

**2022-2023 MCC Governing Board
50th Anniversary Committee
September 14, 2022 5:30 p.m.**

MINUTES

Committee members present (Board):	Lisa Mariam, Chair; Anna Bartosiewicz; Barbara Zamora-Appel
Committee members present (community):	<i>in-person:</i> Paul Kohlenberger; Lizzy Conroy; <i>virtual:</i> Mary Anne Hampton; Cheryl Langston
Committee members absent (Board):	Bill Glikbarg
Committee members absent (community):	Marla J. Kim; Cindy Rahman; Laurelie Wallace; Glenn Yarborough; George Sachs; Carla Post
Other Board members present:	Sarah Tran
MCC Staff present:	Evan Braff, Acting Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Ashok Karra, Comptroller; Mike Fisher, General Programs Director
Guests:	None.

CONVENE MEETING

Chair Mariam convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on September 14, 2022, at 6:31 p.m. This meeting was open to the public attending in-person. Chair Mariam announced the meeting was being audio-recorded. There was a request to postpone discussion of MCC 35th Anniversary materials to the upcoming meeting in November. This change of topic was accepted and the agenda was adopted by acclamation.

WELCOME, INTRODUCTIONS & BACKGROUND

Individuals around the table and participating virtually introduced themselves.

Cheryl Langston: I am a McLean resident since 2012; I work for an investor advisory firm. McLean has been such a great community for our family and kids. I have more time now and want to give back and participate more in the community.

Mary Anne Hampton: I worked at MCC for 33 years: Paige Shelp (original Exec. Director) and I were the first employees. We developed a lot of the programs that you see now. I worked on the 25th anniversary, co-writing the 25th Anniversary notebook. I'm delighted to join and be a part of this. MCC has been such an important part of my life and that of the community.

Comments by Chair Mariam: Thank you! We will really benefit from your institutional knowledge. We are excited to continue to plan for the 50th Anniversary and the opportunity to increase visibility of MCC and reengage with the community after COVID-19. We all have creative energy about celebrating all that MCC represents in the community.

Lizzy Conroy: The first encounter I had at MCC was when my kids were babies at "Music Together." Our neighborhood has been able to rent space here. It's fun to celebrate MCC and get some eyeballs on this resource. I'm a real estate agent. Carla Post recommended for me to participate on this committee.

Acting Executive Director Braff is looking forward to supporting this committee as it begins to design the celebration of the upcoming 50th Anniversary of MCC and its impact on the community.

GOALS, CHARTER, STAFF & COMMITTEE ROLES

Clarification by Chair Mariam: We've had two working meetings over the past few months, but this is the first 'official' meeting with a quorum of Governing Board members. We've also completed our outreach to all

community-based organizations asking for representatives. Having community representation, board members and MCC staff representatives makes this *ad hoc* 50th Anniversary committee unique. We are grateful to have the additional advice and guidance from everyone who has volunteered to join this committee. Toward having a good foundation for this committee, we will now review a “charter” - which are guidelines for the committee. Included in the charter: description of the committee... purpose... goals...and responsibilities.

MCC 50th Anniversary Committee Draft Charter

About the 50th Anniversary Committee:

An *ad hoc* committee of the MCC Governing Board composed of Board and community representatives that provides guidance to the Board on the plans for celebrating MCC 50th Anniversary in 2025.

Committee Purpose:

To provide guidance to the Board and feedback to the MCC staff on the strategic direction of the anniversary plans including themes, outreach, marketing, fundraising, sponsorships, and events.

Goals of the 50th Anniversary:

- Engage the McLean community in celebrating the 50th anniversary of the center by providing activities that engage residents of all backgrounds, ages, and abilities.
- Recognize past achievements.
- Increase participation in MCC programs and activities.
- Increase public awareness of MCC.

