

**McLean Community Center  
Governing Board Meeting  
December 9, 2015**

**MINUTES**

**Board Members Present:** Paul Kohlenberger, Chair; Dennis Findley, Vice-Chair;  
Laurelie Wallace, Secretary; Jay Howell; Jenna Lebowitz;  
Merrily Pierce; Chad Quinn; Jennifer Rossman; and Debbie Sanders

**Board Member(s) Absent:** Lathan Turner, Treasurer, and Quentin Levin

**Staff Members Present:** George Sachs, Executive Director; Ashok Karra, Comptroller;  
Robin Walker, Social Media Editor; and Ellen Barial, Executive Assistant

**Guest(s):** There were no guests signed in.

Mr. Kohlenberger convened the December 9, 2015 meeting of the Governing Board of the McLean Community Center (MCC) at approximately 7:35 p.m.

**ADOPT AGENDA**

The agenda for the meeting was adopted by consensus.

**PUBLIC COMMENT**

There was no other public comment.

**APPROVE MINUTES OF OCTOBER 28, 2015 BOARD MEETING**

The Governing Board unanimously approved minutes of the October 28, 2015 board meeting.

**CHAIR'S REPORT/EXECUTIVE COMMITTEE**

Booking Contract Amendment

Mr. Kohlenberger introduced a recommendation from the Executive Committee to amend MCC's booking contracts with organizations or individuals renting space in the Center, the Alden Theatre, and the Old Firehouse Teen Center. The recommendation is as follows:

**MOTION: That the MCC Governing Board approve the following policy statement that shall be included in all rental agreements between MCC and outside renters for all MCC facilities:**

**The Applicant may limit the persons entering its rented space to members of its organization or to those invited to the meeting or event. The Applicant may also restrict persons from its rented space who are in possession of recording devices, unauthorized printed materials, firearms or alcohol and may restrict persons for any other lawful purpose. An Applicant choosing to impose any such restrictions shall post a notice to that effect within its rented space. The notice posted by the Applicant shall explicitly specify the time and place of its meeting or event in the rented space, and state that such restrictions are imposed and enforced solely by the Applicant and not by the Center, Fairfax County or its officers or representatives. The Applicant is asked to provide the Center's Facilities Manager with prior written notice of any such restrictions. Notwithstanding the foregoing, Applicant does not have any right to restrict members of Center staff from accessing rented space.**

***Decision:* The motion passed unanimously.**

Mr. Kohlenberger thanked Executive Committee Members and staff for their work on the contract amendment.

#### MCA Resolution

Mr. Kohlenberger reported that the McLean Citizens Association had adopted a resolution supporting MCC's renovation project and had recommended the approval of its 2232 application. Mr. Kohlenberger thanked MCA for its support. (MCC Board Chair, Paul Kohlenberger, who also serves on the MCA Board, recused himself from MCA's discussions and decision on the resolution.)

#### Annual Plan and Annual Report

Mr. Kohlenberger reported that the MCC Annual Plan and the Executive Director's Report will be mailed to community organizations shortly.

### **EXECUTIVE DIRECTOR'S REPORT**

Mr. Sachs reported on MCC activities for the months of October and November, 2015. The report was framed in the three concepts underlying MCC's Annual Plan:

#### Internal Alignment

- Volunteer experience at the OFTC Monster Mash Party: "What a blast for the kids. I loved being a part of it and watching all of the crazy fun. It was our first experience there and my daughter raved about it the entire ride home as the best party ever. She wants to go to ALL of them!"

- The Theatre staff's favorite survey comment of the day: "I greatly appreciate the kindness and warmth each time I attend."

### External Alignment

- Notable events in October and November:
  - Annual Antiques Show & Sale.
  - McLean Traveler trip to 9/11 Museum and Memorial in New York City.
  - Children's Flea Market.
  - Haunted Gingerbread House workshop.
  - Monster Mash 5<sup>th</sup> & 6<sup>th</sup> Grade Party.
  - School Break Trips to Kings Dominion and Massanutten Waterpark.
- Performing Arts in October and November:
  - Kids and Families: Sleeping Beauty and Elska were big hits.
  - Music: Julie Fowlis and three Chamber Music performances.
  - Silent Film: The Man Who Laughed.
  - Comedy: Juggling by Playing by Air and "Big & Tall" featuring Bruce Vilanch and Judy Gold.
  - UnRuly Theatre Project: Participants performed a comedy for a Dinner and Show night, as well as for a Toys for Tots Benefit at the OFTC on November 13.
- Rotary Club of McLean celebrated its 50<sup>th</sup> Anniversary and honored all past and present club Presidents at a reception held here at the community center on November 10, 2015, which was 50 years to-the-date from when the club was officially chartered.

