice as many Learn To Skaters (44) enrolled to be in the recital as in years past.

### Tennis/Racquet Sports

- The Spring Junior and Adult Programming session (11 weeks from April 5 - June 20, 2021) is in full flow at Long Reach Tennis Club and Athletic Club Indoor Tennis. There are 358 junior and adult players enrolled who participate weekly, following strict safety guidelines and protocols.
- The USTA Adult 18 & Over League season is going very well. We have more than 900 players competing in this league. Matches are held at Long Reach Tennis Club, Athletic Club Indoor Tennis, Owen Brown Tennis Club and Wilde Lake Tennis Club, following our safety guidelines.
- The USTA Adult 40 & Over League season began on May 10. We have more than 650 players competing in this league weekly, with matches held at Long Reach Tennis Club, Athletic Club Indoor Tennis, Owen Brown Tennis Club and Wilde Lake Tennis Club.
- Spring/Summer Pickleball programs launched on May 4. Assisted by marketing and messaging campaigns, the program is off to an excellent start. Within the first two weeks, almost 30 players participated in the instruction and drill clinics, as well as private/semi private lessons. The team delivered 384 private and semi-private lessons between April 14 and May 18.
- After an extensive renovation and complete overhaul, the Racquet Club at Hobbit's Glen re-opened on April 26. The Racquet Club has a new, state-of-the-art irrigation system to enhance

the playing experience, new raised fencing to prevent stray balls from disappearing, and a three-level retaining wall area for member relaxation.

### SportsPark

- The SportsPark continues to be well received and usage has grown each week. There were approximately 1,750 check in visits from April 14 through May 16, which is well over the usage in 2019 for the same time frame (approximately 1,100).
- We hosted our first, small corporate event -- 35 people attended a retirement party for an engineering company employee. It was incredibly successful. Currently, there are four more small events in the works.

### Challenges

Our current challenge is moving our community from very safe and strict COVID-19 protocols to the more relaxed guidelines most recently released by the CDC for fully vaccinated individuals.

### Opportunities

Our membership is starting to grow again as more members of our community return not only to the pools, but also to all of our facilities. We are excited to see them and help them reconnect with their wellness program.

## ***Department of Open Space and Facility Services***

### Highlights

#### Watershed/Community Engagement

- Staff worked with the Village Community Associations and Open Space to coordinate Columbia Cleans on May 1, 2021.
- Weed Warriors have three Pull and Plant events scheduled for May in Long Reach and one in River Hill.
- CA supplemented the Ecotone tree and shrub planting between Hesperus Drive and Eliots Oak Road in the Village of Harpers Choice with 75 trees that are 6 to 8 feet in height, and 180 small trees and shrubs.

### Facilities

The following projects were completed in May:

- Columbia Gym improvements for Pilates studio.
- Reconstruction of Hobbit's Glen tennis courts four through six.

The following projects are underway in May:

- Amherst House sprinkler design and permitting.
- Owen Brown Community Center and Maintenance Facility roof replacement design and permitting.
- Locust Park Neighborhood Center restroom design.

### Real Estate Services

The following activities are underway:

- In process to dedicate the Stevens Forest Pond to Howard County.

- In process for several easement requests for utility repair access and access for replacement of the Columbia area wooden guardrails.
- Working with Watershed Management and Legal on three stream restoration projects. Long Reach, Owen Brown, Wilde Lake.
- Updating encroachment and property damage policies for Open Space.
- Dedication of pedestrian overpass bridges to Howard County.

### Open Space

- Open Space team members participated in Columbia Cleans Day on May 1 with more than 200 volunteers. Ninety-one bags of trash and debris were removed from open space.
- Mowing and Trimming operations returned to pre-pandemic status.
- Sign beds throughout Columbia were planted with annual flowers.
- The hanging baskets at Lakefront Plaza were planted.
- “Slippery When Wet” bridge signage has been purchased for all bridges around Columbia. These signs will be installed as close to the bridge as possible while following current guidelines. This project will begin in June.
- Landscapes services planted a pollinator garden at the Kennedy Gardens at Lake Kittamaqundi as part of a Howard County Innovations grant that researched and tested establishment methods.
- The Landscape Services team, Long Reach Village Association and the innovations grant team will install a pollinator garden at Stonehouse on May 22.
- Facilitated a volunteer stream clean up in Oakland Mills on May 15.

