



**2020-2021 MCC Governing Board  
Regular Meeting  
July 22, 2020 – 7:30 p.m.**

*Special Called Meeting – virtual. ZOOM meeting ID 92080475554; password: 111283*

**MINUTES**

- All Board Members were Present:** Raj Mehra; Terri Markwart; Maria Foderaro-Guertin; Suzanne Le Menestrel; Carole Herrick; Ivy Chen; Tyler Jensen; Barbara Zamora-Appel; Bill Glikbarg; Melanie Sletten; Carla Post
- Staff Present:** George Sachs, Executive Director; Holly Novak; Sarah Schallern Treff; Jennifer Garrett
- Guests:** Lori Carbonneau (MPA); Camila Alfonzo Meza (Supervisor Foust’s office); Jen Wormser (MPA)

**CONVENE MEETING**

The following motion by Chair Le Menestrel was spoken aloud to duly convene this meeting electronically:

**Motion for Electronic Meeting**

On 14 April 2020, the Board of Supervisors of Fairfax County issued an emergency ordinance pursuant to VA Code Section 15.2-1413. The ordinance permits county boards, including this board, to conduct fully remote meetings in order to continue the organization’s essential services, so long as the following conditions are met:

- (1) adequate notice is provided to the public and county; (2) the public is given a means to access the remote meeting; and
- (3) the purpose for the meeting is given in that notice, and that purpose serves to continue our essential services.

I believe those requirements have been satisfied. I therefore move that this board approve that the proposed agenda items are necessary to assure continuity of MCC’s services, and that we are unable to meet in person per usual procedures due to the continuing state of emergency.

This meeting of the Governing Board of the McLean Community Center was duly convened on July 22, 2020 at 7:33 p.m. using ZOOM meeting technology, which enabled Board members, MCC staff, and the public to participate virtually.

**ADOPT AGENDA**

Chair Le Menestrel opened the floor for any requested changes to the proposed Agenda, which was publicly distributed. No changes were requested; the Agenda for the meeting was adopted by acclamation.

**PUBLIC COMMENT**

- Lori Carbonneau (MPA): It is a joy to be at MCC building, for summer camp. It is lovely and feels great to be here. The drive-thru drama was fabulous! My family (kids ages 12-23 and parents) all loved it!
- Jen Wormser (MPA): It’s nice to see everyone! We are looking forward to speaking later.
- Camila Alfonzo Meza: representing Supervisor Foust’s office

**APPROVE MINUTES: JUNE 17, 2020 REGULAR MEETING**

Minutes of the first meeting of the 2020-2021 Governing Board, held virtually on June 17, 2020, were distributed in advance for review. No changes were requested; the document was accepted as written.

*\*It was requested for Ms. Novak to send out future DRAFT Minutes documents as a .pdf, for easier reading by the end-users.*

**MOTION:** To approve Minutes of the first meeting of the 2020-2021 Governing Board, which was duly convened virtually on June 17, 2020, using ZOOM Meeting technology.

**Unanimously approved.**

## CHAIR'S REPORT

Chair Le Menestrel transitioned to discussing MCC's Governing Board Committees. The plan is to continue the previous structure: Finance; Capital Facilities; Elections & Nominations; Programs & Outreach; respective Chairs and participants have been assigned. NEW committee: "Ad-hoc COVID-19 Response Committee" (at least through May 2021; or terminating earlier depending on the current situation). It is comprised of current committee chairs + George Sachs + another MCC staff member + at least two community members who are not currently serving on the board. Carla Post has agreed to chair this committee. The purpose is to insure that MCC can be responsive, nimble and flexible in meeting community needs, including Fairfax County Public Schools, that have arisen due to the COVID-19 pandemic.

### Details about scheduling meetings:

Governing board meetings will remain at 7:30 p.m. on the dates that have been scheduled for the year (which has been distributed). Meeting virtually using ZOOM will continue for the next couple of months, until such time as we agree that it makes sense to convene in-person. MCC building still is under restrictions about wearing masks and social distancing. Some outside groups have requested upcoming meeting dates within compliance to these firm guidelines. In-person meetings can now technically take place at MCC as long as the room is big enough.

*Clarification by Mr. Sachs:* The distancing that is required for an interior space is quite large. Meeting in Alden Theatre would still require distancing parameters (even in that large space).

Board Chair Le Menestrel thanked everyone for agreeing to fulfill their respective committee roles. Typically, committees meet once per month and each Chair will communicate with committee members to explain the process for submitting agenda items. Each Chair will decide on their schedule of meetings and communicate that to Mr. Sachs and Ms. Novak, for scheduling of virtual ZOOM details and/or future physical room space at MCC. Committee chairs may decide whether to meet via ZOOM or in person (since it is a smaller group). Spreading out and wearing masks is possible at MCC, according to everyone's comfort level.

*Question:* How are public attendees to be handled at committee meetings? We have to go through quite a procedure to make sure board meetings are publicly announced and people can attend. Does that apply to the various committees – or can they meet on their own?

*Question:* To that point, it seems like everyone has moved to "reservation-only" methodology for events. If we did want to do something, would we would have to know in advance? And if there were members of the public that wanted to attend, is that against any rules?

*Clarification by staff:* It has to be EITHER/OR: a public meeting advertised where people can show up in-person... OR... a virtual meeting – which is also publicly announced. But it can't be a 'hybrid' or last-minute (that we're suddenly going to change to an in-person meeting). It can't be a divided method: some people on ZOOM and some people in-person.

*Question:* Oh really. So you cannot do a "hybrid"- with the committee members in-person and the public attendees virtual? Is that written somewhere?

*Clarification by staff:* Well, because the data entry field in the Fairfax Co. Public Announcement Calendar is small and must show one consistent way for everyone from the public to participate (ZOOM meeting details). That is also the portal for people to submit public comment. So it's either a virtual meeting... OR... a physical, in-person meeting.

*Question:* So it doesn't restrict: if our Finance Committee is held in-person, can you still have the ZOOM information for the public?

*Clarification by staff:* But that would create a situation where the public could still also attend in-person (since it is now officially a physical meeting). You can't separate it out like that.

*Question:* So, if I understand what you're saying: either it's a public meeting where people can attend in person... OR... it's a ZOOM meeting where the public can attend. But you can't have a 'combination.'

