



**2022-2023 MCC Governing Board
Programs & Outreach Committee
November 2, 2022 6:30 p.m.**

MINUTES

- Committee members present:** *in-person:* Anna Bartosiewicz – Chair; Lisa Mariam; Melanie Sletten; Charlotte Loving
- Committee members absent:** Ari Ghasemian
- Other Board members present:** Barbara Zamora-Appel; Bill Glikbarg
- MCC Staff present:** Evan Braff, Acting Executive Director; Sarah Schallern Treff, Performing Arts Director; Holly Novak, Exec. Asst.; Mike Fisher, General Programs Director; Sabrina Anwah, PIO; Catherine Nesbitt, Special Events Manager; Erin Bieger, Instructional Programs Manager; Danielle Van Hook, Director of Youth Theater Programs; Erin Bieger, Instructional Programs Manager
- Guests:** Scott Sizer, Public-Private Partnerships Policy Coordinator (Fairfax County – Office of Economic Initiatives)

CONVENE MEETING

Chair Bartosiewicz convened a meeting of the Programs & Outreach Committee of the Governing Board of the McLean Community Center on November 2, 2022, at 6:35 p.m. This meeting was open to the public attending in-person. She announced about the meeting being audio-recorded. No changes were requested to the proposed Agenda; it was adopted by acclamation.

PROGRESS ON PROGRAM FEEDBACK & FUTURE PROGRAM RECOMMENDATIONS

There is a lot of progress to discuss tonight, focusing on: 1. analyzing the impact of current programs; 2. consideration of new offerings in development; 3. building something new – strategic intentionality in program design; target audiences; themes. Acting Executive Director Braff thanked Mike Fisher and Sarah Schallern Treff for their excellent work. This presentation will be sent to the entire board.

OBSERVATIONS GAINED THROUGH THIS ANALYSIS:

1. renewed emphasis must be on youth programming. The January Programs & Outreach Committee will focus on YOUTH programming: a robust discussion of where we currently are with youth programming and where we think we are going. We have heard this theme repeatedly and dedicating a whole meeting to this topic important; that is why Erin Bieger and Danielle Van Hook are here tonight. Danielle Van Hook is MCC's lead in working with youth in Performing Arts: Director of Youth Theater Programs. She also produces MCC's professional touring presenter series, as well as arts & education programs. Erin Bieger oversees youth programming; this special staff position is currently vacant.
2. connection to the strategic plan. We will analyze all public comments and interests. However, what will be most helpful to the staff is the strategic plan being adopted; that is where we will look for guidance about future programming. Tonight's presentation will not get ahead of strategic plan process that will be adopted by the board. For the MCC staff, that will our planning guide for the next 3-5 years. As the board moves toward adopting the strategic plan, please be intentional about theme areas where you want us to focus on in programming and services. **Acting Executive Director Braff thinks the strategic plan (which hasn't been fully adopted yet) is really important because it prevents having one individual person saying: 'This is my pet project that I'd like you**

to move forward.’ Instead, it’s the whole board endorsing the programs and services. That is what MCC staff are looking forward to: such full board adoption, representing actual consensus to move forward.

3. more robust feedback mechanism (annual community survey). Staff has talked about the desire to think about how we receive feedback from the community. It’s not as robust as we would like; recommendations for the future will be shared tonight. We also will use the January meeting to focus on a new “interest survey” to be presented.

*How we currently get feedback from the community about programs: comment cards; post-event, post-performance and post-class surveys; direct contact from patrons by e-mail and phone; some written comments in our inboxes. The strategic planning process – community feedback survey; public comments that are expressed at board meetings; public comments on vendor sites and the annual Public Meeting on FY__ Programs. Even though we have this annual meeting on programs, there are better ways to receive public feedback, such as a combined meeting with the board and staff in January/February 2023 timeframe

*Types of questions asked of people: How would you rate your satisfaction? What was your favorite part of the event? Would you recommend this program to someone else? What is your overall satisfaction? Whether or not you reside in McLean. We can ask different questions after an event to get more information; it also helps us enhance MCC events in real-time. If Erin is doing Touch-a-Truck, she can learn in real-time what is the participants’ direct experience of it. From the recent Touch-a-Truck event, if we have kids with disabilities attending, maybe there is a time that we offer before the large crowd comes that someone with sensory issues could enjoy it ahead of time. We get some real-time information. Catherine Nesbitt does this at events to get some immediate feedback.

*Other tools used: A portal that The Alden Theatre uses to give out tickets to veterans offers an option to view their comments. We also send various questions that out after theater events about user experience – parents commenting about appreciating offering a booster seat in the theater. We can start thinking about this in marketing our future events so that people know those options are available. This allows us to get data in real-time and afterward.

How we’ve handled data from our previous Public Hearing on Programs (in March 2022):

**Some suggestions received are programs that MCC is already offering.* But it may give us an opportunity to re-think how we’re offering that program, or how we are marketing it – if someone doesn’t realize that we are already providing that service or program. If programs are duplicate or compete with other programs being offered elsewhere within Fairfax County, MCC may at times set those aside – we must be careful about not duplicating or competing with the library or Springhill RECenter.

If a suggestion requires significant alterations to the building, we may set that aside and bring back to Programs Committee for later discussion.* For example, we are in discussions now about how we can re-purpose an existing room at OFC to become a sensory room because there has been a lot of public interest in this. It involves long-term planning. **We look at doing things in the short-term as well as things we can incorporate into our future budget. MCC staff team does a very good job of advance planning. Sarah Schallern Treff is already planning out the theater season for next year. Therefore, if someone makes a suggestion for next Spring at one of our meetings, it may take one whole budget cycle before an activity can actually get implemented. **We must always manage expectations within the community in regard to their suggestions** - just letting folks know we have to be mindful of that. When the opportunity presents itself, we do add things in. Erin Bieger is programming on a yearly or quarterly basis. The Instructional Program area is more flexible – while we can sometimes add things in, we still plan one year out. **People don’t realize when a person makes a suggestion, there may be a time lag as to when we can implement it.**

**Requirement to use county-approved vendors through RFP process.* If there is a new program the community wants and we need a vendor to do it, MCC must follow Fairfax County RFP process to have the instructor go through the contract procurement cycle, which takes time.

