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ca MONTHLY

JANUARY 2007
A PUBLICATION OF THE COLUMBIA ASSOCIATION

Columbia in 2007: Jim Rouse's Prediction

In 1986, Columbia founder Jim Rouse was interviewed by resident Richard Krantz, a former award-winning reporter, then operating a video production company.

During the videotaped interview, Rouse discussed his thoughts about the city and its future. Below is an excerpt from that interview, concerning Columbia's 40th anniversary (2007).

"Columbia will become in 20 years clearly the third major city in the Columbia-Washington area. In 20 years, what will be called Columbia, which means Columbia and its developed environs, will be a city of 300,000 people. Maybe more, maybe half a million.

PHOTO BY MASON FENKUS

Statue of Jim Rouse at the Columbia Lakefront.

The commercial facility will grow tremendously. The Mall will have six department stores instead of three. The village centers — there will be 10 village centers. They'll grow. There will be an opera house, a symphony hall. There'll be a stadium, in which not big league sports will be played, but soccer may become by then a very major sport in Columbia.

The environment that exists in Columbia will be preserved if people are vigilant and the Columbia Association is vigilant and won't let it be otherwise.

Probably 20 years from now there will be a bi-metropolitan transportation system that will connect Columbia directly with Baltimore and Washington, which is one of those things that will stimulate the further growth of this region.

...Open space in this city of 100,000 will make it one of the outstanding cities in the United States.

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A Special Tribute to Jim Rouse

this month on **Columbia Matters**

January's *Columbia Matters* begins a special, **two-part tribute to Columbia founder Jim Rouse.** The show features interviews with Josh Olsen, author of *Better Places, Better Lives: A Biography of James Rouse*, as well as individuals who worked with Rouse, knew him personally, or were influenced by him. **Part two of the tribute will air in February.**

Columbia Matters airs on Howard County cable channel 71 on Mondays at 11am, 4pm and 7pm, as well as Saturdays at 8:30pm.

For more information on the program, call 410-715-3120 or email CATVshow@columbiaassociation.com.

FY 2007 Second Quarter Board Report Summaries

CA's fiscal year 2007 second quarter report, for the three-month period that ended October 31, 2006, was presented to the CA Board of Directors at the December 21 Performance Oversight Committee Meeting. Copies of the entire report are available at your local community center.

Based on the results through the second quarter the report projected that CA, as a whole, will end FY07 $4.3 million ahead of budget. Income and operating expenses will total $54.7 million and $44.8 million respectively.

The **Administrative Services Division** reports that the annual charge is expected to reach $27.8 million, which exceeds budget by $610,000. This is largely due to a significant number of property sales, which are billed based on the phase-in value and not subject to the cap. In addition, the land in Benson East was subdivided, thus contributing to the positive variance.

For the **Communications and Marketing Division,** membership income is projected to end the year slightly ahead of budget. This is primarily due to the success of the enhancements at the Athletic Club, Hopewell and the Supreme Sports Club and their impact on Package Plan Plus sales. Throughout the fall, advertising focused on the enhancements at the Supreme Sports Club and the Athletic Club, particularly the features of KidSpace. The success of these improvements has been reflected in membership sales and also in resident enjoyment.

As a result of outreach efforts, by the end of FY 07 it is projected that 6,500 residents will be participating in CA's income qualified program, which is projected to receive a subsidy of $1.1 million dollars from the CA annual charge. Expenses are projected to end the year on budget.

Other significant accomplishments through the second quarter were the sales and service provided to thousands of residents who visited the Membership Service Center; the monthly production of Columbia Matters, CA's cable TV show; the distribution of the revised Public Information Guide to CA resident home-owners; the fifth annual presentation of Lakefront Wednesdays, a lunch-time concert series and Welcome Event ; the sixth annual award of memberships and admission passes to more than 700 Columbia school children who participated in the CA Points Club; the 3rd annual Dia de la Familia, attended by more than 300 residents; the sponsorship of KidsDay at the Hopewell Pool; the participation in cooperation with the Community Services Division of Columbia Hear My Voice and the Lakefront Walking Tour, and the distribution of hundreds of Welcome Packets to new residents at the Welcome Desk and at the Welcome Events.

The **Community Services Division** finished the second quarter $621,000 better than budget and the division is projecting to end the year $260,000 better than budget.

The Columbia Association Network (CAN), a service exchange program where neighbors take care of neighbors by exchanging needed skills or services, is underway. A program manager was hired and is developing the program to roll out in January 2007.

This year a record number 1,537 youth are participating in the School Age Service program. In addition, 186 youngsters, who otherwise may not have been able, are attending the before and after school program thanks to CA's income-qualified program at a subsidy of approximately $61,000.

A record number of students, 42, participated in the Sister Cities Summer Youth Exchange with CA's Sister Cities of Cergy-Pontoise, France and Tres Cantos, Spain.