*Clarification by staff:* Correct – it's all a public meeting under FOIA either way. But the portal and the method for "public comment" must be consistent/the same for everyone, as I understand it.

*Ms. Novak will compile the information and distribute a master schedule of all committee meetings. It must be a Fairfax County ZOOM meeting log-on for all virtual committee meetings (committee Chairs cannot initiate their own personal ZOOM meeting arrangements).*

## EXECUTIVE DIRECTOR'S REPORT

### Internal Alignment:

- Sadly, I must report the resignation of our newest hire in the position of Instructional Programs Manager after only a period of two weeks. Fortunately, another individual from the original list of qualified candidates was still available and interested; we have made an offer with a projected start date of August 3. We are very pleased with this choice.
- As previously announced, General Programs Manager Maggie Shea will retire on September 25, after 29 years of service with MCC. The county has given permission to advertise and fill this position as soon as possible.
- Plans are being discussed for a **Bob Alden Memorial Event** to be co-hosted by Lewinsville Presbyterian Church and MCC. Alden family were members of Lewinsville Presbyterian Church. In the hopes of allowing for large group gatherings we are looking toward next Spring 2021 or coinciding with the anniversary of his passing on June 7<sup>th</sup>. We will coordinate with the Alden family on the dates and event plans and then announce it to the community.  
*Question: Bob Alden was a member of AAUW. Does it make any sense to have AAUW be involved?*  
*Clarification by staff:* Similar to the “Roast and Toast” that we did for Bob Alden a few years ago, it will be a broad invitation to everyone in the community who has known Bob. We will also arrange guest speakers to honor Bob’s life. All local organizations (including AAUW) will be invited and welcome.
- UPDATE: The wall plaques for Shelp Room, Hampton Room, and Friends of MCC Balcony are now installed and prominently displayed in each area. This task is finally accomplished!
- Facility rentals at MCC have opened back up beginning July 6<sup>th</sup> as the county entered Phase III of reopening plan. We haven’t had any yet, but the requests are starting to come in. Participant numbers will be significantly reduced due to limited space to accommodate for social distancing guidelines.
- The McLean Historical Society letter to McLean CBC Task Force on downtown revitalization was shared with the board to show the significance and history of OFC to the community, and the need for inclusion in the ongoing planning process regarding the existence of The Old Firehouse facility.

### External Alignment:

- OFC’s 1<sup>st</sup> & 2<sup>nd</sup> Summer Camp videos are up and running; production of the 3<sup>rd</sup> & 4<sup>th</sup> videos was just completed; all are accessible via Fairfax County Channel You-Tube, through Active registration link; on MCC website, and on social media. OFC staff is having fun producing them and videos are engaging and interactive! Participants are sending in pictures of what they are doing at home (including fitness exercises). This was an excellent effort by OFC staff to bring the camp experience to campers in their homes. All who registered received the video links; and even more can participate without charge through You-Tube.

*Question: Do we have metrics on the number of people using online camps?*

**ACTION ITEM:** We will find out the view count and report to the board.

Drive-thru-Drama was a huge hit and sold-out; a third weekend of performances was added. MCC received positive publicity: article in *American Theatre Magazine*, an interview on “Voice of America,” radio; a story in the *Washington Post*; an appearance on Channel 9 11 o’clock news; and Channel 5 news at 10 & 11 p.m. Over three consecutive weekends: 272 cars; attendance total of 751 people in cars. This is a great story of innovative thinking by our staff.

- We were able to salvage some summer offerings (Dog Obedience classes) that filled up immediately. We added another session that filled up from the waiting list. People are interested and we are serving those needs.
- Other virtual programs are being offered: online knitting class; Teen Games Virtual Challenge, MCC “Trivia Kahoot” online; Community Scavenger Hunt with over 100 teams signed-up and still growing.

### Financial Stewardship:

- Comptroller Karra is working with Fairfax County to finalize the actual budget numbers for FY2020. We still are receiving incoming numbers from the county and making ongoing adjustments.

- FY2021 started on July 1, 2020 and in-house reforecasts due to COVID-19 restrictions are being calculated as we meet with department staff. We are also internally discussing the proposed numbers for FY2022. You have all received the Fund statement – to familiarize yourself with MCC’s budget numbers and how we report financial information. Comptroller Karra and Mr. Sachs will soon meet with Barbara Zamora-Appel as Treasurer so she can become familiar with the spreadsheets.

*Question: When do you expect the reforecast to be completed?*

The re-forecast is underway for FY2021. We do that as we are meeting with staff to prepare for FY22: we are looking at FY19 actuals; and trying to confirm FY20 actual numbers, which are almost finished from the county.

**We are also looking at FY21 budget -knowing that this budget wasn’t prepared when we were in COVID-19; so we are obviously discussing the differences from what we had budgeted to what we are going to be doing – and making those internal adjustments.**

- *Question: It sounds like you are looking at projections of revenue from different events (and probably unlikely that we’ll make them given the COVID-19 problem.) So, I’m glad to hear you’re looking ahead at that problem. Thank you.*

*Clarification by staff:* Yes – it’s something that we must do. **But you have to realize that the FY21 is a published budget to the county (was approved county-wide); that can’t be changed. It’s in stone. We know internally that there will have to be reflected some differences when it comes to year-end.**

*Question: So, related to that: the property tax portion of the revenues – that base has already been set, so that’s not going to change; however, there is an element of revenue that is not isolated and that’s going to decline. But on performing arts events - in the past, we’ve entered into agreements with performers. Are we locked-in to such long-term contracts with some performers?*

*Clarification by staff:* No – we are not. As a matter of fact, before the COVID-19 situation and predicting it, moving forward... starting in March 2020, that was a big concern. We had some potential concerts lined-up, but we had to cancel or postpone immediately. **We have also added into MCC contracts in the future a timeline of 90-days-out. There will no longer be ‘one-year-out’ commitments to performers.**

*Question: McLean Day cancellations – were there any cancellation fees for that?*

*Clarification by staff:* No – we were able to cancel before any contractual fees were paid out. There were no cancellation fees of any kind for this year. We had to give refunds (of registration fees) for most of our classes and camps. But events and expenses were not affected. There were no penalties for previous contractual arrangements that had clauses for non-fulfillment.

*Opinions expressed:* Bryan Hill (County Exec.) will present FY20 actuals this week. It will be interesting to see what they come up with, with only one month of financials to look at.