Question: I thought that for a one-time presentation, you didn't have to have county approval. Is that not the case?

It depends on what it is. If it's something that MCC is paying for (one-time) we can get away with it. But if it's an ongoing class involving an instructor, we may have to go through a procurement process for that. It also depends on how much that service costs: as instruction gets more and more expensive, it limits our ability to do it without going through the county process. A lot of SIA speakers brought in from the county are at no-cost. Now that we've lowered the fee for SIA, for a majority of offerings, participants don't have to pay anything. We are exploring having some of those activities be open to the wider community – evaluating facilities availability and what our load is if we offer something. We're working on seeing how we can handle that expansion.

**Consistency with One Fairfax.* MCC Governing Board made a great decision to really lean-in to One Fairfax. While we may receive a lot of suggestions from the community, in looking at MCC's overall offerings, we must check if it is not diverse enough and that it addresses the needs of all residents. We may add things in so as to be reflective of our community and making sure we are providing opportunities where people can get those experiences.

HIGHLIGHTING SOME TOP RECOMMENDATIONS FROM PROGRAMS OFFERED LAST YEAR:

*Foreign language festival – this is recommended for a future year.

*Theater performances tied to Cultural Heritage Months – two weeks from now, Alden Theatre will feature Native Heritage month. This year we have a one-man show by an activist – his story of growing up in southern California and how a lot of the landmark Supreme Court cases on tribal sovereignty affected his life and different outcomes. It is a compelling way to start to understand an entire world that you may not have access into, and to understand another person's experience. This is an example of how The Alden is being intentional about cultural heritage.

*Adult Game Nights: In January we will add a Saturday morning "game day" for youth

*Alcohol at programs! Beer tasting event. Mike and Sarah met with Celebrate Fairfax; they have been doing this for years and will provide support on how to offer alcohol at festivals and events (Spring or Summer 2023). We will examine this from a liability standpoint and from the perspective of not putting a burden on our staff.

*Knife skill classes – we will offer those in the Fall 2022 and Spring 2023

*desire for expanding informational classes/talks on Environmental Issues, especially leading up to Earth Day.

*Focus on local artists (as well as things we offer outside of this building): Sunday, Nov. 6 will feature a band called "Six Pack Rodeo" (country with a kick) and their leader is a McLean resident! Also, at McLean Day, we try to exclusively focus on performances from local residents on the community stage. 50% of our outdoor concerts in the park featured artists who are residents within this area.

Question: Will McLean Community Players be given opportunity to perform over three consecutive weekends as they did previously?

This summer 2023 they will have two consecutive weekends; they seem pleased with that. Sarah Schallern Treff and her team worked with MCP to see what they can handle at this point as they re-build. We will welcome them when they are ready to get to increased capacity.

*EV charging stations – when talking about programming, that was in mentioned frequently.

*Juneteenth Celebration – a desire to have this celebration annually and we are planning to do so.

Secondary recommendations and progress underway:

*Gardening programs – we had a trial with the SIA group and now we are seeking a provider. A meeting is set up with a Master Gardener.

*Girl & Boy Scout badge programs: We must find a vendor to do that work. There are no contractors that will do it because in order to teach Scout badge programs, Scouting of America must certify an instructor. It's more likely that we will be focusing on Girl Scouts and Cub Scouts. Or potentially we could have a staff member or an instructor on staff to be able to get certified and do some of these programs. We must steer clear of duplication/competition:

FCPA already offers scouting badge programs locally at Lewinsville House in Lewinsville Park. 95% of their badges are nature and environmental-oriented. If MCC offered something on a different topic, that is a way that we would

not step on toes and be competing with FCPA. Mike Fisher is sitting on the county RFP committee for vendor selection (3-4 times a year); so he must read all those proposals. Anytime we are drafting such proposals, Mike will give feedback on the types of vendors that we are looking for classes and instructors and he sits on that to make sure MCC is represented in that selection process, if there is something that aligns with what we are looking for.

Question: Does Fairfax Co. schools offer support for these Scout badges?

NO – they are not offering badge programs; the schools have really moved away from that. We have received information that the schools are moving away from offering enrichment programs.

Comment by the Governing Board Chair: In a lot of summer programs in Springfield, VA, they are offering that at some summer school programs; all you have to do is ask at the end and they will give you a certificate – they will issue a certificate in rocket-building.

ACTION ITEM: Maybe Mike Fisher can look into that and see what the possibilities are.

*senior crafting sessions (building the SIA program)

*community mural – part of planning for MCC's 50th Anniversary celebration.

*Free and reduced-cost programming: All SIA programs are designed to be low-cost and now we have made that happen. We offer a variety of free movies, free outdoor concerts; a substantial number of performances are now \$5.00 per ticket. In February's Programs & Outreach Committee meeting, we will discuss research on what we are doing about price points for classes.

*We have gotten some history on McLean Tours

*speakers on childrearing (AKA parenting)

*Tour d' McLean bike event

*"Suddenly Single" topical lectures

*pollinator garden; community composting

Acting Executive Director Braff pivoted this discussion:

1. What we are emphasizing is: **managing peoples' expectations around when they give us feedback, and that there may be the delay in execution, especially if something is tied to a budget request.** For ideas submitted this past spring, a lot of it may be for FY25, not FY24. We've got to help manage the expectations: there may be some things MCC can do immediately but there is often some time lag.