This summer more than 4,000 campers participated in 24 camps held throughout the Columbia Association facilities. More than 85 youngsters, who otherwise may not have been able, attended CA's camps thanks to CA's income-qualified program at a subsidy of approximately $53,000.

Some of the important programs that are supported by the first quarter subsidy of $621,000 from the annual charge are the Summer Lakefront Festival, the Columbia Archives, the Sister Cities program, the International Day Festival, Art Center, Volunteer Center, Teen Center, covenant enforcement fees and access to camps and before and after school care for income qualified youngsters. In addition, it provides support to the village associations in the amount of $2,384,000. All in all, the Community Services Division is poised to have an excellent year and meet or finish the year better than budget in all departments.

The **Open Space Management Division** completed the second quarter of the fiscal year better than the budget in total operating expenses by $357,000 and with a decrease in net assets of $5,523,000. This represents a favorable variance of $877,000 from budget. It is projected that the division will complete the year with savings in total operating expenses.

The RV Storage Park is slightly better than budget through the quarter in total operating expenses. All spaces are occupied at this time.

The current estimate shows that by year's end, a total of $11,708,000 of annual charge revenue will be required to protect and maintain the environmental assets and numerous amenities throughout Columbia, which include more than 3,400 acres of open space, 93 miles of pathways, 168 tot lots, three lakes and 41 ponds.

The **Sport and Fitness Division** continues to have more active memberships than ever before which has created more usage than ever before. CA's three fitness clubs, two indoor tennis clubs and the Columbia Ice Rink all enjoyed record attendance during the second quarter.

The Sport and Fitness Division kicked off its new "Service Magic" training program during the quarter at The Supreme Sports Club. Modeled after a successful program at the Ritz-Carlton Hotels, this mandatory, weekly, one-hour customer-service workshop program was developed. The program will be initiated at The Columbia Gym in January, The Columbia Athletic Club in April and subsequently all other Sport and Fitness facilities.

At year-end the Division is predicted to exceed budgeted revenues by $56,000 and exceed prior year revenues by $200,000. ■

CA's 2007 Welcome events

CA's line up of free Welcome Events for 2007 introduces a new opportunity for residents to enjoy.

Dog Day Afternoon will offer Columbia residents and their canine pals an opportunity to stroll along Columbia's Lakefront where they'll find a pet photographer, doggy treats, trails, area pet vendors and entertaining activities. The event will be held on *Saturday, April 14 from 1 to 4pm.*

The year's other free Welcome Events, in chronological order, are:

- **BikeAbout** — a self-guided, individually-paced bike ride focusing on Columbia's natural environment and history, begins on *Saturday, May 5 at 9am at a location to be determined.*
- **Lakefront Wednesdays** — concerts at the *Columbia Lakefront every Wednesday from May 23 to July 25 from noon to 2pm*
- **KidsDay** *on Saturday, June 2 from 1 to 4pm at the Columbia SportsPark.* KidsDay will offer games, entertainment and food for a fun-filled afternoon where creative and supervised activities will challenge all ages.
- **Lakefront Walking Tours** — a Columbia Archives event highlighting art, architecture and public spaces that define Columbia's Town Center — *at the Columbia Lakefront on Tuesday, July 17 and Thursday, August 9 from 6:30 to 7:30pm*
- **International Day** — a celebration of Columbia's cultural diversity featuring arts, food, crafts and music from around the globe —at the *Columbia Lakefront on Saturday, July 28 from noon to 11pm*
- **Dia de la Familia** — a fun-filled event commemorating Hispanic Heritage Month, featuring games as well as ethnic music and food — *at the Columbia SportsPark on Saturday, September 22 from 3 to 6pm*
- **Finding History Where You Live** — a Columbia Archives event offering Columbia history via photographs and commentary — at *CA headquarters on Tuesday, December 11 from 7 to 9pm*

"These events are an opportunity to reach out to new residents of Columbia and welcome them to our community through offerings of fun and informative activities, as well as provide a chance to meet fellow Columbians with like interests and get active in the community. We look forward to a great year," said Hawkins.

For more information on the Welcome Events, please call 410-730-3000. ■

Columbia in 2007: Jim Rouse's Prediction

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I don't do very well with the technological forecasts on what will happen with respect to solar heating, computer shopping. I don't know which of these things are fads and which are real. I think there are some aspects of high technology that come forward like magic and are responded to as if they are magic, and are put to very effective use, and have an important purpose in the growth of our civilization. But I also think they tend to be overused, and as they get overused have a potentially very depersonalizing effect.

I believe the human soul begins to build a yearning for more personalization, more alternatives. So that I think a lot of good things will happen, as in transportation particularly.

I don't believe that the forecast of people sitting at home, shopping and being entertained — this is so anti-community that I think there will be reactions to that.

So I'm sure there will be advances... but I don't think its going to produce the radical change in life that many of the scientific forecasts show.

