



**McLean Community Center
Governing Board Meeting
January 28, 2015**

MINUTES

Executive Board Members Present: Chad Quinn, Chair; Susan Bourgeois, Vice Chair; Jay Howell, Secretary; Craig Richardson, Treasurer

Additional Board Members Present: Dennis Findley, Tarun Kamath, Paul Kohlenberger, Debbie Sanders, Lathan Turner, Laurelie Wallace, Amanda Whitfield

Board Member Absent: None

Staff Members Present: George Sachs, Executive Director; Kathy Herr, Director of Youth Programs, Ashok Kara, Comptroller; Veronica Medina, Executive Assistant; Catherine Nesbitt, Staff Member; Sam Roberts, Director of Special Events; Maggie Shea, Director of General Programs; Sarah Schallern, Director of Performing Arts; Ashley Smith, Manager at OFTC

Guests Signed In: Jane Edmondson, Office of Supervisor John Foust; Tom Kannex, Patrick Smaldore, MCA; Joe Wetzel, MPA Board Chair; Brian Trompeter, Sun Gazette

Chairman Quinn convened a meeting of the Governing Board of the McLean Community Center (MCC) on January 28, 2015 at approximately 7:35 p.m.

ADOPT AGENDA

The meeting agenda was unanimously approved.

INTRODUCTIONS AND PUBLIC COMMENT

Guests introduced themselves; those signed in are listed above. Ms. Edmondson confirmed that there will be a public hearing at Supervisor Foust's office regarding the Fairfax County FY2016 budget on March 11, 2015 at 7:30pm. Mr. Smaldore thanked representatives from MCC who attended MCA's centennial.

THERE WAS NO REPORT GIVEN BY MPA

APPROVAL OF MINUTES OF December 10, 2014 MEETING

Mr. Kohlenberger proposed to amend the minutes. He proposed to remove the words "donated two flags and" from the Friends of MCC section of the Minutes. Request to amend the minutes as presented was adopted by the Board.

Minutes from December 10, 2014 Governing Board meeting were then approved unanimously.

CHAIR'S REPORT/EXECUTIVE COMMITTEE (Chad Quinn)

Chairman Quinn welcomed everyone and explained that this Board Meeting will be dedicated to MCC's Mid-Year Report, which primarily consists of a detailed status report on all MCC programs and the Finance Committee Quarterly Budget Review. Chairman Quinn then reported the following:

Recognition of Retirement

- Mr. Sam Roberts, Director of Special Events, is retiring March 23, 2015 after 25 years of service to the MCC.
- Mr. Robert's goal to enhance MCC's premier events such as McLean Day, 4th of July Fireworks, and International Festivals has been achieved.
- His proudest accomplishment is the significant growth in McLean Day from an event that when he first started was a community gathering of many hundreds of people to an average attendance of 13,000 participants.
- Chairman Quinn, along with Mr. Sachs, presented a certificate of appreciation and an executive portfolio briefcase as a token of appreciation on behalf of the MCC Governing Board.
- Mr. Roberts thanked the Board.

Announcement of Election Season

- The Governing Board Election Season has officially begun, and the Call for Candidates is open.
- Official Public Notice of the Call for Candidates has been published in local newspapers.
- A press release has been posted to the MCC and County websites.
- Candidate Petition Packets are available at the reception desk of the MCC.

EXECUTIVE DIRECTOR'S REPORT (George Sachs)

Mr. Sachs reported the following:

Internal Alignment

- Mr. Sachs continues to monitor, and is very satisfied, with the Center's culture.
- The Staff continues working in a team effort environment.
- Part time registrar Sue Dorsey stepped in to help assist on our Holiday in Baltimore day trip December 13. A note came in from a first time trip participant who wanted to let us know how much of a great job the trip overseer did. She was very friendly and very competent. "I enjoyed the day a great deal and was impressed since it was my first trip with MCC. I'm looking forward to another in the future".