2. The big thing we want to address in January 2023 is to start talking about a Community Survey. A lot of our surveys right now have been very open-ended; and we really want to start doing them where we have respondents rank-order: What are the preferences about the things they would like to see? **And also having the board help us in getting responses back from the community when we do the Community Survey, which will be done on an annual basis. Also, some targeted focus groups - making sure we are hitting all of our community, especially those who may be under-represented here.** At MCC, we want to make sure we are doing what we need to do so they can get here.

3. We also want to have a **staff/board retreat with you all**, making sure we are in-line with everything, together.

Q & A:

*value of public rank-ordering various suggestions

Question: We had the strategic plan that polled several people in the community. How will that differ from this proposed survey?

Comment by Evan Braff: I think we want to do something on a more regular basis. And the way we polled people (from my understanding of it) was very open-ended questions and not as targeted. It becomes very hard for us when folks aren't ranking things and telling us what the priorities are. We want to shift the survey a bit to allow for some ranking that can help inform the board in regard to the guidance they want to give to the staff around programming.

Comment by Mike Fisher: **Effectively, we're going to take some of those responses given and include those as options for people to rank. So, no longer will the only way we can measure interest be: How many times did someone mention this specific suggestion? Now you will be looking at a list of 5-8-10 things and the public will tell us 1-10 how they want them prioritized. That gives us a much clearer picture of: This is the one we should be doing because that's the one the most people put highest up on the list. So, it will be further information for us.**

Comment by Acting Executive Director Braff: **Even though I appreciate the survey results, I think we want to make it richer and allow you to have a more information as to answers about what the priority is. We also must balance it with the One Fairfax lens to make sure we are being inclusive of everybody in the community as we do this.**

*examining trends and programs offered at other community centers

Question: Are we looking at what other community centers are doing (their programs) to give us ideas of something we should offer?
Yes – we are always looking at what other people are doing. Danielle, Erin and Andrew have attended some conferences where they learn about trends. This discussion is about how we want to roll-out a survey in March 2023.

*taking note of spontaneous feedback by participants attending MCC events

Question: I was talking to many parents on Saturday and they gave me feedback at that time. A survey is great for collecting data. But how do you want such spontaneous feedback to be submitted? Because perhaps some of those people will not fill out the survey.

Response by Acting Executive Director Braff: Any time you all attend events, how do we collect and deal with feedback? When board members get that feedback, share it with the Executive Director. We've done it previously (talking about some signage at an event) – so we can get that out to the folks and they can react to it. We want to deal with it in real time.

*encouraging feedback through various methods, as needed (DEIA)

Question: During the strategic plan, a gentleman came in who received a postcard and said he didn't have a computer. How would we get his feedback?

Response by Acting Executive Director Braff: We have already thought of that – to make sure there are other options where people can give us feedback if they can't go online or don't have a computer. That's part of equity: outreach to different historically marginalized groups with their needs: through high schools; adult programs (connecting with adults with disabilities); S.H.A.R.E.; local senior centers. We've also talked about the survey having the option of being in other languages. I think you are also getting at really trying to figure out who are those focused groups that we haven't connected with, and perhaps a survey isn't the best option for them. How can we make sure those folks are being included? I've done surveys before where, if someone can't fill out the survey, they can call somebody or a place where they can come and fill it out. If someone wants a hard copy, we're going to make sure they get it. There are a variety of different ways to present it so it is as accessible as possible to folks.

*alcohol at MCC events

Question from the Governing Board Chair: A lot of great stuff – it actually does reflect what I have been hearing as a community leader. Will beer tasting be inside the building or outdoors?

Yes! Everywhere! As of now, we have a desire to offer it both inside and outside. Sarah would like to offer at intermissions to let audiences come out and get a glass of wine or beer and go back into the event. We are not there yet – some other theaters give people sippy cups and let them go back into the theater. We need to work through that because of concern about clean-up and the mess associated with that, because The Alden Theatre is our investment. Catherine Nesbitt would love to figure out a way to offer alcohol at McLean Day – adding that to the event for next year. We want things both inside and outside; we just want to make sure to address any liability issues. We are learning about that, which is really important. Celebrate Fairfax has great models where it's not a heavy burden on us – example is "Block Party": they team up with a local brewery that comes in and they are in charge of that whole piece. Mike Fisher is doing some research on this, having a conversation today with folks from the city of Manassas,



to learn about their “First Friday Nights” and how they do alcohol. We hope this spring we can pilot one or two things for learning experience. I appreciate Celebrate Fairfax being with us because they’ve been doing this for years. They will have dedicated staff to help us make sure we are planning it in the right way, especially a first attempt.

*interest in Juneteenth as an annual event at MCC

Question: Juneteenth – is there a plan to continue doing that on a yearly basis?

Yes – we are going to do that again and hopefully, we will have some news to share soon!

*upcoming: new programs featuring technology and art

Comment by Acting Executive Director Braff: Danielle Van Hook and Sarah Schallern Treff are having an artist in residence using XR (extended reality) – this is an opportunity for kids to experiment with some new technologies and also connect technology with art. That’s one of the things in the strategic plan – dealing with mental health issues. We want to dedicate the January 25 Programs & Outreach Committee meeting so folks can hear more about what we’re thinking about in regards to growing this aspect.

Deliverables: 1. Sarah Schallern Treff said the committee will receive a DRAFT of the survey in January 2023 and a working group can co-design how it will look: what options are included for ranking and that sort of thing, and suggestions for moving forward. 2. This PowerPoint presentation will be sent to the full board.