### Financial Stewardship

Over the last year we have been identifying excess and/or outdated equipment that is no longer needed for the theatre. We chose to put in the time and effort of attempting to sell the items on Public Surplus.com, to receive the most back from our initial investments, rather than sending the items off to a landfill or recycling center. The option also exists to have the items sent to Fairfax County surplus, which then attempts to sell the items, or recycles what they cannot sell. This method can be beneficial to the County as a whole, but our agency does not receive any funds from those sales. Since our first sale back in July, 2015 we have sold several items totaling \$1,626.59, which will be deposited back into our operating fund. We have found it to be highly successful and gratifying! (From: Justin King, Assistant Technical Director, Theatre Staff.)

### **CAPITAL FACILITIES COMMITTEE (Dennis Findley, Chair)**

Mr. Findley reviewed the November 17, 2015 design presentation with the Board that showed the current renovation and construction designs for the Ingleside project.

### Design Presentation

*New Entrance:* Mr. Findley said that a new main entrance is an add alternate, which would only be done if there is sufficient money once the project has gone to bid. Among other things, Mr. Findley

said that the design was inelegant; committee members asked the architects to come up with alternate designs.

*Lobby Addition:* Various views of the new lobby were shown to provide a panoramic view. Mr. Findley pointed out a number of features seen when entering the lobby:

- What you would see entering the new addition to the lobby.
- The location of the new reception/registration desk.
- A detailed look at the open stairway leading to the gallery.
- The relationship between the desk and the open stairway.
- A panoramic view of the new lobby from the open stairway.  
The relationship between the lobby and the new courtyard.

*New Glass Walled Meeting Room:* Designs of the new meeting room were shown. The room, which borders the courtyard, will be a multi-use room rather than a board room with fixed furniture as had been envisioned.

*New Multipurpose Room:* The multipurpose room design also had a finished look. It included an example of how fritted glass would be used to provide privacy for those using the room while still having natural light and a view of the park.

*Stedman Meeting Room:* A design for renovating Stedman showed a refreshed look while keeping the same room structure.

*Courtyard and Courtyard Furniture:*

- The presentation included views of the courtyard from the lobby and the new glass meeting room, including nighttime views.
- The presentation included samples of the types of furniture recommended by the design team for the courtyard. The recommendation was to use metal furniture rather than wood or concrete. Three styles were shown with varying pricing.

*Construction Phasing:* Mr. Findley reviewed the preliminary phasing plan shown during the presentation. The plan, suggested by the design team, includes three phases from January 2017 through May 2018. Under the proposed phasing plan, the entire building would be inaccessible for a period of time, but administration staff could return after phase one. The theater would close for a five to six week period in phase two. However, consideration is being given to closing completely to speed up the renovations.

### Renovation Pricing

Another round of pricing for the renovation by the design team showed that the project is \$250,000 over budget. Mr. Findley pointed out that that is not unusual for this period in the renovations to be over budget for a time given frontloading of some expenses. We will know more when numbers are screened again.

## 2232 Application

The 2232 application process is drawing to an end; the application will be signed.

## Site Review

A site review is underway, which is one of the most difficult parts of the preconstruction process.

## **COMMUNICATIONS COMMITTEE (Laurelie Wallace, Chair)**

Ms. Wallace reported on the December 2, 2015 committee meeting, which covered the following items:

### Focus Groups

Ms. Wallace reviewed the initial focus group presented by the Alden staff. The initial focus group participants were in-house, staff members who reside in the tax district and three Program Committee Members. Recommendations from focus group participants included the following:

- Renovate building with gathering/welcoming feeling in mind.
- Exterior beautification needed.
- Provide gathering places for groups to meet casually (like in a coffee shop).
- Encourage residents who bring their children to also come themselves.

Focus groups drawing from all residents will begin in the spring.

### Marketing Support Policy

The Public Information Office staff completed edits to a Marketing Support Policy, which provides staff with standard operating procedures for responding to requests for information sharing and marketing support.

### Comcast Advertising Proposal

The Public Information Office staff has been considering using tools offered by Comcast to increase awareness of MCC in the area. After reviewing a number of options, staff members recommended using only the Comcast online advertising tool. MCC ads will appear in linked banners and videos in banners on leading entertainment, news, weather, and related websites focused in Fairfax County. The service will be used on a trial basis to gauge its effectiveness for MCC.

### Renovation Information on Website

The Committee and staff have been looking at ways to keep residents updated on the renovations, alternate program locations and related issues. Staff have reviewed how the Vienna Community Center, which is undergoing renovation, has communicated with its residents throughout its renovations. Committee Members and staff agree that MCC will use their approach for keep our residents updated on the renovations.