*Clarification by staff:* Yes, you’re absolutely right. MCC has definitely taken a hit on our revenue side (non-tax revenues). But equally, our expense side is way down, comparatively. MCC is O.K. – we are not at a loss from the revenue that we wouldn’t gain from our programs.

Chair Le Menestrel commended MCC Performing Arts staff for excellent work on the recent drive-thru drama performances. It was creative and fun, and she really enjoyed it!

## MPA REPORT

Lori Carbonneau, MPA Exec. Director, presented information about MCC’s sponsorship of ArtFest2020, and what MPA is planning for the Fall. *\*Board members received a copy of vendor contract scope-of-work for ArtFest2020 (all are preliminary documents).* Ms. Carbonneau thanked MCC staff for the joy of being back in MCC building for summer art camps: allowing everyone to re-emerge from our ‘safe spaces.’ Supervisor Foust has noted that the public is keenly aware of three elements:

1. The need for parents to have some support for their children during a workday.
2. Public health need, from a mental health perspective: to help children have the ability to engage, to be social, to be creative, and to feel productive.
3. MPA is an example to the community to show how art can be modified to make it possible for people to experience art. It is fun to hear children’s laughter, see sidewalk art... to greet parents at drop-off. This brings back a sense of normalcy! One instructor is a Fairfax Co. art teacher and the other is Arthur Kwon Lee (artist from NYC). The quality of the work is great!

Summer camps are operating both virtually and as well as “modified” in-person in the gallery and studio at MCC. The program has been going very well, with careful COVID-19 precautions being observed: enrollment cut to 50% (8 children per camp; doubled faculty coverage - 1:4 faculty/student ratio). In March, MPA grappled with \$35,000 that people had pre-enrolled for 2020 how to retain those revenues? MPA honored the prices that had already been paid. New enrollees are charged marginally more because they must have their own supply kits. Summer art camp is 90% McLean residents. *Details about hours and pricing:* Hours: 9 a.m. to 12 noon and 1:00 – 4:00 p.m. MPA is simultaneously offering four sessions per day of online art camp; age-based (40 minutes for youngest - Abrakadoodle; 1 hour for elementary children – age 6-8; 1 hour + 15 minutes for youth: 9-12 year-olds); staggered throughout the course of the day. McLean residents: \$185. Pricing for 6-12 years old McLean residents: \$305. Pricing for teen McLean residents: \$435.

*Details about physical arrangements/precautions:* Every student has their own table and art supplies. Parents signed pre- and post-engagement commitments certifying that two weeks prior there has been no COVID-19 exposure; and also two weeks after – no COVID-19 symptoms.

*Details about survey results:* Post-camp surveys are receiving 100% top marks on how parents perceive MPA as handling these precautions. Ongoing camps during August are a popular offering (within 48 hours, they filled)! We will keep this registration limited to ‘known’ families (as a known customer group). MPA staff is comfortable with these arrangements.

ArtReach: MPA has pivoted to online as well as physical delivery of outreach programming. It has grown significantly in this virtual environment –typically 3,000 individuals per year in the gallery. Now MPA is reaching 500+ per week under these circumstances! So the numbers of families MPA is touching has actually increased.

Exhibitions (online): MPA’s first exhibition opened online last week: 225 people responded; at any given time, there are 175 online viewers. In a typical year with summer juried exhibitions, there are 80-100 artist applicants; MPA had 259 applicants this year! So, there is clearly demand, even though the method is online.

### **MPA FALL 2020 OFFERINGS**

MPA is excited about installing in the gallery the Washington Sculptors Group exhibition; there will also be an online opening. T.B.D. about whether in-person viewing will be allowed; if so, there will be FREE timed-entry tickets to limit capacity and maintain social distancing protocols.

*Opinions expressed:* The “Shift” exhibit was excellent! The atmosphere and the way MPA conducted it was very well done. You may want to consider (when you go back to in-person viewing) also keeping the element of virtual because the interest [and virtual participation] is so high.

*Clarification by Ms. Carboneau:* Absolutely. **We want to decide how to carry this on (ONLINE - as a fundamental process). The technology platform and in-person partnership to make this happen will be ongoing.**

### **MCC SPONSORSHIP OF ARTFEST2020**

*MPA will offer to the Board a demonstration of the virtual method for ArtFest2020 (the contract was signed on Monday, July 20).*

The chosen web design firm are artists; they have excellent knowledge of trade show environments and understand the current need for a visual solution. Their concept is a “screenshot”: when a person enters ArtFest2020 online they feel like they are really there (vendor is trying to employ the best technology to do something truly innovative). Next week, the first ‘wire frames’ will be ready; in mid-August, a walk-through of the virtual display could be offered.

Principles of ArtFest2020:

1. MPA is strategic in what it chooses to do and how to do it. If [the virtual environment] represents a chance to go world-wide, there could potentially be hundreds of participating artists...OR... MPA could decide to still keep it to a competitive juried environment of 30-50 artists, to be confident of the quality. That is MPA’s strategic commitment (so as not to overwhelm the viewers).
2. ArtFest2020 is a showcase for the community – taken to a whole new level. In “Children’s ArtWalk”, FCPS children will



be partnering with New Dominion Women's Club to promote (through social media and MCC) an open call to McLean residents. MPA is also reaching out to all FCPS art teachers and e-mailing former and current students: to encourage the entire community to apply to be showcased in Children's ArtWalk. 3. Community partnerships: "Community Tent" {Friends of MCC; Rotary; women's clubs; The Alden Theatre; McLean Community Players} will offer a way for MPA'S peer non-profits to have a presence through the same technology - a display wall about their membership, guiding principles and accomplishments. Partner organizations can also create You-Tube recordings of their priorities and what they want the community to know.

Clarifying that the annual event will be VIRTUAL this year (not in-person).

*Question: Are the artists actually going to be physically present in McLean Central Park?*

No. None of this will be in the park – it is only virtual. Back in May 2020, MPA had hoped to be able offer ArtFest2020 AS normal in the Fall. But it has become clear now that no physical gatherings are allowed; therefore, **100% of ArtFest2020 will be virtual (artist displays; Community Tent; Children's ArtWalk).** MPA is working on an arrangement to make it *partially* physical: such as figuring out how to create shared physical experiences among the community facilitated by the virtual environment. Instead of being in a 'consumptive mode' of passively looking at art online, we would partner with a local florist (as a revenue opportunity for them) where people can pre-order to their home a bunch of cut flowers for \$50 (socially-distant transaction to purchase flowers). Then on two consecutive Tuesday nights (in a two-week program), you can learn online how to arrange flowers, taught by an instructor from that florist. **There will be plenty of programming space to develop online 'live' engagement experiences with the public.** Other such options: mixology class... wine-tasting class... dessert-making class.