Recommended next steps:

1. Refinement and adoption of strategic plan
2. Staff will deliver a draft of the survey at the January Programs & Outreach Committee meeting

Summary by Acting Exec. Director Braff: We want to thank you for asking the staff to do this. The team had an excellent discussion about where we currently are with programming. While we did dive-in on everything, there may be a few things we missed that are priorities for the board. We want to hear that as well. Any questions or feedback the board has we are very open to hearing it and making sure we are on-track in regards to where we are going.

Chair Bartosiewicz thanked the staff for doing this important work.

COMMUNICATIONS & OUTREACH **summary remarks by PIO Sabrina Anwah*

The Public Information Office team has been very busy in recent weeks for several reasons:

1. MCC’s new website launched two weeks ago Friday (intentionally launched late in the day at a time of low usage). It looks good but has a lot of organizational problems and many 404’s; we are working out kinks. We are thankful it is up, having taken many months to get to this point. We had one training but need to have a second training.
2. Registration starts on December 5 and we will be very busy getting all the class information up on the website.

Comment by Acting Executive Director Braff: Special thanks to Sabrina and her team! I don’t think people realize how much time goes into creating a new website. Also note that Sabrina and her team have launched four MCC websites during her career at MCC – and each one has been a nightmare! We are hoping for good things!

3. We also are taking the branding of the website onto the *Connection* ads that MCC runs; the newsletter also has a new look to match. We are trying to make use of all branding support that is possible.
4. Winter/Spring Program Guide is coming along. Recall that because of the cost of paper supply, the decision was made that we will not be mailing to every household in the tax district. In lieu of this, we are working on a campaign that will include a postcard to remind people that registration starts and to give some teasers of what is great and wonderful coming up in winter and spring. We also plan to do a social media campaign, fliers and other materials to take around to local destinations to let people know about us. We will do an e-blast through the Park Authority, and

for any of the ACTIV weekly e-newsletter and monthly newsletter users to let them know registration is starting. The postcard directs people to view online or come in to pick-up a copy of the Program Guide.

Comment by Acting Executive Director Braff: I want to remind folks that was a direction by the Governing Board: to be efficient... thinking about paper usage. We are still providing the option if someone needs a paper copy of the Program Guide, they can come by pick up a copy at MCC. We will have copies here and at the library.

Opinion expressed: A suggestion was to put a QR code on the postcard to link people to the website.
(Great idea! Thank you!)

5. Fairfax County Channel 16 TV came today to do a PSA about the Antique Show starring Catherine Nesbitt. They will also come in on Friday to talk about a video of The Alden Theatre called “Behind the Scenes”. We will have Diane Alden interviewed on Channel 16 in the future.

6. We also met at 4:30 p.m. today with Youth board members Charlotte Loving and Sarah Tran about the Youth Ambassador program. These Youth Ambassadors are not ‘influencers’ – that’s not what they had in mind. So, we are re-doing the flier to show it focused more on the support aspect in terms of social media.

7. The PIO office now has a part time administrative assistant starting next week – which we have not had before. Her name is Julia Jones and her main duties will be helping with bill paying and the associated paperwork. Julia will add our events to websites... put up signage on Route 123... take program guides and other promotional materials to local libraries. She is a public policy student at George Mason University and we are thrilled to welcome her!

Question from Governing Board Chair: I have two questions on the website. Thank you; I like it! 1. Minutes for the committees are not showing. Where will it be? 2. FY2024 budget is not showing on the new website.

Comment by PIO Anwah: It has not been our policy to put committee meeting Minutes on the website. The exception was that we did put the 4-5 meetings that had to do with the search subcommittee. We don’t usually post committee meeting Minutes.

Comment by Governing Board Chair: But we are recording all meetings and claiming that these will be available. We are saying that all meetings are being recorded and I think it makes sense to have those Minutes posted also. I’ve always asked for this, because a lot of times we are in meetings and we’re referencing a position that was made and there is no record of it unless we discuss it at the general meeting.

Comment by Ms. Novak: You would have to look back to your pre-reads for each meeting [which DO contain all the committee meeting Minutes that occurred in that month.] The pre-reads are shown on the website for all previous board meetings. Once the board meeting Minutes are adopted, they are shown as final on the website. But at that point, no pre-reads are attached (because they were visible for the month prior).

Comment by PIO Anwah: The July board meeting had pre-reads, they would still be linked on the website. The list of all the meetings of the entire year stays up on the website the whole time.

PROBLEMS:

- The pre-read documents of previous meetings are not showing on the new website, which is a glitch to be fixed. No pre-reads whatsoever; none are showing.
- The FY2024 budget is also not showing on the new website (when she clicks on it now).

Comment by Acting Executive Director Braff: We can have a discussion about if we show all the committee meeting Minutes also on the website. We are keeping record of them, so let’s have that discussion and figure it out. We’ll explore that. Thanks for catching that, Barbara. Sabrina will talk with you directly about this. Some things Ms. Novak has brought up about transparency applies: if you are producing committee meeting Minutes already, it adds to that transparency to the public. The schedule of all committee meetings is shown. We will go back and see if there are more glitches in the new website.

Ms. Novak assured everyone that there has been no change in her procedures; she has been submitting the audio and Minutes records every month to the PIO office. A transfer of this data may not have been done by the vendor (Kompleks).



DISCUSSION: CELL PHONE DATA PILOT OPPORTUNITY

**remarks by Scott Sizer, Public-Private Partnerships Policy Coordinator - Fairfax County Office of Economic Initiatives*

Mr. Sizer attended this evening to explain the county's efforts in cell phone data gathering and assess whether MCC would be interested in being part of a pilot study.