Guiding Principles:

- We will invest in our shared work
- Take time to listen to other vantage points
- Ensure critical thinking
- Speak up and share thoughts
- Process Matters
- Ensure fiscal responsibility in planning and implementation
- Leave a Trail

Responsibilities:

Chair: Lisa Mariam, MCC Governing Board of Directors

- **Calls meetings**
- **Develops meeting agendas in consultation with MCC ED/staff**
- **Reports to MCC Board**
- **Liaising with MCC staff**

Members:

- **MCC Board (#) and Community Members (#)**
- **Term – September 2022-December 2025**
 - *We hope the committee will stick together for the planning and actual events in 2025.
- **Guide the priorities and planning for the Anniversary**
- **Provide Feedback on works plan, 50th promotion, engagement, and programming**
- **Recommends the creation of new programs to honor the anniversary**
- **Provides representation at 50th programs and events**
- **help promote programs to their networks**
- **Conducts periodic review of plan progress and budget for 50th programs and events**

MCC Staff : Evan Braff, Acting Executive Director; Sabrina Anwah, Director of Marketing & Communications; Kyle Corwin, Social Media Manager; Aaron Greene, Afterschool Program Manager; Jeffrey Virchow, Performing Arts Assistant; Catherine Nesbitt, Special Events Manager; Matthew Hockensmith, Special Events Assistant Manager; Ashok Karra, Comptroller

Staff role:

- Develop work plan for FY23, 24, 25
- Provide budget for 50th Programs and events
- Take minutes of meetings
- Maintains records of meetings and decisions
- Distribute agendas for meetings
- Record meetings

Meetings:

- **Frequency-**
- **Schedule: (monthly meetings) OPTION: participate in-person or virtually**
- **Quorum – Board members always need to be in-person to achieve quorum.**

Work plan:

Proposed Motion: This is a motion to direct the MCC staff to develop a 50th anniversary workplan and preliminary budget. The plan will include a description of recommended events, proposed budget, marketing strategies, and major milestones/timeline. The MCC staff will come back to this committee at the December meeting with a presentation of their recommendations.

Discussion: ***link 50th Anniversary to current programs**

Opinion expressed: In previous informal meetings we had talked about weaving-in the 50th theme between now and then. Do we want to call that out specifically and have an understanding? Not new programs, but also augmenting and building on existing programs – be intentional about highlighting it.

Opinion expressed: I suggest having a common thread: “Gateway to the 50th Anniversary”- particular events that are ‘tagged’ with that theme.

Clarification by staff: The idea is to intertwine with existing events >> building momentum.

We can revisit [the Charter document] in a couple of months in case there are any things you want to see in here.

- Consensus is to delay vote on adopting the Charter until the November meeting.

RESOURCES AVAILABLE – FY23, FY24, FY25, FY26 BUDGETS

Comptroller Karra worked out this week with Fairfax County budget office that they will add a special line item in MCC’s budget for our 50th Anniversary. This is a huge deal that he was able to accomplish this!

1. Fiscal responsibility: **We want folks to know as we are planning this out – the guiding principle must be fiscal responsibility. What is the right number without disrupting programs, yet still being able to have a vibrant and special celebration for the community to embrace? We need to be careful not to take resources away from existing programs.** When we develop ideas, we want to have the fiscal focus. We can’t envision \$300K for this event and have it negatively impacting existing programs.

2. Flexibility: Q3 in F22 we have an opportunity based on where we are in our budget – if we have some savings, we can move that over to the 50th Anniversary (to build up some monies for the event over a 3-year cycle) so that it will not be a big amount of money in one year. We are building the budget over time: as we have surpluses every year, we will allocate some to the 50th Anniversary to a separate line item in Operating budget called “50th Anniversary.” It’s a rolling effect until 2025. Be responsible – if you have a huge budget for it and you don’t have a surplus, then money would have to come out of MCC reserves.

- > MCC staff will come back in December timeframe to present the projected budget and expenses.