Less emphasis on ArtFest2020 being a 'fundraiser'

ArtFest is historically MPA's second biggest fund-raiser throughout the year; not so this year. **What MCC's investment is doing is creating a true community event – an opportunity for community engagement that invigorates us all in a two-week programming window.** Everything has changed very fast but MPA feels confident with the web designer. With the inter-connected community in McLean, the public seems to be aligned in helping MPA pull this off.

Specifics about MCC's partnership:

*Question by Chair Le Menestrel: MCC has allocated \$15,000 + \$5,000 in kind. How will MCC be reflected in the online environment?* MCC is MPA's lead community partner and will have great visibility; there will be more online visibility than typical: placements in newspapers, radio coverage, signage. Strong Industries is the contracted web vendor for ArtFest 2020; They were the lowest bidder and had the most experience.

*\*Jen Wormser and Lori Carboneau will reach out with an offer for the Board to preview the functionality of the virtual design. They will work with George Sachs and Sabrina Anwah (PIO) to arrange online branding and organize the media coverage.*

SEVERAL QUESTIONS AROSE: *Was there any consideration or discussion of postponing or cancelling ArtFest2020 this year?*

No –there wasn't. MPA reflects a 'town hall' feeling that MCC provides – ArtFest is MPA's tradition on the first Sunday in October. The idea of engaging working artists is MPA's core mission -- to bring art to the community. MPA considered their entire business model (given the uncertainty of COVID-19) and determined to figure out how to carry on operations. MPA had hoped ArtFest2020 could be in-person, with the risk of possibly having to cancel later. But as COVID-19 case numbers increased, about five weeks ago, MPA realized it was necessary to commit to doing the event virtually.

*Was there any thought of redirecting that money [\$25K] to other more pressing needs and priorities of the community?*

*Opinions expressed:* Part of high school/college experience is social-emotional learning through being together with others. In talking with MCC management and Supervisor Foust's office, there is space in the MCC building [to potentially be utilized]. We don't know what the future holds. Are we going to open up to Study Pro or MLS in McLean (9 a.m. to 12 noon; 1 to 4 p.m.) as a place to go and have student presence and online class routine and accountability? Or, as a space for senior citizens who are stuck in their houses? I have trouble spending \$20,000 in this uncertainty. The community – especially our students, have needs (teens with mental health issues). **With the big MCC building (without knowing**

exactly how much it would cost): could we use the money for that? I worry about spending on ArtFest2020 when there is some good MCC can do for the community. But what if MCC doesn't have money to do it because of what we spent on ArtFest2020? What about art classes like the drive-thru theater event? For many people, MPA's current art camp prices are cost-prohibitive. People now must hire tutors and spend a lot of money for alternative education. Perhaps MCC should offer something in the parking lot (bring your own art supplies and have instructors with a microphone). We should provide art activities for kids in the park or MCC parking lot. Something like that would be opening up to serve a real community need... more so than an expensive art camp at the current prices. An example would be coming to the toy store to pick up your craft... go to MCC parking lot and assemble your toy. It would offer a reason to get out of the house and do art-related events. **I would love to spend \$20K for something like that rather than an online ArtFest2020.**

*Clarification by Mr. Sachs:* What you are talking about is exactly what the Ad-hoc COVID-19 Response committee needs to consider. There is real interest; we are getting inquiries from the public for rentals of MCC space for that very thing: to support teens and kids. We need to clarify the ideas of what MCC wants to do for the community. Regarding ArtFest2020 - this is similar to issues about McLean Day: there was no way back in March 2020 to suddenly transform McLean Day (May 16) into a virtual event. However, if there had been the time to do so back then, we could have done something very similar to create a virtual experience for McLean Day. **ArtFest2020 was able to pivot and be transformed into a virtual event. Mr. Sachs applauds MPA for being able to pull that off. It's a great effort.**

*Opinions expressed:* I agree; but I'm not sure that \$20K ought to be spent on a virtual ArtFest2020. I have a hard time supporting that.

*Opinions expressed:* I'm the lone dissenter. Doing things in the parking lot is subject to weather cancellations (rain; excessive heat). By going virtual, we avoid those issues. So, I'm very positive on making ArtFest2020 virtual. I think it's great!

*Summary by Chair Le Menestrel:* The core issue I'm hearing is that \$20K is not providing the same level of return for the community in terms of engagement. Does anyone else have any thoughts on that?

***How many people do you think will actually view this "virtual" ArtFest2020? How many will actually tune-in?***

That's a great question. We're working hard with our partner organizations to activate the network and build interest in ArtFest2020, including ArtReach students... allowing as many of them to participate and submit art. We are working with Chamber of Commerce... Rotary Club. Unclear how many individuals will participate virtually. Last year: 7,500 attendees; 10,000 the year prior. We think 1,000 people will view this (with 50 artists – their families; students' families). One very attractive aspect of virtual technology is the advantage of tracking who...where... and what the viewers are interested in; you can engage with viewers ahead-of-time and afterwards.

***Every organization that cancelled events in the Spring will be gearing-up in the Fall. Sports (golf; tennis) will resume and create competition [for peoples' attention]. Have you factored that in that competition?***

Yes - we have thought about that. A benefit of a two-week program is the mix of synchronous (live event) and asynchronous programming (pre-recorded; accessed any time): a scheduled series of live events + curated conversations with artists; and throughout the day (all day), people can view it on their own schedule. **MPA hopes this is the very first of a long-lasting asset. There is no reason why what is being developed now cannot be the asset that is used in the future for McLean Day (virtual 'booth' concept). How else would that be utilized for the community?**

***Could MCC could re-use the virtual platform that is developed, for other purposes?*** Yes! MCC is paying for it.

***Can ArtFest2020 be BOTH a virtual AND a physical outdoor event?***

I'm not sure if it has to be mutually-exclusive: why we can't do the types of outdoor programs previously mentioned, as well as this virtual event. My experience attending "Shift" – there was a huge turn-out. This is something that students could get excited for – and even if they must do it at their own homes, they could have an avenue for presenting. MPA is working effectively with art teachers and students from the past to exhibit again, in a different format - this new virtual method does not obviate the other. I think we should consider a drive-thru art show as part of it. I think it's a great idea and we've got to keep moving this way. *Both youth MCC Governing Board members confirmed that they I like the idea so far.*

***Have you seen your other sponsors and donors dropping off?***

I think every arts non-profit is being sustained by NEA and various other granting organizations!