### Capital Improvements

The following projects were completed in May:

- HC01 - Hobbits Glen tot lot construction in Harpers Choice.
- Oakland Mill path renovations - Rocksparkle to Castille Court.

The following projects are underway:

- OB01 - Fairmead tot lot refurbishment in Owen Brown.
- LR20 - Bird Race tot lot installed swing in Long Reach.
- Hickory Ridge path renovations - Hawkeye Run area.
- Oakland Mills path renovations - Shadow Fall Terrace.
- Horse Center arena siding project - north & south ends.

### Energy Management

- CA joined the Low Carbon Pilot program under the U.S. Department of Energy’s Better Buildings Program. This is an initiative to explore challenges associated with reducing greenhouse gas emissions from building operation.
- Major HVAC equipment orders were made for the Art Center and Stonehouse with installation anticipated to occur this summer.
- CA continues to receive positive exposure associated with its recent ENERGY STAR Excellence Award.

### Challenges

- Developing renewed resident interest in the Rain Garden Program as the pandemic subsides.
- Bidding materials and products in this volatile market.

- Recruiting and retaining qualified staff.
- Catching up on maintenance tasks deferred during the pandemic, such as bench staining and non-safety-related work orders.

### Opportunities

- Staff is working with several organizations interested in community service activities, including stream clean ups in open space.
- CA continues to explore incentives associated with electric vehicle charging stations, solar projects, and energy efficiency improvements.
- A skill-based incentive plan and promotion schedule is nearing completion pending HR approval. The plan reaffirms CA's commitment to the development and growth of our dedicated team members.
- Facility Services crew continues to perform more capital work in house rather than hire outside contractors, which helps keep costs down and expands the skills of the team.

## ***Department of Community Services***

### Highlights

#### School Age Services

- School Age Services (SAS) has been awarded 3 relief grants totaling \$80,925 through Maryland State Department of Education's Child Care Pandemic Relief Fund Grant. The funds have been used to offset costs associated with decrease enrollment during the pandemic.
- CA SAS partnered with Howard County to support the Children's Mental Health Matters campaign May 2-8. Programs were provided with curriculum materials and prescribed activities to do and share with families in support of the awareness initiative. Upon completion and documentation of the activities, SAS staff were eligible to receive one Professional Activity Unit (PAU) which is required for the state credentialing process.

#### Columbia MD Archives

- The Archives' digital catalog was searched more than 1,000 times from April – May 2021.
- On June 1, the Reading Room will be re-open by appointment to the public. More information will be available on the Archive's website.
- Early June 2021, a graduate student at University of Maryland will start their internship at the Archives.

#### Columbia Art Center

- Columbia Art Center (CAC) Galleries ran its annual Blossoms of Hope theme show through May 2. The show's 2021 theme was Birds and Blossoms, and 19 artists participated with paintings, photographs, mixed media, and monoprints. Held in conjunction with Blossoms of Hope of Howard County, the annual show heightens awareness about the Claudia Mayer/Tina Broccolino Cancer Resource Center of Howard County General Hospital. During its three-week run, the show was viewed by 91 people and the video about the show received 477 views online.
- CAC hosted an outdoor ceramics sale and rock decorating activity on April 26 as part of Long Reach Community Association's election day activities. Community members purchased a

variety of functional pottery, and many youngsters decorated rocks thanking volunteers. The rock event was part of Howard County's community outreach project Volunteer Rocks. The decorated rocks will be displayed in a local garden this August that will be dedicated to local volunteers.

- CAC's manager and assistant director of Community Services met with representatives from Head Start at its new facility in Long Reach Village to develop plans for a mural for its outdoor fence. Columbia Art Center will recruit artists to submit proposals for the mural that reflect Head Start's mission and objectives. Columbia Art Center's manager and assistant director of Community Services also met with the head of Every Kid Can Cook, Inc. which also has a new facility in Long Reach. Some possible collaborations were discussed which would combine art with cooking.
- CAC's manager participated as one of the jurors for the Inner Arbor Trust's Picnic Tables in the Park project. Out of 27 design proposals, 15 were selected for decorating the picnic tables located in downtown Columbia at Symphony Woods.
- CAC's spring homeschool program concluded on May 12 with a field trip to Doodle Hatch, the creative walk-through installation housed in the former Safeway space at Long Reach.