I think this will continue to be a very human, very personal community with a lot of association with the environment, and I sure hope so."

For more information regarding the interview or to view it in its entirety, contact the Columbia Archives at 410-715-3103 or email columbia.archives @columbiaassociation.com. ■

Columbia Association Network (CAN) Open House

Tuesday, February 6 from 4 to 8pm at the Columbia Teen Center in Oakland Mills. The event will feature remarks by Dr. Edward Cahn remarks, founder of time banking, and is open to all residents of Howard County. There will also be demonstrations of the Network computer system and opportunity to register for the training for the program.

For more information on the event or CAN, please contact Muriel Nolen at 410-884-6121 or muriel.nolen@columbiaassociation.com. ■

did you know?

Did you know that CA's capital assets (property, facilities and equipment) increased by $33 million from approximately FY 00 to FY 05, while its debt decreased by $15 million over the same five-year period?

bulletin board

Columbia Association Board/Committee Schedules

CA Board of Directors meetings and Committee meetings are an excellent way to learn about the Columbia Association and its programs. Unless otherwise noted, regular meetings are held at the Columbia Association headquarters building, 10221 Wincopin Circle. For more information call 410-715-3000.

CA Board . . . . . **Jan 25 (7:30pm)**
External Relations . . . . . **Jan 4 (7:30pm)**
Performance Oversight . . . . . **Jan 9 (7pm)**
Planning & Strategy . . . . . **Jan 11 (7pm)**
Board Operations . . . . . **Jan 16 (8pm)**

Attention River Hill Residents

Columbia Matters CA's cable television program, will be at **Claret Hall (6020 Daybreak Circle) on Tuesday, January 9 at 6:30pm** to interview residents of your village. The interviews will be used for the March show as part of the series highlighting the features, history and people of Columbia's ten villages. Come out and share your thoughts about life in River Hill and what makes it a unique and special place to live.

Town Center Happenings

Jan. 12: (Friday) Oakland Nights Music Series, featuring the professional woodwind ensemble "Quintaero"; **free admission and coffee/desserts; 8 to 9:30pm.**

Jan. 14: (Sunday) Jewelry Sale & Sunday Afternoon Tea. Jewelry offered by "Twins Silver Dream", a galleria of Sterling silver and gemstone jewelry; **$18.90 per person; 2:30 to 4pm.**

Jan. 28: (Sunday) Columbia: "Share the Vision". Spend a Sunday afternoon sharing coffee, dessert, and conversation with Columbia Archives Director Barbara Kellner, who will share a short film and some stories about James Rouse and the early years of Columbia; **free; 1 to 3pm.**

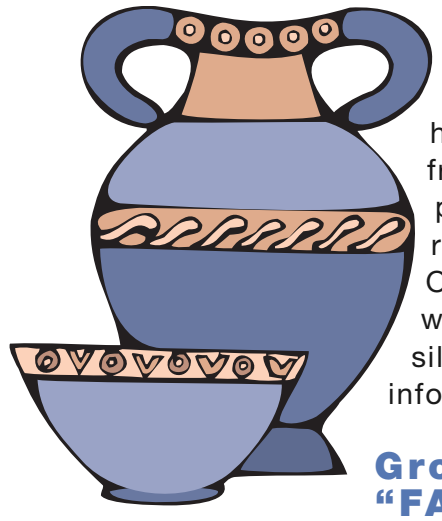
"One Day" in River Hill

January 13, 2007, 1 to 4pm. "One Day" a multicultural event to celebrate and recognize the diversity in our community. There will be a wide arrange of items, information, and entertainment. At **Claret Hall, 6030 Daybreak Circle. Admission: Free.**

Art Events in Columbia

Lucky Pots Pot Luck Dinner

The evening of February 3 at the Columbia Art Center (6100 Foreland Garth)



$15 per ticket allows participants to pick out a hand-made ceramics bowl from the gallery and enjoy a pot luck dinner. The funds raised go to Grassroots. Open to all ages. Includes wheel-demos, music and a silent art auction. For more information call 410-730-0075.

Group exhibit: "FABrications: New Work from the Fiber Artists of Baltimore" from January 11 to February 10, 2007 at the Slayton House Gallery in Wilde Lake Village

A reception, with refreshments and music, will be held on **Sunday, January 14 from 3 to 5pm** and the public is invited to attend.For more information call 410-730-3987 or 301-596-4883.

TELL IT TO THE CA BOARD

The Columbia Association's Board of Directors wants to hear from residents about what is on their minds. Send your ideas, issues or concerns. Attach additional pages if necessary.

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❏ Please get back to me on this issue.

Name _____

Address _____

Phone Number, Email _____

Please send your concerns, issues or questions to:

CA Board, The Columbia Association, 10221 Wincopin Circle, Columbia, MD 21044
Phone • 410-715-3000 Fax • 410-715-3042