External Alignment

- A pool table was donated by a resident to Friends of MCC to give to the Old Firehouse Teen Center (OFTC).
- Facebook post thanked the OFTC staff for the huge accomplishments their son experienced through the OFTC. They were able to go to Disney World in Orlando, FL without complaints of long lines or trouble following the rules, all skills which he learned from the activities implemented by the OFTC Staff.
- Passing of Dick LaPorte: longtime friend, volunteer, and advocate of MCC on December 21st. The MCC hosted a service in honor of his life on January 11.

Financial Stewardship

- Ashok has compiled a report of this fiscal year's first two quarters (as compared to the first two quarters from last year) as part of his report for the second quarter.

PROGRAM COMMITTEE (Laurelie Wallace, Committee Chair)

Ms. Wallace explained that she is extremely pleased with the programs and events that the MCC offers. She is also pleased with the staff. A summary of the FY2015 MCC mid-year Programs was presented by the manager of each program division. The following points were expressed:

Classes, Presented by Ms. Shea

- MCC offers classes during the Fall and Summer seasons.
- Instructional Classes and Workshops are: Science, Funfit Kids Fitness, Music Together, Seasonal Day Trips, Cooking, Babysitting, First Aid CPR, Yoga, Pilates, Seniors Fitness, Dance, Writing, Screenwriting, AARP Smart Driver, Fish & Explorer, Bridge Classes, Chess, Creativity Clay, CERT Safety Program, Adult Jazz Dance, Outdoor Adventure Program, Kids Soccer, and Technology & Computer.
- In the summer there were 82 classes; in the fall there were 142.
- Majority of class registrations are requested in-person due to the rapport members have with the staff.
- Ms. Shea will implement new marketing methods in attempt to increase the registered summer classes.
- Based on participant surveys, satisfaction percentage for Fall Programs is 99%; Summer Programs is 100%.
- Programs that are working well are children's fitness classes (some allow for parent involvement), and The Music Together classes.
- Programs that need improvement are Screenwriting and Mad Science.
- For the future, plans for Classes and Instructional Programs consist of active participation in the RFP process, which allows MCC to utilize different vendors who could potentially offer additional or specialty classes, continue the ongoing evaluation process, and ensure MCC is on par or better than the industry standards.

Special Event Programs, Presented by Sam Roberts

- Special Events from July 1-December 31, 2014 (FY15) consisted of MCC's Independence Day Celebration and Fireworks (6,000 attendees), The McLean Flea Market (880 attendees), The Holiday Craft Show (2,215 attendees), The McLean Antique Show (716 attendees), the first Soiree Dance (25 attendees), and the second Soiree Dance (40 attendees).
- As a marketing tool, Mr. Robert's uses "door prizes" at each event. Each person entering for a door prize provides their information and feedback on the event.
- Based on participant surveys, satisfaction percentage for the majority of all events is excellent or good.
- July 4, 2015 Celebration & Fireworks will be at Cooper Middle School on Balls Hill Rd this year.
- The Last Soiree produced by the MCC will be on Feb 22, 2015.
- Future plans are to continue the Antiques Show on all three levels of the Center. Along with the Holiday Crafts Show, this is one of MCC's "pillar events". It has proven to be a popular attraction among certain segments of the community.
- The new promoter will continue to bring in high-end vendors with more variety.

Youth Activities, Presented by Catherine Nesbitt

- The community really appreciates and looks forward to many of the activities.
- Activities include The Harvest Happenings, Haunted Gingerbread Workshop (attendees said it was well worth the cost), Children's Flea Market (participants said there is always a consistent turn out), Holiday Gingerbread Workshop (attendees said it was well worth the cost), Breakfast with Santa (no one complained about increased cost), Family Fun Bingo (many MCC staff members were recognized by attendees for their great work), and Spring Fest.
- Most activities become sold out.
- Based on attendee surveys, overall satisfaction rate is 98%; overall recommendation rate is 99%.
- Although fee's for some activities increased, not one complaint was received.
- Spring Fest is on April 4, 2015.
- All Youth Activities are working well and continue to positively affect our district.
- Plans for the future consist of evaluating individual events program plans to pin point areas of potential growth in order to keep up with and/or exceed competition.