Background: Thank you for having me today; the discussion in this meeting is a perfect lead-in to this topic. The Fairfax County Office of Economic Initiatives is a newer department in the county, looking at economic vitality and economic development through the county's perspective. We work with small businesses – owners; entrepreneurs. We did a lot of work during the pandemic in helping to support our small businesses throughout Fairfax County. Another staff group works on innovation and high-tech sectors: trying new things; working with new and emerging technologies; and certain sectors that are identified as important that those sectors be counted. Scott Sizer works on public/private partnerships, looking at places: How can we support places? Community development? Supporting economic development through investing in community organizations and all the benefits they bring to the surrounding businesses around them.

The earlier discussion tonight focused on some strengths of being a public institution and having to go through a procurement process. In this case, we have worked to really try to get better economic information about businesses, and business users. We have gone through that procurement process with the county, and now have it available to any county agency or county-funded entity. I'm starting to look at all the kinds of data that is available to us and looking for potential case studies... and for potential users. I look at the data and get some information; we know how well it lines-up to what you are seeing, in terms of: 1. How you see your business? 2. How you see your users? 3. How you could best use this information to help inform your programming and other kinds of opportunities?

We try to help to inform how communities are being used; how specific investments the county is making (park spaces or streetscape improvements) – What are those impacts that they're having to the surrounding businesses and community? Also, we can look at individual businesses in terms of how those are working and what are different activities that they are doing to help improve some of their outcomes, or not?

Pilot opportunity: We've started thinking about different users and "use cases". Having worked with Evan Braff on other projects and thinking about whether MCC potentially could be a partner, the question is whether MCC would be interested in being a pilot site for this technology. MCC functions somewhat differently than FCPA or libraries, or other groups. It would be a good type of "case use" if you all were interested in accessing some of this information. Working together – the data is there, but I don't know how you could use it and if it would help you. I think it could help you with the earlier discussion you had. And also, it would also be great for me to have some sort of case examples of how county agencies are using it and ways to do that.

Vendor: The software vendor is "Placer AI" – they use cell phone data: locational information that is provided by applications from partners who allow them to get the locational information on apps that go on peoples' phones (folks who have opted-in). You can install it on your phone: Can I understand where your location is? The person says: "Yes." They capture data; they work with those users/apps to provide that information anonymously. They use that information along with other kinds of statistical information that is out there (such as census tract data) to understand patterns with how that information is being used/where that locational information is. They use that to report gross summary statistics: Who is using your site? How folks are using your site? Placement; catchment data, etc. It's a potential tool to use.

Q & A:

Question: If I as the user happen to be traveling, how much can you depend on the accuracy of this data?

This vendor has machine algorithms (artificial intelligence). Basically, they try to understand locational information to see if the phone is being moved around and what are those patterns – and it tries to learn what those patterns are. A great example is that they record information about "home" and "work": If someone is at home, they treat that

person as an employee. If they are spending more than 8 hours a day at a single location, it will tag that as your “home” or maybe your “work.” It starts to then look at other types of historic information about that point. For instance, if over the course of six months, I am going from a grocery store to a particular place, and that place is also where I’m spending 8 hours on the weekend and 6-8 hours every day, it may start to think that this must be where the person might live. So, it will categorize this location as their “home” rather than a place they are visiting.

MAJOR CONCERN ABOUT PRIVACY: When Acting Executive Director Braff approached the Board Chair and Programs Committee Chair about this, a key question was about privacy. There is some concern about that. For MCC to become a pilot, this concern must be addressed. Example uses – the data could have the potential to tell you: What is the average stay that someone stays at MCC? What are the peak times that people are coming into MCC? What are the off-peak times? Some of the data could give us a lot more aggregate about gender; age; other good demographic data; and also tell us about some non-peak times when people are coming to MCC. The concern we have heard in broaching this topic (and why we are not going into a deep-dive tonight) is because of some concerns that folks have around the privacy issue.

Question: I was thinking about it tracking where I go; but you’re using it to see how many people came to MCC between 2 and 5 p.m. on Sunday for this event? Clearly, what you are using this for is utilization of the MCC facility.

Correct. And the only caveat is: the data and information that is here has potential to be used by MCC staff and board, figuring out what you’re interested in knowing – about: 1. Who is using the space? 2. But also, if based on your ticket sales, we think 300K people are coming here throughout the year and this software says there is only 20K people coming in-and-out, something is not matching up. Something is not right – and we really want a better understanding. It is used to measure utilization of this facility and also some marketing and outreach components. Another reason Scott Sizer would like to pilot this with specific places is: just because it’s ‘data’ that somebody has ... How is this data matching user expectations? Does it make sense?

Question: Who owns Placer AI? I believe it is a privately-owned company.

Question: Yes, I know it is. I looked it up. But who owns it?

Again, it is privately-owned. I don’t know who the primary investors are or whether information is available about ownership. Sometimes private companies do not have to disclose all their investments.

Question: Would it be possible to use this for attendance at large-scale events (set up a geofence around an event space at a large park) and then we could get an exact number of people that came into McLean Day?

Yes – that’s a key piece that were looking to this for – to help augment. If you have ticket sales, that is one measure; libraries have a door counter. But at huge events, it can be used this way: How many people use MCP every day? There is no entrance to the park; having a geofence would enable you to understand that. It is a useful tool for really large places and places with multiple entrances: being able to understand where people are coming in-and-out of a location or a site. Useful in outdoor settings (to augment headcounts and other standard measures). It is really helpful if you have larger outdoor areas: 10-block radius where are people walking; on a community scale – downtown McLean. Where are people walking? How are folks moving through the site? If we are doing a big festival here, what kind of impacts are we seeing? It’s very hard to measure on a community-wide scale, so geofencing offers that piece.