3. Transparency: We will be able to track what monies we are spending, and the expenses.

Discussion of budget process:

Question: Do we have a sense of what the budget was for the 25th and 35th anniversaries?

- At next meeting we can have an analysis of the past celebrations. In Q3 we can see how much money is available to move into the dedicated line item. At end of FY23, we will have an actual number for MCC's surplus (or deficit). At Q3 we can look at it, as well as at the end of the year.

Question: Going forward, would we actually be able to budget as part of the process – so it wouldn't be a 'residual'?

Clarification by Acting Executive Director Braff: Yes – you can do that, but this 'rolling' piece is a combination of what you are going to put in for a budget request and then seeing what you have at Q3 and end of the year. As long as reserve stays between \$5M or \$6M, we should be putting that into existing programs. In this first year approaching the anniversary, put in as much as possible as a solid foundation. This is a good start; next year build more funding. This year's surplus is \$355K from Operations that has moved into reserves.

Clarification by Comptroller Karra: We will also be enhancing July 4 – those expenses are already partially in those budgets. If you are adding to existing programs, we must think carefully: MCC has only one pot of money. No one else will fund us – unless someone is willing to give us a big donation. Any capital expenses affect the total pot. We can't reach out to the county to ask for more money. *Explanation about McLean assessed property values:* If a recession affects housing values, then it will impact MCC revenues. It's a lagging indicator (will show up 2 years from now).

Discussion of receiving supplemental funds through private donations or sponsorships:

Question: Will there be any corporate or private donations or sponsorships?

Chair Mariam would like to add subcommittees to the charter: sponsorship; youth; communication; public art.

Comment by Comptroller Karra: We have sponsorships for McLean Day; one sponsor company from McLean Day is already willing to do more for us. We need to tap into those types of resources.

Clarification by Acting Executive Director Braff: The workplan that staff develops will include the sponsorship piece. When we get to the 50th, we will need Friends of MCC to be the category of taking in all funds, as well as solicitations. Glenn Yarborough is our representative to Friends; Mary Ann Hampton is also on the Friends board.

Comment by Chair Mariam: We are balancing the risk of being completely reliant on MCC reserves and also planning forward into the budget.

- By December meeting, we can ballpark what the Q3 surplus will be. Assessed values come out in February 2024 and we will know what our real estate taxes will be (also surpluses, spending in various departments). Then we can decide where we are. We will try to maximize this line item now that we have it defined.

35TH ANNIVERSARY MATERIALS *This discussion will be postponed to the October 5 meeting.

WORKPLAN

Summary by Chair Mariam: At previous meetings there was excellent brainstorming of ideas; however, we haven't been able to hear from MCC staff yet as to their thoughts and plans. Past discussions focused on theme as it will drive the planning, marketing, coming up with the logo. We on the committee have great ideas but the staff will come back and present some plans & budget for consideration by the committee.

Comment by Acting Exec. Director Braff: As the MOTION is for staff to have this plan ready in December, are there 1 – 4 things this committee would like to see in this plan? We would like to hear that.

IDEAS:

*Opportunities for existing programs to be highlighted or augmented (such as McLean Day)

*Fireworks – extra big!

*The one critical thing we should do is to have some sort of formal recognition of the 50th (Barbara, Lisa, Evan giving a speech).

*Formal recognition from Board of Supervisors; recognize people who have played an integral part of MCC.

*commemoration video with individual testimonials

*interactive timeline: built in a way that people can click on the decade (what happened when). Tell the story of the history of MCC (not just anecdotal). It's a great opportunity to educate our community about the "why" and how we are funded: 80% of what funds MCC has comes from property taxes.

*proclamation about what the community has created in designing MCC

*art contest – to come up with some installations across McLean (working with the business community). By 2025 we will have more development in downtown. There will be coordination opportunities (it will add up in costs).