Old Firehouse Teen Center (OFTC), Presented by Ashley Smith

- The Center is experiencing growth and becoming more popular in the community.
- 98% of the teens being served are residents of the district.
- The best marketing noticed has been word of mouth (friends tell their friends).
- Management is very committed to not doing things the way other teen centers do.
- As a result of the change in culture, OFTC decided to change Vision and Mission Statements.
- New Vision Statement: To Boldly Go Where No Teen Center Has Gone Before!
- New Mission Statement: To provide a physically and emotionally safe environment for our participants while offering diverse recreational programming which encourages the exploration of new life-long leisure pursuits, delivered in a manner that fosters personal growth and helps prepare participants for the real world.
- Over half of the teens attending the OFTC have special needs, and the staff is proud to have the skills and qualifications to cater to teens with special needs.
- Parent feedback and observation indicates that every special needs teen leaves the Center better (communication, socially, cognitively, etc.) than when they did coming in.
- Biggest program is the After School Program.
- Other programs such as Friday Night Trips, Teacher School Day Trips, and Camp McLean receive positive feedback.
- The 5th and 6th grade dances are a big hit at the center, and have always sold out.
- Parent surveys for After School Program indicate 100% satisfaction rate
- Parent surveys for Breaks and Trips Program indicate 100% satisfaction rate.
- Future plans consist of utilizing extra space to offer dance classes and market space rental as much as possible.

Performing Arts, Presented by Sarah Schallern and Kathy Herr

- The list of Performing Arts events for **Kids** from July-Dec, 2014 (FY2015) are: "The Bully Shows, Visible Fictions "Robin Hood", UTP Auditions, Rolie Polie Guacamole, Jumping Monkeys, Grey Seal Puppet Theater, Teddy Bear Band, Bremen Town Band, Vocal Trash, The Monster Who Ate My Peas, The Amazing Max, Caffe Amouri, and Andes Manta.
- Youth shows and events are put on by youth residents in performing groups called the Unruly Theatre Project, Jammin' Juniors, or the McLean Kids.
- The list of Performing Arts events for **Adults** from July-Dec, 2014 (FY2015) is Summer Gazebo Concert Series, Talking about Science with Carl Zimmer and Sam Kean, MCP's Fall Show, Jazz Masters, Jaws, Hitchcock's Blackmail, McLean Symphony, Flamenco History, Flamenco Vivo, Inconstancy, Murder by Death, A Christmas Story, The Others, Frozen, McLean Symphony Fall Concert, and A Kodochrome Christmas. There were three Concerts at the Alden and five rentals.

- Based on participant surveys, satisfaction percentage for Performing Arts- **Kids** is 98% satisfied; 98% would recommend.
- Based on participant surveys, satisfaction percentage for Performing Arts- **Adults** is 98% satisfied; 99% would recommend.
- There are challenges meeting the attendance goals for a majority of the events.
- Programs that are working well for Performing Arts-**Kids** are: the Summer Stage (a workshop to provide children with auditioning training), Jammin Juniors (day at the park where three different kid bands perform), McLean Kids (three plays based on books), Live at the Alden (magic show for kids and Andes Manta for adults), and Music Education (two Robin Hood performance's for 5th and 6th graders). The Unruly Theatre Project (formerly called Studio Rep) presented "The Anti-Bully Plays" to the 3rd and 4th grade.
- Programs that are working well for Performing Arts-**Adults** are: Flamenco (usually sells out with little marketing) and The Quote-along "A Christmas Story".
- Future plans consist of implementing a more aggressive marketing strategy for adult and kids shows. Also, plan for fewer artists for McLean Kids and Live at the Alden in order to conserve costs associated with presenting artists.

FINANCE COMMITTEE (Craig Richardson, Chair)

Mr. Richardson confirmed that the Finance Quarterly Budget Report will be presented. He then made the following points:

- The financial stewardship of the Board and staff at the MCC is a high priority.
- He is very satisfied with MCC's financial and accounting changes, as they have been extremely impactful to ensuring financial transparency.
- He appreciates the accuracy of the quarterly financial reports.
- Mr. Richardson thanked Mr. Kara for producing transparent financial reports that are easily understood, and the Quarterly Budget Review ensued.