***Should MCC be looking at ArtFest2020 sponsorship as a cost to be excised, given the need for expense reductions?***

*The question for MCC management is: Since MCC is going to see a drop-off in non-tax revenues as part of the re-forecast, MCC will be looking at cost reductions as well. Is ArtFest2020 going to be part of your [MCC management's] excise? Why shouldn't it be? MPA is seeing a reduction in revenues from other usual sponsors. We at MCC are expecting a reduction in revenues as well. Therefore, shouldn't we reduce our costs... and our sponsorship of ArtFest2020 (and other events too)?*

*Clarification by Mr. Sachs: Other budgeted events are having huge amounts of savings because of lack of expenses. MCC subsidizes a lot for ArtFest2020 and for other events – that's what the tax base goes for. There is now less revenue for MCC's program costs that we try to cover; but with the expenses not being made that are larger than the revenue anyway – there remains an offset of funds still available.*

***Why is MCC's donation level still the same – if virtual costs are going to be less than an in-person event?***

*Question: \$20K might have been reasonable when ArtFest2020 was going to be an in-person event. But the costs to actually develop virtual access have got to be less. So, if the costs are going to be less, why would MCC's donation have to be the same?*

*Clarification by Ms. Carboneau: The costs are NOT less (involves the salaries of people to design a new virtual platform). The physicality of an event tent is actually less than what it is costing to create an entirely new solution in the current virtual environment. Strong Industries was the lowest vendor among competitive bidding. As a mutual stakeholder in MCC, I'm glad that these conversations are happening and these questions being asked. I understand that FY21 is set; FY22 is the conversation that we are all going to want to participate in, on how to plan, going forward.*

*Opinions expressed: **But FY21 budget has not been set. Revenues from a tax standpoint are set, but revenues that MCC is going to see will be less in FY21. We're not going to see that revenue for those cancelled events; that's part of the re-forecast that we are going to be doing. So, it's really not "set."***

*Clarification by staff: It is a budgeted line item for MCC sponsorship as we've done every year for MPA ArtFest. In this current fiscal year FY21, the total was increased to \$25K (both cash and in-kind). That included security costs.*

*Opinions expressed: ArtFest is a very small thing in the overall budget. I think it's terribly important that MCC does this: it supports the community, which is part of our charter. I don't understand why (over this very small \$amount) we're spending an awful lot of time on this matter. As you begin the re-planning, you will look at this in context of other items that we can adjust (that are less 'outreach to the community'). I am very much in favor of seeing ArtFest2020 happen. I think it's the right thing to do for the community.*

***Will MCC and MPA have the use of this newly-developed software platform for future events?***

*Question: Strong Industries is going to develop this platform, and it will be available for MCC use afterward – is that correct?*

There's no reason why it couldn't, from MPA's perspective. It's a great asset that MPA will own at the end of this.

*Opinions expressed: We don't know what the future will hold; but we surely know that COVID-19 will be around for a while. MCC Board has a new Ad-hoc COVID-19 Response committee to try to engage the community. **MPA ArtFest2020 is the "pilot program" to see how this virtual platform will work for community engagement.** We must think outside-the-box anyway; I don't see large numbers of people coming together anytime soon (in-person). **MCC still needs to be part of the community; and if we can offer something that will engage people and get them excited, I'm all for it too.***

*Clarification by Ms. Carboneau: Not only would it be an asset that will be available for McLean Day, but also as a virtual solution for the Craft Show and Antique Show. One of the things we're excited about for the sculpture show in September is the **ability to do 3-D representation online – it's a relatively new technology that MPA is applying for a grant for this week. What that will facilitate is the challenge of: How do you carry on a well-loved tradition in a 3-D world?***

***What about the negative issue of overload... and "virtual fatigue" that so many people are experiencing? The hands-on experience of art is what's truly important.***

*Opinions expressed: I am all for technology and adding new things to a community. But right now, many are experiencing virtual fatigue: EVERYTHING - we go from morning to night online in a virtual environment. When it comes to the arts,*

MCC should get more into the community: maybe sell kits or art bags -\$5 or \$10 kit to pick up and do the art and take pictures of it and submit it to a virtual form. That gives the interactivity of children doing hands-on art. I am dreading our children having to be on the computer for hours on end. There is an expectation of the community that MCC is a PLACE to go where people can enjoy... have fun... and get away from screens! **I understand that it's an investment in software development and after this investment, we will have it for the future. It's not a bad idea... it's just asking if it's the right time?** Families are bombarded with screen time; no choice about FCPS. Why can't MCC do something different? I would like to see metrics: How many people are coming to the web site and following MCC on social media on MCC events? Because if the engagement is high, then YES, it's worth it. But if it's down from 7,500 attendees in person... down to 1,000 people expected to come into this virtual environment...? There is no way to quantify the value. All conferences are now virtual – and the environments they are creating are amazing. But you are still paying for your booth; it is interactive and very cool. If you don't know what the peoples' experience will be – especially those who have virtual fatigue, then is there a way to offer something different? ArtFest is hands-on; the kids are excited about it. **MCC is for people to COME TO – how can MCC provide that “hands-on” experience of art?** Maybe put some art in downtown McLean... post art on social media: “Tonight in front of \_\_\_\_\_ restaurant, come and see this artwork.” You would be involving the business community that is actually hurting for money, and MCC would be providing a service for everyone. I love technology and would like to try something new. But, let's try something different (in-person). As an investment, we can look at this [virtual online development] for the future. But when the weather is nice outdoors in October, people will want to be outside. Hands-on art that Ms. Markwart mentioned is very important. I am one of those thousands of parents who is trying to get SOMETHING MORE than virtual.

*Clarification by Ms. Carbonneau:* I'm happy to share with you in August when we have some actual representations of the visual experience as this is developing. I value your significant thoughts and they echo a lot of what we have considered.