#### Youth and Teen Center (YTC)

- The Youth and Teen Center Manager participated in the National Town Hall for camp and OST (Out of School Time) professionals on May 13 hosted by the American Camp Association, CDC and Association Camp Nursing to discuss summer camp guidance for camp and youth programs as they prepare for opening of summer programs. The goal is to help kids rebuild, reconnect to support their social, emotional and physical development. After the presentation from the CDC, there were a plethora of questions fielded from the audience specifically pertaining to upcoming changes from the CDC.

#### Challenges

- Anticipating updated guidance from Maryland Department of Education for the upcoming school year that will impact program capacity in the before- and after-care program.
- The Archives off-site storage is located at the Rose Price House. It was flooded in February 2021. In April 2021, all of the Archives' material was moved back into the renovated space. Many boxes and items were damaged in this process. Providing preservation needs and an inventory of the material in this facility has been daunting and will take a significant amount of time and supplies to finish.

#### Opportunities

- Howard County Public School System (HCPSS) has indicated its intention for a full-time return to school for students. With this decision, SAS would have the opportunity to rehire some staff for our return to all 20 of our locations.
- The Archives Manager met with Nancy Targett, Instructor and Research Specialist for the Howard County Library System, to continue the outreach partnership between the Archive and Library System.

- Columbia Art Center will offer expanded programming this summer, which includes stained glass and fused glass workshops, ceramics sampling workshops and mini-classes, and drawing and painting for teens and adults. Summer Art Camp will be held for eight weeks beginning June 21 for grades 1-8.
- Columbia Art Center met with representatives from Head Start at its new facility in Long Reach Village to develop plans for a mural for its outdoor fence. Columbia Art Center will recruit artists to submit proposals for the mural that reflect Head Start's mission and objectives. Columbia Art Center's manager and assistant director of Community Services also met with the head of Every Kid Can Cook, Inc., which also has a new facility in Long Reach. Some possible collaborations were discussed which would combine art with cooking.
- Youth Teen Center is preparing to re-open. The Summer Drop-In Enrichment program will begin Monday June 28 and will run for eight weeks Monday-Friday 4-7pm. The Maryland Food Bank will resume the supper program (summer meals) at the center. The summer program will incorporate themed activities. Three Friday Night Live social events will be hosted in the courtyard during the summer.
- The YTC and Leaders of Tomorrow Youth Center will offer a summer four-week program entitled "Art of Words." The program will focus on artistic expression through a variety of genres such as spoken word, poetry and theater. The program will run Tuesdays and Thursdays 5-6pm.

## ***Department of Communications and Marketing***

### Highlights

- Policy-updates as COVID-19 conditions change and improve are at the forefront of communications activities this month. This is particularly relevant and dynamic as we approach the opening of the outdoor pools. C&M is working closely with the Aquatics team and Sport & Fitness leadership to keep information updated on all platforms, and to ensure that messages are deployed to the community clearly and quickly when updates occur.
- Marketing support for membership acquisition continues with good outcomes continuing with respect to daily lead generation. Structural and process changes are happening rapidly within C&M to support growth in revenue generation activities, which is particularly relevant with many programs offered by CA restarting and opening up to increased capacity.
- We completed website and communications activities associated with the closure of Haven on the Lake at the end of April.
- The communications team coordinated with village and county stakeholders to promote vaccination opportunities, cleanup events and other local initiatives.
- The communications strongly promoted recent village elections at the end of April, and provided a clearinghouse of information as results were finalized.

### Challenges

As has been true for some time, the CA website has significant opportunities for improvement with respect to content, design and functionality. C&M is incorporating these opportunities into active marketing and communications initiatives as one means of prioritizing changes and upgrades. While the recent update to front page navigation and template improvements have made some difference to the performance and value of the site, each section has issues that need to be resolved.

### Opportunities

The shift to summer and rapidly improving COVID-19 conditions allows us to re-engage segments of the community that have largely remained in lockdown by choice for over a year.

## ***Office of Planning and Community Affairs***

### Highlights

The first two of six New Town-focused design sessions that the County is holding as part of its HoCo by Design effort have begun. This is a vital opportunity for CA, Columbia residents, and stakeholders to share their vision for the future of Columbia. As always, OPCA will be participating. Board members and the community at large are urged to participate.

### Opportunities

Some CA BOD reorganization and new a President/CEO present a natural opportunity to refresh our understanding of zoning and development processes. OPCA is working to make this happen.

## ***Thought of the Month***

***“The pessimist sees difficulty in every opportunity.  
The optimist sees the opportunity in every difficulty.”***

~Winston Churchill