*make a list of all wishes: what we would like to have and a way of prioritizing (most important vs. nice to have)

*gala: invite former board members who are here locally or have moved away

*performance in The Alden Theatre and bring back some highlights from previous performers; feature students who came through the theater program

*public art or creative place-making. Not necessarily at MCC but at OFC or other locations in the community. a high visibility proffered space is at the triangle of Listrani's in downtown McLean. Something could be installed there for high visibility.

Clarification by Acting Executive Director Braff: For art installations, there may be some grants that we could attribute. There is a way to have grants and use Friends of MCC 501(c)3 to receive some of those grants.

*interactive – a lot of interest in this.

*story corps – where community members' stories could be collected. Interview those who were involved in the founding of MCC (exhibition or online presence) – being able to engage the community in the celebration.

*time capsule: Several years ago, George Sachs purchased a time capsule. "Observe the past and look to the future." That would be a great way to engage the community about what to include in it.

*historical references: We can engage the historical society (testimonials); maybe the library could help do that.

*community-based project – an artist that specializes in doing community engagement. We are working with an artist in-house that does such work. We will have experience with that artist to align this future idea.

*MPA exhibit: Acting Executive Director Braff has discussed with McLean Project for the Arts to use their gallery space for a photo/art exposition of photos and history of MCC.

*engaging with our partners – Library; MPA; Friends of MCC

*Having FUN!

*inaugural performance or event in newly-constructed amphitheater: We have a new amphitheater coming (not sure when it will be built) and perhaps it could be installed in the same time as the 50th anniversary.

> We will find out from FCPA the timeline on the amphitheater project.

*KEY DATES: Are there any specific dates? MCC staff will meet and come up with KEY DATES

*THEME: nothing concrete yet. We not only want to recognize the past but also look to the future. Celebrating the past but looking to the future: "Looking back... and looking forward."

Comment by PIO Anwah: We have many old photos, newsclips videos; 25th Anniversary materials in a storage box. It would be good to have a subcommittee to focus on these historical materials. MCC Communications team is ready to help with whatever you would like us to move forward with.

Executive Director Braff requests Chair Mariam to list the 5 - 6 things that are "must-haves."

Discussion:

Opinion expressed: That is a lot to ask of staff in two months; these things take time to develop. We can always have brainstorming sessions but to come back with financial figures is tight. The staff has a lot coming up this fall. Moreover, any monies quoted now will be meaningless in three years!

Comment by Acting Executive Director Braff: Is there another date that staff would feel comfortable with? The idea is to allow staff to convey something tangible back to the committee.

Comment by Board Chair Zamora-Appel: If you put the word "DRAFT" in the MOTION, that will make it more palatable.

Comment by Comptroller Karra: I think two months is tight; December is holiday time and people are taking time off. We need more time to come up with the financial figures.

Summary by Acting Executive Director Braff: A DRAFT workplan in December; then a full plan in February.

MOTION: This is a motion to direct the MCC staff to develop a 50th anniversary workplan and preliminary budget. The plan will include a description of recommended events, proposed budget, marketing strategies, and major milestones/timeline. The MCC staff will come back to this committee at the December meeting with a DRAFT presentation of their recommendations, with a final plan in February 2023.

Approved by a vote of 7. Lisa Mariam, Chair; Anna Bartosiewicz; Barbara Zamora-Appel; Paul Kohlenberger; Lizzy Conroy; Mary Anne Hampton; Cheryl Langston – All voting “AYE.”

Bill Glikbarg, Marla J. Kim; Cindy Rahman; George Sachs; Laurelie Wallace; Glenn Yarborough; Carla Post were absent.

OLD / NEW BUSINESS

Mary Anne Hampton asked to research the cost of acquiring a better sound system in McLean Room. The sound quality in this virtual meeting is garbled.

Response: We are hiring an IT person to handle this.

ADJOURNMENT

Chair Mariam thanked everyone for attending and adjourned the meeting at 6:29 p.m.

Respectfully submitted – Holly Novak, Executive Assistant