#### SPECIFIC REQUESTS TO MODIFY THE CONTRACT (and MOU):

*Question:* 1. Could MCC have a guarantee that we could have access to that platform for future events (proprietary access)?

2. Could we get some prior commitment from MPA that in September/October/November, do socially distant, safe, low-cost art events?

In Dranesville Small District 1A, parents are now going to have to be paying for tutors and renting space at MCC for educational pods. I want to bring art to the people: lower cost or no-cost (subsidized; completely FREE) art-related activities for students (one per week).

*Clarification by Ms. Carbonneau:* That is a brilliant addition to the work we are doing with Children's Artwalk: codifying eight different art experiences based on our exhibitions: images of art + supplies + instruction. What you've just added to it is the idea of selling supplies. MPA had the perspective of focusing on supplies that families may already have at home. We weren't assuming this would be a money-maker; but we could maybe sell supplies. Maybe MPA can partner with MCC and be the distribution point; that is a cool idea.

*Question:* Could MPA hold a 1-hour experience in the park for something? Absolutely, we could.

*Question:* When you are doing the “call for artists” in the virtual ArtFest2020, maybe you could also put in a question about: “Would you be willing to teach an art class to interested people?” Is that something you could incorporate? Sure.

#### **Discussion circled around lack of clarity & confusion about exactly what the board is voting on tonight...**

*Question by Chair Le Menestrel:* What is on the table is MCC's sponsorship of MPA. Is there any motion?

*Question from Ms. Carbonneau:* Just to clarify: are you reconsidering the current state of the contract that was approved one year ago?

Yes – because it was brought up at the May 2020 MCC Governing Board meeting, with the reasoning that it was the previous board then, as the old board. They said they couldn't decide and would defer any discussion of it until this meeting of the 2020-2021 Governing Board. So, was it not already approved, George? [the \$25K sponsorship] *Summary by Chair Le Menestrel:* That's why I was asking – if we are allowed to vote to take that money back after it's already been approved.

*Clarification by Mr. Sachs:* What we are doing here is re-visiting the agreement that MCC decides to do every year on how that funding is appropriated: how the sponsorship money is spent for ArtFest that was voted on and put into the budget as an expense. **My understanding of what MPA was doing with the MOU for this year was: that the board needed to have a thorough explanation and breakdown of what the monies are going toward and how being expended.**

**That's why the MOU was created – presented to the Board; then Mr. Sachs and Ms. Carbonneau sign it. It is a new, revised agreement... but the monies were appropriated last year.**

*Clarification by Chair Le Menestrel:* So we can't really break the agreement for this year's ArtFest.

*Opinions expressed:* However, it represents a NEW agreement - because it got red-lined.

*Clarification by Ms. Carbonneau:* It is a new agreement; however, monies were appropriated a year ago. I came to the board in May 2020 and shared our plans. Tonight's presentation was based on the presumption that we had a firm agreement. If you would like me to share the details of the contract and why it costs money to put thousands of skewers online and to invite the partners to have free space, I'm not prepared to do that because I didn't realize that would be tonight's focus.

***In which fiscal year are these monies appropriated?***

*Question:* Is this the FY20 dollars? So this budget year is over? Are we effectively talking about using this money in a particular way... or are we talking about a NEW \$25K for the FY21? I'm just trying to understand what we're talking about.

*Clarification by Chair Le Menestrel:* Terri brought up the prior monies that have already been appropriated to MPA.

*Question:* So, we're talking about using that \$25K to support this activity? We must vote on the new red-lined contract (MOU with MPA)?

*Clarification by Mr. Sachs:* Yes – that is correct. The discussion is if there are things we needed to change in that agreement with the amount of publicity... or whatever is of interest to the board... to either get more of, or if we are truly getting the money's worth of what MCC is putting \$25K out for.

*Opinions expressed:* This is very confusing. If it's just about the publicity... or really not about the \$25K has been committed to MPA – then we can't take that back. We can't do anything with it – it's done. It is really the question of the MOU and how MCC is reflected in that software development project. And that's something entirely different.

*Clarification by Mr. Sachs:* But for future conversations, this will be in next year's budget discussion > as we did last year when it came up regarding the amount and deciding to continue MCC's sponsorship, or not. That conversation happened; it was decided to continue supporting ArtFest this year, and to increase it to \$25K because general expenses were rising.

***However... times have changed.*** Because of COVID-19, a lot has changed; you must consider that these are unprecedented times. A line item was approved and MCC signed a contract last year; but we didn't foresee a pandemic.

*Clarification by staff:* No one is ignoring that times have changed; it's a fact. But what's being presented is: **What is MCC is going to get for our sponsorship that has been allocated this year?**

*Opinions expressed:* But what I'm hearing in this discussion is: Is the virtual ArtFest2020 the best use of the \$25K? Maybe there are other ways that MPA can use some of those funds. Truly, times have changed and attendance is different.

*Question:* That's not what I'm hearing. I'm hearing: the money is committed. What you are referring to is how MCC is reflected in that commitment. I just want to clarify: the money was committed and agreed upon. If we were going to make any changes, it should have been made before a contract was signed. But the bottom line now is: how is MCC reflected in that commitment?

*Clarification by staff:* The reason for the MOU is what MPA presents to the board for clarification of the sponsorship that has been set forward in the budget. The board has asked for clarification of what the sponsorship is supporting... what is it going to and what is the benefit to MCC?

*Chair Le Menestrel:* Ms. Carbonneau has described the benefits to the community and to MCC.

**Some board members requested changes and improvements to the actual MOU contract agreement.**

*Question:* But since we need to vote on the new contract, can we ADD into the red-lined document something about having access to the virtual platform that the money is being used for – making it available to MCC for continual development? And aside from the contract, I personally would like to see some free or low-cost, hands-on activities for the community. We have to approve the red-lined MOU because it's different than what the previous board had approved.

*Clarification by Ms. Carbonneau:* The major changes that were in it from what the standard was: 1. instead of promotion visibility only in the park, the promotion of the joint partnership is on all the materials and assets (wherever they are – not limited to McLean Central Park). 2. no longer carrying liability insurance for the event in the park (not relevant this year). The brief description at the end of the document shows how much porta-potties, golf carts and tents had been in the past. That was consolidated into one line item about the web development site.