Quarterly Budget Review (FY2015), Presented by Ashok Kara

- Real Estate Taxes have increased revenue.
- 101.8% of the adopted budget has been collected due to the Real Estate Tax.
- Additional Revenues: Performance Arts- \$5k, Youth Programs- \$77k, and OFTC- \$48k
- Payroll Variance in Youth and Teen Center buckets are offsetting due to the change in programming. Youth Personnel Costs are lower due to one less week of camp as FCPS were open for an extra week to make up for snow days. There was one less staff member for three months. PIO- Part time position was converted into a full time position in FY2015.
- Notable operating expenses: \$41,700 on new Dell computers, \$26,800 on Admin PIO (Fall Program Guide, website development, media), \$66,000 on Facility (maintenance contracts, HVAC and general repairs, electricity), \$125,000 for Instructional Programs (supplies and classes), \$14,600k on Special Events (media, program, and equipment rentals), \$104,000 in Performing Arts (postage, program expenses, repairs and maintenance, media, artist fees, printing, theatre tickets, printing expenses), \$19,100 in Youth Activities (media ad, program expenses, summer camp building), and \$28,900 in operating expenses for the OFTC (program equipment, building contract svc., repairs-parking lot stripping, media advt., meals for programs, recreation activities).
- Kara confirmed all expenses have been accounted for, and he continues to meet with staff members to maintain clarity on all expenses.
- At the mid-year point, the MCC Board is within budget expectations.

CAPITAL FACILITIES COMMITTEE (Susan Bourgeois, Chair)

Ms. Bourgeois updated the Board in regards to the MCC Renovation Project confirming:

- The Committee is not satisfied with the progress of the renovation.
- There have been many miscommunications with Lukmire (the contracting and design company) and the County regarding the budget.
- There is no contract in place; is expected to be signed in the days to come.
- Site plans and most of the designs are completed, but no action will take place until a contract is signed.
- The project management team from DPWES will meet with the DPC to confirm if the 2232 is required.

ELECTIONS & NOMINATIONS COMMITTEE (Paul Kohlenberger, Chair)

Mr. Kohlenberger reported the following:

- The Elections & Nominations Committee agreed to refocus the advertising strategy for the Elections Season.
- MCC will no longer advertise the elections in the Fairfax Times newspaper; only McLean local newspapers.
- Committee Board Members will take a more active role in face to face advertising.
- Announcements regarding elections will be put on the MCC website and social media sites.
- **Motion:** Mr. Kohlenberger moved to change the Candidate Instruction Form regarding the Personal Statement portion. The motion will enable a candidate to specify their choice of contact method by the general public for information on their candidacy. Mr. Turner seconded the motion. All were in favor, and the motion was unanimously approved.

COMMUNICATIONS COMMITTEE (Jay Howell, Chair)

Mr. Howell reported the following:

- The Committee is making progress as it relates to the discussion on signage.
- Mr. Sachs and Ms. Wallace met with County Supervisor, John Foust, and FCPA board member Grace Wolf to discuss design concepts for signage at McLean Central Park.
- The meeting went well, and Supervisor Foust appeared to like the design sample of the new signs.
- Mr. Sachs is scheduled to meet with the Park Authority and Dolley Madison Library representatives to discuss the meeting with Supervisor Foust.
- Ms. Bourgeois requested that Mr. Howell please keep the Board informed as the design samples for the new signs progress.
- MCC's website and social media sites are looking great.

LIAISON TO FRIENDS OF THE MCC: Report by Paul Kohlenberger

Mr. Kohlenberger confirmed that:

- The donated flags look great and are now anchored in new sturdy base holders.
- The Meet the Candidates reception will be held on May 4, 2015 (additional details to come).

NEW OR OLD BUSINESS

There was no new or old business.

CLOSING REMARKS AND ADJOURN MEETING

- The next MCC Governing Board meeting is scheduled to take place on February 25, 2015. A small reception with MCA will begin at 6:30 p.m. (additional details to come).

There being no further business, Mr. Quinn adjourned the meeting at approximately 9:30 p.m.

Respectfully Submitted,

Jay Howell, Secretary
MCC Governing Board