Question: In public news coverage, there is a concern about privacy that was raised by Senator Warner. And there was a letter published in response that allayed some of those concerns. Do you have to have location services turned “On” to be able to access this?

Yes – they only collect from certain partner applications (Placer AI doesn’t share who those apps are) and they do restrict it to ones that ask to use locational information – apps that won’t collect your location information without your permission and also have strict rules and enforcement around how those applications have agreements with the user of the application for how that data can be shared with other third party apps.

Question: Do you have to let people know that this is happening on-site? Is there signage posted to let them know that, if you have location services turned “On” in your phone, your information is being tracked here?

To my knowledge, there are no locations that announce: ‘Your information is being collected here’ or not. That really goes with your phone - it is part of your phone security and phone set-up. If you install applications that allow location services, at least this type of data is collected that way. And so, it’s up to the individual user and their personal management of their phone, in terms of that disclosure.

Question: Who has access to the information that is being collected?

Regarding the information that’s available: Placer AI collects that (not on an individual basis) and aggregates it (we can talk about privacy limits and concerns). One of the reasons we selected Placer AI is their attention to protecting individual privacy and aggregating information in a scale – not just collected, but also how it is shared with other folks. Placer AI is a subscription model. Fairfax Co. and our department has led getting access to the data that is available – it is available to county agencies and the supporting funding agencies. We haven’t put a giant sign out to every agency saying “Hey, here’s this. Is there a use?” **But that’s what we are trying to understand: What are those specific case uses throughout the county? And looking at some specific agencies to see if there is a pilot possible.**

Clarification by Acting Executive Director Braff: They want to pilot and see whether or not it is worthwhile. The county is considering whether to continue subscribing to it and that’s why they are looking for some pilot sites to test this technology, and really partner with experts to understand their sites and how to use this technology. Regarding an earlier question: Is this data that we are getting from that ‘garbage in...garbage out’? Or are we really getting information we can use a lot?

Summary remarks by Governing Board Chair: I would recommend that an FAQ document be prepared (instead of trying to figure it out). And also: What are the benefits for a community organization like ours? Better programming? Different programming? Is it: More people coming to programming? What is the goal?

Comment by Scott Sizer: This is a tool that allows you to understand: Who is using your site? And maybe augment your existing sources that you’ve got. It doesn’t help with understanding youth patterns... one of the privacy issues is: They do limit any information that is captured by youth; don’t allow to capture in the app. So it’s not going to help you understand some of your youth programming- both because that population may not have phones, but it’s also because they don’t allow it to be collected. They don’t capture from their 3rd party from their application (such as KnickKnak as a random app may have information about you, but Placer AI will not take that information). But it could help with your senior programming: MCC is over-represented in these categories based on the surrounding population. And then it’s up to you to say, “Wow, we have a lot of seniors interested in programming – let’s expand it.” Or, to the other conversation I heard tonight: “We’re doing a lot of programming for seniors but we are under-hitting some of these other categories. And these are maybe categories where we could beef-up our programming.” It’s up to you to decide your programming goals and how you want to use this information to inform your choices.

Question from Sarah Schallern Treff: It sounds like you can get age ‘range.’ I’m wondering how much information you can get? Such as: How many Instagram or Facebook users there are?

NO – they have not shared that and Placer AI is deliberately vague about who their party applications are who provide the information to them. Part of machine learning/AI: If you have an app (such as KnickKnak) that is primarily used by 20-year-olds, it will know that a lot of people of that age group are coming into MCC from that app’s location service. They will adjust your information and interpret it as: those are mostly 20-year-olds coming into your facility and understanding how that affects your overall mix.

Summary by Acting Executive Director Braff: Please give some guidance about how we want to move forward with this. Regarding the full board, is this something you want us to explore? Is there some additional information you would want us to get from Scott Sizer? In all transparency, Scott is intentionally very vague

tonight. I didn't want to go into depth on things because the privacy issue arose. I wanted to keep this discussion very high-level. And of course, if he needs to come back and give us a more detailed briefing, he can do so. Let's take one more question and get some guidance.

Question from MCC staff: Does the system differentiate between adults and minors? Is same level of data collected on each?

Yes – it does distinguish. There is a greater level of information that's available on adults, certainly not minors. The other piece of the privacy component (and this may limit it, depending on if your user base is large enough): if you have less than 50 folks attending a program, that information is not available in any level of detail because it's too small a sample size; and definitely would cause a concern about privacy.

Question: If we thought Facebook was driving people to our event, can we go directly to Facebook and ask that question? Does Facebook have a service like that? Yes – that is how we already track how our marketing dollars are being spent.

NEXT STEPS:

Requests from the Governing Board Chair: For the board to understand this better, we'd need a document that explains what this is and what do you see as the benefits to having something here at MCC? Is there a cost associated with this pilot (zero)? Timing – When would this be happening? What is the level of effort from MCC staff? If it's a pilot, what is the time frame of the pilot?

Comment by Acting Executive Director Braff: We can work on that. So, if we came back with more information as pre-reads for the January Programs & Outreach Committee meeting. Does that work for you, Scott, or were you hoping to do something rather quickly?

Response by Mr. Sizer: I think that works. The other piece: If Programs & Outreach Committee wanted to meet in January, I could show you their stock and default information that they capture. But if you actually have targeted ideas as you are developing the strategic plan and starting to look at the impacts mentioned earlier, if staff has exact questions: Here's the kind of information I'd like to see... I really care about finding out how people who are using MCC facility during the weekday are the same or different from who comes on the weekend? Can we look at those two kinds of groups and how they use the facility? If we were to work through some of those pertinent questions, then we could come back to you with some data around that.