***Interest in re-usability of software platform for other MCC virtual events.***

Terri – I love the idea of it being an asset that MCC and MPA mutually continue to develop. It wouldn't be appropriate for me to speak on behalf of the vendor, but there is the concept of 'work-for-hire', which is a copyright concept. MPA will own the product at the end of this process. And under those auspices, it's absolutely something that's available for MCC to use. You would need to upload all the skews to use it for other events. There is work to be done for it to accomplish another event; but if in May 2021 we are still in this circumstance of the pandemic, then it absolutely would be a vehicle that's an investment and asset that is available.

*Question: So if it's available for ArtFest2020 in October, we could use it in November or December 2020, right? Sure.*

*Opinions expressed: From my experience at IBM in contracting and proposals on software delivery, I'm willing to meet with Lori Carbonneau to make sure the rights are there for everybody to use it properly... such as: How do I get trained on it? Who provides the CPU for it to run on? **I want to make sure MCC has the use of the virtual platform. I know from having done contracting work, that it's not that simple. We need to make sure the vendor understands our intent to use it that way.***

*Opinions expressed: This is a SASS (a web-based) solution, correct? Yes it is.*

*Opinions expressed: O.K. – I think we're going to need to have a demo. That would help.*

***Continuing reluctance to spend \$25K on the virtual ArtFest2020 event during a pandemic.***

*Opinions expressed: Going back to what we were saying earlier, I'm not discounting the fact that there is \$25K allocated. I am focusing on how best to use this amount during a pandemic, when everyone else is changing how things are being done. Just reconsider how MCC can best utilize these funds to give the public something that they currently do not have – which is: real access to doing something with their hands.*

*Clarification by Ms. Carbonneau: We are working with our partners to find real 'shared experiences' that we can collectively do, as opposed to passively consuming art. We are talking with florists, bakers – to do projects and instruction. And the second way to engage is hands-on for the students: instruction for children's art projects for the virtual Children's ArtWalk. And now Terri has come up with a great idea to create a physical place to get supplies and give them a reason to get out of the house. We have put together totes for online art projects with supplies, a plastic tablecloth, and a "no-contact drop-off/pick-up" function for families participating in virtual camps. MPA has refined that process and we can repeat it.*

***Will there be additional costs for developing something new on the virtual platform in the future?***

*Question: This program that you are purchasing > is there additional cost to do something new on the same platform? Will MCC have to pay additional monies to use the tool again?*

*Clarification by Ms. Carbonneau: I just signed the contract on Monday but let me describe the back-end operations: It's two-web site process: front-end image (seen) and back-end operation (uploaded skews from partner organizations – pieces of children's art; adult art; membership materials from partner organizations). We will have to get paid staff or volunteers to upload that back-end web site. There is further investment that MCC will need to do to put new content on it. "Shopping cart" will need to be enabled to take care of the purchase of holiday crafts or antiques. **The tool is there, but the manpower will be needed to execute whatever iteration this is.***

***MCC is literally "funding" this ArtFest2020 event.***

*Question: How much did it cost to put the event on last year? And excluding staff, how much is it going to cost this year?*

*Clarification by Ms. Carbonneau: \$30K last year; \$32K (of which, MCC's sponsorship was a substantial amount); that excludes staff. We don't know yet how many artists we will have... how long it takes to upload 50 artists with 30 prints... with many kids uploading their art.*

*Question: Last year it was \$32K? So, in effect, MCC is funding it...because we gave you \$25K last year?*

*Clarification by Chair Le Menestrel: No – MCC is not completely "funding it" because there is also staff time, which is the biggest expense for non-profits...*

*Question: Well, staff time is a given. But what I'm hearing is: excluding staff time, MCC is funding a good portion of this?*

Yes – a huge portion of it. The relationship is: MPA curates and creates the environment for ArtFest presence in the park. For the past 15 years of partnership, MCC has the expertise in making it into a ‘community event’ by managing the physical aspects of ArtFest. **This year, we are asking innovatively: What does it take to put on the ArtFest event within a new virtual infrastructure?** It’s fun if there is reciprocity in that: if MPA can be the trial ... and then it becomes an asset that MCC can use in the future – that is a good partnership.

*Summary by Chair Le Menestrel:* We must vote on the amended contract. Does anyone want to make a motion to make any changes to that? *Question:* How much are we voting on - \$20K or \$25K?

*Clarification by Chair Le Menestrel:* That’s already set; we can’t change it. It’s just the contract that we received. Does anyone want to make a motion to make any changes to that?

*Question:* I mean - we can’t have a compromise position and offer less \$\$? No. The \$25K was already committed last year.

***Requesting a commitment from MPA to develop low-cost or FREE art class options for the community.***

*Opinions expressed.* I would just like to have a commitment from MPA for some of these things that, for families now, are cost-prohibitive: having lower-cost family events, going forward. There will be a lot of people who can’t afford \$300 to sign-up for art camp and there will be a huge need. The arts are significant to what kids and teens need. I really want to support MPA to be the “face of McLean” and do really cool things outside-of-the-box. But we need to think about cost.

*Clarification by Ms. Carbonneau:* We 100% do [need to think about that.] “Family Day” could be offered; we hadn’t talked about when we can have people coming to MCC...

*Opinions expressed:* To follow-up on the previous point: If MCC is already committed to the \$25K, why couldn’t a portion of those funds be used to subsidize free classes to be offered by MPA? Why does it all have to be going to ArtFest2020, since it’s not going to cost quite as much. Why can’t you use some of those funds to subsidize folks in the community who can’t pay for art classes? I do think the contract needs to be revised.

***Ongoing maintenance costs (or new ‘development costs’) in the contract for using software platform in the future.***

*Opinions expressed:* This is a very important question about the contract: You have the \$20K line item; but then it does have a \$300 a monthly maintenance – is that included? *Clarification by Ms. Carbonneau:* No –we own that; it’s MPA’s responsibility.

*Opinions expressed:* You also have additional hours of maintenance that will be billed at \$85 per hour (which is also MPA’s commitment). If MCC is going to consider using this platform in the Fall, that is funding that we’re going to have to consider if MCC will have to pay this.

