

CA Report to Dorsey's Search Village 1/15/2020

- The Board will be holding an open meeting tomorrow evening at Oakland Manor to get input from village managers and boards regarding neighborhood centers. I have been urging the discussions go beyond just closing or leaving open centers to see if there are other options.
- The Board continues to work on the FY2021-22 budgets. Important votes will come up in February.
- There is no further news on a new spa tenant at the Haven. Negotiations continue.
- Construction of Symphony Woods pathways is no longer on hold. Pathways are expected to be in place by spring 2020.
- Laura Sitler, CA, Chief Marketing Officer is leaving for another opportunity. An interim CMO is being retained while a search goes on for Laura's replacement
- CA hired GKV to conduct marketing research on awareness, reputation and utilization of CA services. Results show respondents have a positive perception of CA. However, data indicate that a marketing relaunch of the Haven is needed due to public perception of it as an exclusive, luxury facility. For those interested in the study, you may find it on the CA website under the board packet for the December meeting/work session.
- There was some discussion of an annual assessment increase to fund neighborhood centers. I opposed it, as there are currently sufficient funds in the budget to begin any necessary upgrades.
- The Board discussed legislation currently on the docket in Annapolis. It was agreed that CA has an interest in three proposed bills – fees-in-lieu for middle income housing, developer political contributions and a \$250K bond issue for Inner Arbor's "Butterfly Building."
- Two easements will be voted on at the next meeting – one to connect a 24-unit 55+ housing development to CA's pathway system and one to allow the County to upgrade the dam holding back the Sewell's Orchard Pond.