Comment by Acting Executive Director Braff: My question to the Board Chair is – Do you want to come back to the Programs & Outreach Committee or to the board as a whole?

Response by the Governing Board Chair: I think having more information before it goes to the board - so they can see it as pre-reads.

Comment by Acting Executive Director Braff: At January's Programs & Outreach Committee meeting [Wednesday, January 11], we can come back and detail it a bit more. I just wanted to land this softly tonight and make sure people wanted to move ahead before we proceeded ahead. But I think there is a way we can come back now with some information and focus little deeper with some examples of how this is going to look.

Request from Chair Bartosiewicz: In this case, explicit may be better than vague - because the subject matter is sensitive. I feel like it's totally understandable that everyone hesitates where there is vagueness.

Comment by Acting Executive Director Braff: I think now we can get into a lot more specifics; but I wanted that guidance before we did so because I also don't want to open up a can of worms: people see that it's a lot broader - "Oh, my gosh!" So now that we have some guidance for January...

Comment by the Governing Board Chair: And also: What are the guidelines? Because I would think we need an announcement to advise people coming to MCC – something that says: "You're being tracked." I don't know what language you would use for that. The lessons learned from other areas you are working with would be very helpful.

Further comments by Mr. Sizer: Sure. And one of the other things, a lot of businesses cases tend to look at: How are we performing vs. our peer groups? Trying to understand: Here's where we sit in the market and where are our peer groups? So, if you do look at other community centers or other places, you can start to look at those types of data matches.

Question: There are competitive services (Facebook). Do we have any sense of who else is in this marketplace so as not to run into a problem of not doing a competitive RFP? Yes – the county has already done that piece (vendor research). There is no cost associated – it's covered under this. Mr. Sizer is wanting to basically 'check' the information the county is getting, also build some trust in what we're getting, and also to see if we can help serve those kinds of research questions.

Summary by Acting Executive Director Braff: At the January Programs & Outreach Committee meeting, we'll allot 20 minutes for this topic. We'll also talk about youth programming and dig-in a little deeper on this I think it's interesting to explore and to see what the possibilities are. One thing Scott Sizer shared with me is of interest: We always get a question about the percentage of Small District 1A-Dranesville residents who are actually using MCC? I think there is some good data which potentially could tell that story. In terms of something that would be of interest, there are a few highlighted things we would want to know that could help guide our programming.

Comment by Chair Bartosiewicz: I always see risk with new ideas. The risk/benefit ratio analysis would be helpful.

Comment by Acting Executive Director Braff: Yes – we can talk about that.

BETTER BLOCK

As directed by the full board in 10/26 meeting, Programs & Outreach Committee discussed in greater detail:

1. What MCC's \$9,200 contribution would entail?
2. Specific ideas to support the "Better Block" concept in downtown McLean.

Update:

a. MCC staff is fully-capable and has an interest in taking the lead to develop this kind of event.

Acting Executive Director Braff said tonight we don't need to make a decision about Better Block – but it relates to a discussion we've had about some activities outside of MCC building. He and Catherine Nesbitt and Mike Fisher have discussed: Is there a way that we could do something in downtown McLean that MCC staff could be the lead on?

Suggestion by the Governing Board Chair: I met a woman in Reston and Fairfax who had a unique title – all she does is these types of one-off activities in the community. She has been doing this for years. Reston CC has a full-time staff person who does this kind of specialty.

b. Having county funding guaranteed first would be a prerequisite to MCC allocating any monies.

Mr. Braff talk to Liz Hagg (county liaison) and Kim Dorgan, who will be setting up a joint meeting with MCC staff to explore that. **Instead of leaning into the Better Block option, Acting Executive Director Braff suggests: Before considering doing Better Block, you would want to know what the county's contribution is going to be. That was kind of vague; it was said that the county was going to make a significant financial contribution to it. I don't think that financial contribution has been procured yet. So my guidance to Liz and what I'm directing you all is: that you direct us to explore this option of seeing if the McLean Community Center could be the lead.** In talking to Liz Hagg (preliminary conversation), she felt she could help with some of the things we are not experts on (such as getting the permitting for closing-off street blocks); there could be a really good partnership.

Summary recommendation: What Acting Executive Director Braff suggests to this committee: the guidance we are giving right now is that you all would like MCC staff to explore that other option; and the only time you'll consider the Better Block option is once you hear what the county contribution would be if that's something they are choosing to do. Because in putting out \$7,200 from MCC as a down payment when you

don't even have the county's contribution yet, I think you would want that secured before you all would even make a commitment. Because if you put in that \$deposit\$, you're not getting it back.

c. Concept of downtown event fits with MCC's new emphasis on programming outside of MCC facility.

Comment by the Governing Board Chair: I agree with that. As we've discussed before, it's based on this past year's strategic plan - that we want to do more outside. It does make sense that we lead with partnering with other organizations.

d. Better Block is an appropriate vendor; but whether there will be ongoing annual funding is unknown.

I think Better Block sounds like a one-off event. If we do it this year for \$95K (as an overall final amount) then what's happening next year? Who is paying for it? Is it going to become a part of our ongoing efforts? Do we have the talent in-house? And if they are willing and able to do that work? It's just a matter of continuing the conversation, but also the timing, because everything sounds too much up-in-the-air. But if it's a plan, especially since we're looking at the 50th anniversary of MCC, we could start that. They talked about location – where? Elm Street seems to be the perfect place. There is a lot of coordination; but someone like MCC Governing Board member Lisa Mariam knows what it's like to do things like that; and Liz Hagg knows also. My preference would be that we don't move forward with Better Block – but it's not my decision alone. I want to hear what other board members have to say.