*Opinions expressed:* If this is a SASS solution, there is no guarantee that MCC will have it in a manipulative way. It’s important for us to get a demo and talk with the software vendor. I wonder if what we “own” is the actual product that is being made... not FUTURE products... because that’s unusual that a SASS solution would allow us to manipulate and to use without a cost for additional work. If it is – WOW! Great price; great negotiation. But regardless of that, if MCC wants to do other events >> MPA has come up with an amazing event... and is giving us their promise that they will look into free ways to meet community needs. But we have committed to that money already and we owe it to MPA...

*Opinions expressed:* Typically, you buy a product and the product then has different uses. I suspect that this vendor will probably look at it as: Here’s the product; you can load your art in it and we’ll help you do it the first time. And if you can administer it and do it, then you own the software. But in using it a second time, if MCC can’t upload the material for another event in the future, the vendor will probably charge us again (at so much/hour) to put something new into the software. That will be a negotiation with the vendor. I understand these contractual games. I want to help because I think this is important. We will see their example of it, and we will forecast what the users/audience will be... this is normal business forecasting. We don’t know yet how many will participate [in virtual ArtFest2020] this first time out. I’d like to get statistics – but it’s a good guess. Let’s do it – but I want to make the contract better after we vote on it.

**MOTION:** To approve the MOU for ArtFest2020 as written.

7 – YES 3 – NO 1 – ABSTAIN **The motion was approved.**



**PROGRESS OF SUMMER 2020 PROGRAMMING** Mr. Sachs covered this topic fully in his report.

**UPDATE ABOUT PROGRAMMING: FALL 2020**

We are now looking at virtual programming for the Fall. The Program Guide will have a different look – it will not be a thick magazine. We are designing a Fall mail-out to include what will be offered that people can register for. And also mentioning looking forward to planning for our regular events that MCC traditionally does (Antiques Show; Craft Show) in a different way: “Look forward to what is coming...”

**STRATEGIC PLANNING & COMMUNITY INPUT**

Results from the community survey will be ready to share at the next Board meeting.

**COMMUNITY CONVERSATIONS**

*Clarification by staff:* Sarah Schallern Treff relies on the board to use their personal connections with knowledgeable of folks in McLean - to suggest who would be interesting speakers.

*Clarification by Chair Le Menestrel:* The idea was anti-racism discussions, discussed last year in relation to the MLK event.

*Clarification by staff:* MLK event for 2021 is still up-in-the-air; but Ms. Schallern Treff does have someone in mind that does an MLK workshop. She understood that the directive was to substitute such “Community Conversations” during the November/December closure of the theatre – as a series of speakers among the great minds we have in McLean.

*Opinions expressed:* Yes – it wasn’t just about racism, but about: climate change... and many different topics.

*Clarification by staff:* Staff will need the Board’s connections within the community.

*Chair Le Menestrel asked Programs & Outreach Committee Chair Foderaro-Guertin to work with Ms. Schallern Treff to develop some ideas.*

**EXECUTIVE DIRECTOR SEARCH PROCESS**

Understanding the process and timeline: the advertisement should be out by mid-January 2021 and applications will then be received. Interviews should be completed by end of February with a potential start date for the new director in mid-March 2021. This will give about two months of overlap with Mr. Sachs and the new person (through end of May). Developing a current job description is the most important immediate task for the Board. If there are any changes or suggestions... or something different, now is the time to solidify such adjustment to the job description before submitting it to be advertised.

**OLD / NEW BUSINESS** \*Such discussion is permitted in the context of COVID-19 emergency.

Learning “pods” and alternative uses of MCC for student education under the COVID-19 restrictions:

*Opinions expressed:* As was brought up previously about how COVID-19 impacts the ongoing usage of MCC building by outside groups: there is a lot of discussion in the community about starting ‘learning pods’. Is there any word from FCPS in trying to integrate MCC as part of the solution? Andrew Carter from OFC talked about setting up after-school care; some parents wish to drop-off kids to have social interaction. Is there any way MCC can be part of the solution for groups of parents who are trying to give their kids opportunities for socially-distant interaction? It’s really hard and sad for the kids.

Similarly, Ms. Markwart has been communicating with Supervisor Foust and Mr. Sachs about what MLS Tutoring and StudyPro does in McLean – offering tutors and also checking children in and monitoring the child’s progress in schoolwork (documented on the parents’ phone). Even if having school online, it gives kids a reason to go someplace to do their online work. Someone checks-in with them at the end of the day for accountability about what they have done and still have to do. This is the mental health aspect: kids need social-emotional support and somewhere to go (physically). They need routine and structure of a shared experience (i.e. every Monday and Wednesday) - being together somewhere with the same group of kids. What that looks like is unclear, we need to get on this as soon as possible. Whether it’s an MCC program (that is not charged expensively like MLS or StudyPro)... or without licensed teachers (you just need a few volunteer monitors).



Purpose of Ad hoc COVID-19 Response Committee:

*Clarification by Chair Le Menestrel:* This is the kind of thing I would like the Ad hoc COVID-19 Response Committee to look at and potentially invite someone from FCPS or One Fairfax to attend so we can explore how MCC could assist. Mr. Sachs will advise which staff member(s) will participate. For community members to be represented on that committee, we may approach the two people who weren't elected last year. We could also consider other community members from One Fairfax, FCPS, School Board members. One of our youth members – Tyler and Ivy would be ideal to participate.

*The youth Board members will communicate directly to Chair Le Menestrel as to their interest in this committee.*

*Opinions expressed:* Don't forget the seniors on this. We've been talking a lot about the youth – but don't forget the interests of seniors on that Ad hoc COVID-19 Response Committee.

**LIAISON TO FRIENDS OF MCC**

Ms. Herrick has agreed to be the Liaison to Friends of MCC. Chair Le Menestrel thanked Ms. Herrick for agreeing to serve in this role again this year. We will add a "Friends of MCC" report as part of the Agenda of the next board meeting.

Advance planning of MCC Board committee meetings:

Ms. Novak requested that the respective committee chairs figure out their meeting dates for the entire year since it is a multi-step process of scheduling and entering public announcement notices on the Fairfax County Public Announcement Calendar as well as completing the virtual arrangements for each meeting. It does not help anyone to have spontaneous or random 'pop-up' meetings. It must be laid out in advance so everyone can mark their calendars

**ADJOURNMENT**

No other topics were mentioned for discussion this evening.

There being no further business, Chair Le Menestrel adjourned the meeting at 9:46 p.m.

Respectfully submitted – Holly Novak, Exec. Asst. to the Governing Board