## Report on Advertising Plan for 2016 Board Elections

- Advertising will begin in early January with a press release and newspaper ads, followed by flyers in PTSA e-newsletters, and ads in newspapers at Langley and McLean High Schools newspapers.
- Like last year, the focus will be on smaller, but more newspaper ads.
- The Friends of the McLean Community Center Board has agreed to sponsor the “Meet the Candidates” reception for MCC Board Candidates on Sunday, May 1, 2016, at 2-4 p.m. The early decision by the Friends will allow us to include the event in the list of key dates at the start of elections advertising, which we hope will increase attendance.

## Signage Update

Mr. Sachs updated the Board on the signage project. He met with Lukmire, the architect for the project, earlier the day of the board meeting. The project will concentrate on two signs, the main sign in McLean Central Park and the sign at the intersection of Route 123 and Ingleside. The next step is to put together a total project estimate. The Fairfax County Park Authority and the Fairfax County Public Library, along with MCC, will need to spend about \$5,000 each to get concept designs prepared. Mr. Sachs wants to get firm commitments from FCPA and FCPL. The next phase is to get design options that can be narrowed to two options to present to the board of the three entities.

Mr. Findley asked that the Capital Facilities Committee have input into the project.

## **ELECTIONS & NOMINATIONS COMMITTEE (Chad Quinn, Chair)**

Mr. Quinn reported on the Committee’s November 9 meeting. Outcomes of the meeting included the following:

### Meet the Candidates Event

Glenn Yarborough, President of the Friends of the McLean Community Center Board, attended the meeting to work out details of the Meet the Candidates reception that the Friends had been asked to sponsor. The event was set for May 1, 2016, from 2-4 p.m. Mr. Yarborough was to present the proposal to the Friends Board later that evening. (Note: the Friends Board did agree to sponsor the event at its board meeting.)

### Election Policies and Procedures

The Committee reviewed the Board’s Election Policies & Procedures to determine if they would recommend any policy changes. After the review, the Committee decided to incorporate into the Policies and Procedures several policies that had been adopted by the Board, but recommended no new policies.

## Elections Advertising Plan

As mentioned in the Communications Committee report, an Advertising Plan for the board elections was put in place calling for a schedule for ads and other outreach efforts to try to encourage residents to run for board seats.

## League of Women Voters

The League of Women Voters has agreed to handle the board elections on McLean Day. We are waiting for a response to a draft contract sent to the League. There were overtures about a pricing change by the League.

## Petition Packets

Petition Packets will be streamlined so that necessary information is included in the paper version of the packet. More detailed information will be included in an electronic Petition Packet on a candidate's page on the MCC Website.

## **FINANCE COMMITTEE (Lathan Turner, Chair)**

There was no Finance Committee report.

## **PROGRAM COMMITTEE (Debbie Sanders, Chair)**

Ms. Sanders reported on the Committee's December 7 meeting.

## Program Registration Fees

The Program Committee was asked by the Finance Committee to consider whether MCC should pass transaction and convenience fees on to our program participants who use Active Net, MCC's online registration system. MCC pays three fees related to registrations through Active Net: credit card company fees, transaction fees, and convenience fees.

The registration fees paid by MCC are not unusual from those paid by other community centers and like organizations. Research showed that other organizations, locally and nationally, paid the registration fees, and did not charge them back to program participants.

While the fees MCC pays are substantial, Ms. Sanders said that we should look at them as a cost of doing business. We have encouraged our program participants to register online, and 75% of them do.

Mr. Sachs said that, in addition to registration services, Active Net provides MCC with a number of reports that we use for data management and reporting.

Mr. Sachs said there are two possible options going forward. MCC is awaiting the outcome of FCPA's bidding process for a new registration system vendor. When FCPA chooses a vendor, MCC and other county agencies may be able to use that system. There should be good pricing for a registration system used by multiple agencies, given the County's clout. Alternatively, MCC could use the County's lower pricing rate to negotiate with Active Net.

Ms. Sanders said that it is premature to take action on the issue until we find out if MCC can participate in a new county-wide registration system.

Program Plans during Renovations Phasing

Ms. Sanders said that staff are looking for other options for programs. However, since there have been no decisions on how phasing will take place, it is premature to make recommendations at this time.

**LIAISON TO FRIENDS OF THE MCLEAN COMMUNITY CENTER (Lathan Turner)**

The Friends of the MCC has been asked to raise money for the courtyard furniture in connection with the renovations, and are waiting for information. Lukmire, the architect for the renovations, has been asked to provide three possibilities with varying cost. There was general consensus that the Capital Facilities Committee should determine the information to be provided.

**NEW OR OLD BUSINESS**

There was no old or new business.

**ADJOURN MEETING**

There being no further business, Mr. Kohlenberger adjourned the meeting at approximately 8:40 p.m.

Respectfully submitted,

Laurelie B. Wallace, Secretary  
Governing Board  
McLean Community Center