Another board member loves the idea of working with Better Block – she thinks it's a great proposal. But she also appreciates the Board Chair's point about making sure that the bulk of the funding is also there. It doesn't make sense to move forward unless we are sure that this is going to go.

e. Involvement of other local community organizations is also a necessary prerequisite

Comment by the Governing Board Chair: But I also think it leads to the same question that I just posed – is it a one-off kind of event... or is the county prepared to pay for indefinite number of years? I don't think that's the case. For a one-off event of \$95K, I would hit the 'pause' button because there are other organizations downtown and they should be helping too. Where are they in this partnership? Because it sounds like McLean Revitalization Corporation is asking MCC to be the lead agency on this. But again – it's back to the staff.

f. value of using an outside vendor - Better Block? and/or... Celebrate Fairfax?

Question from Chair Bartosiewicz: Back to the comment mentioned about having the staff and the talent – does staff feel like we have enough people to pull-off this event? Or would it be helpful to use the Better Block vendor?

Clarification by Sarah Schallern Treff: Yes. For that amount of money, we could hire someone full-time to oversee it!

Question by Catherin Nesbitt: I'm still not clear what is being proposed by McLean Revitalization Corporation?

Response by Chair Bartosiewicz: I think it's a Friday/Saturday event.

Comment by Mike Fisher: I think she was intentionally vague so as not to push people away or voice too many ideas. But it also sounds very similar to what we're talking about partnering with Celebrate Fairfax on. We've got three different irons in the fire working the same angle. Which one is going to be the best option?

Recommendation by Acting Executive Director Braff: What I'm asking is - before you vote on it, let us have the discussion with Liz Hagg about this other alternatives and come back to you. Even for you to consider Better Block, you're going to want to know what the county's financial commitment is. Before you even vote on it, you would want to know whether or not the county is making that significant contribution. Because we're talking \$95K - \$100K for the whole package and they were just asking for \$7,500 to begin with (10% of the overall). I think you don't have to take a vote tonight; let us explore this. I think we've got some guidance: we will set up that meeting for MCC staff to explore working directly with the county. Catherine Nesbitt has had a long-standing plan to do this. We have been talking about this for years. And we don't need \$95K to do it!



Comment by Chair Bartosiewicz: I think we will just press ‘pause’ and wait to hear back from the county and then we will have a better understanding of the financial commitment.

Clarification by Acting Executive Director Braff: And Celebrate Fairfax was going to be a partner with Better Block. In talking to Liz Hagg, she understood that we think we have some MCC staff capacity and she was excited about that. **But to your question about the sustainability of it and not making it a one-off: there is a way to do this. Mike Fisher just had a conversation with the folks from First Friday Night. We are doing some learning and also talking to folks in Vienna and Herndon.**

And to the Governing Board Chair, this is what I advise: Don’t over-commit on this; but I think there is a way for us to try it at least once this summer – before we get to the 50th anniversary.

OPPORTUNITIES FOR BOARD ENGAGEMENT AT UPCOMING PROGRAMS & EVENTS

**A list of upcoming events was distributed to all board members.*

Visible presence of Governing Board members at MCC events serves the following goals:

- Involving Board members in key logistical support for MCC and OFC events
- Opportunity for connection with the community through direct personal interactions with residents
- Transparency of MCC operations to the public
- Assessing public interest in MCC events from first-hand observation of the experience
- Better understanding of MCC operations and scope of program offerings through practical experience

Anna Bartosiewicz attended Monster Mash with her daughter and had great fun and silly shenanigans! OFC is a great facility! Melanie Sletten and Barbara Zamora-Appel were at Trunk-or-Treat. Mike Fisher thanked them for their support of this event. Four large coolers of candy were leftover; we are working on donating it! The volunteer opportunity list was sent to the whole board. We welcome any board members to assist with these future events.

OLD / NEW BUSINESS

Chair Bartosiewicz opened the floor to any topics of old or new business.

Instructional Programs Manager Erin Bieger shared about a new program we are hopefully adding: a woman who could potentially provide children’s yoga classes. This is a product of the county’s RFP process (a local resident): she came to us indicating her interest in offering classes here. We directed her through the county’s RFP process and she successfully negotiated a contract. Now we are taking the next step in that process: to start trial runs of her classes and teasers for the public to gauge the appetite and public interest. A big element of these trials is surveys specifically addressing timing? frequency of classes? When they would be available for it? (to inform when we schedule it).

Comment by Acting Executive Director Braff: I think that goes nicely with the request of board members to develop programming around mental health for kids. There are important linkages.

Unruly Theater Project (UTP) has their first performance this Friday at OFC. It’s a very fun evening for everyone but specifically teenagers really enjoy it. Bring teenagers whom you know!

Two opportunities are already announced on MCC website (that we normally don’t announce until later):

1. Macdonald Scholarship Competition – applications are open and people can already start submitting and get their times solidified.
2. Spring Production – audition form is up; people can sign-up and get an audition time. It’s mentioned in the Program Guide but as you are talking to different communities: people ask about these early, so let them know that it is available on MCC website and we are able to give them more information earlier this year.



McLean Day – we also ran a successful early campaign for vendors and booth spaces at McLean Day. We’ve got a lot of vendors already signed-up. McLean Day stage opportunities will open up soon.

McLean Day stage – we are launching applications for the McLean Day stage (featuring local performers)

We are gearing up for two youth events: Holiday Gingerbread (registration is already full) and Milk & Cookies with Santa (registration is already full).

Antique Show on Nov. 12 & 13; Holiday Craft Show coming up on December 2, 3, 4.

ADJOURNMENT

Chair Bartosiewicz thanked everyone for attending and adjourned the meeting at 8:09 p.m.

Respectfully submitted – Holly Novak, Executive Assistant