

**2022-2023 MCC Governing Board  
50<sup>th</sup> Anniversary Committee  
January 11, 2023 5:30 p.m.**

**MINUTES**

<b>Committee members present (Board):</b>	<i>in-person:</i> Lisa Mariam, Chair; Anna Bartosiewicz; Barbara Zamora-Appel; Bill Glikbarg
<b>Committee members present (community):</b>	<i>in-person:</i> Marla Kim; Cindy Rahman; Laurelie Wallace <i>virtual:</i> Paul Kohlenberger
<b>Committee members absent (community):</b>	Glenn Yarborough; Carla Post; George Sachs; Lizzy Conroy; Mary Anne Hampton
<b>MCC Staff present:</b>	Betsy May-Salazar, Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director; Catherine Nesbitt, Special Events Manager; Matt Hockensmith, Special Events Assistant Manager; Aaron Greene, After School Programs; Andrew Carter, OFC Manager; Sarah Schallern Treff, Performing Arts Director
<b>Guests:</b>	None.

**CONVENE MEETING**

Chair Mariam convened a meeting of the 50<sup>th</sup> Anniversary Committee of the Governing Board of the McLean Community Center on January 11, 2023, at 6:05 p.m. This meeting was open to the public attending in-person at the McLean Community Center. Chair Mariam announced the meeting was being audio-recorded. There were no changes requested to the proposed Agenda for this meeting and it was adopted. Everyone around the table had an opportunity to introduce themselves – all are proud and happy residents of McLean!

**APPROVE OFFICIAL CHARTER** *\*previously reviewed at November 2022 working group meeting*

It's important to have community representation in planning for MCC's 50th Anniversary and as an *ad hoc* committee, it is wise to make sure everyone is on the same page with the goals, schedule for meetings, tasks. If anyone has anything to add or suggest edits, please let us know at this time. We want to have a good foundation by adopting a straightforward "charter" as guidelines for this committee. This will be a great model for other committees that include community members.

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**MCC 50<sup>th</sup> Anniversary Committee  
Draft Charter updated 9-15-22**

**About the 50<sup>th</sup> 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 50<sup>th</sup> 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 50<sup>th</sup> Anniversary:**

- Engage the McLean community in celebrating the 50<sup>th</sup> 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
- Liaison with MCC staff

**Members:**

- MCC Board (#) and Community Members (#)
- Term –September 2022-December 2025
- Guide the priorities and planning for the Anniversary
- Provide Feedback on works plan, 50<sup>th</sup> promotion, engagement, and programming
- Identify existing programs to highlight and/or expand for the 50<sup>th</sup> anniversary.
- Recommends the creation of new programs to honor the anniversary
- Provides representation at 50<sup>th</sup> programs and events
- help promote programs to their networks
- Conducts periodic review of plan progress and budget for 50<sup>th</sup> 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

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

## Meetings:

- Frequency- monthly as needed and mutually agreed
- Schedule: Wednesday evenings or as mutually agreed to provide quorum
- Quorum – a quorum of MCC Board members is required to convene the meeting.

## Work plan:

Motion from 9/14/22 meeting: This is a motion to direct the MCC staff to develop a 50<sup>th</sup> 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 proposed recommendations and a final plan at the February meeting.

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**MOTION:** To adopt the charter for this committee.

**Approved by a vote of 4**

Barbara Zamora-Appel; Lisa Mariam; Anna Bartosiewicz; Bill Glikbarg – all voting “AYE.”  
with update from Evan to Betsy

**THEME FINALIZATION** *\*results of Constant Contact theme survey; everyone participated in it – 14 submissions. Staff synthesized this data to arrive at initial thoughts about proposed program plans.*

In a ranking of themes; two were fairly similar; two were close clear winners:

1. Celebrating MCC’s Past, Present and Future.
2. Honoring the past, treasuring the present, shaping the future. (Past, present and future seems to be a core facet.)

As to specific wording about ‘past, present and future’– do we just want to celebrate it, or do we want to honor, treasure it or shape it?

Recommended theme phrasing from Catherine Nesbitt:

**A tribute to inspiration: looking back... thinking forward.**

**OR... Looking back, thinking forward... a tribute to inspiration.**

*Request for clarification from Sabrina Anwah on the various theme options:*

It’s too long; better suggestion is – “Honor the past, treasure the present, shape the future”. Drop the “ing’s” These are all verb tenses and can be adjusted.

**\*general agreement about liking the phrase: ‘thinking forward...’**

*Clarification by Catherine Nesbitt:* We are thinking forward. Anyone can look back in the past but you need to think forward. When MCC was built, it was because of people thinking forward and their inspiration to create this place. Everyone here at this table is trying to consider that.

*Chair Bartosiewicz likes the one proposed in the comments – it’s clever: thinking forward.*

*Comment by Mike Fisher:* Looking back captures the past.

*Comment by Cindy Rahman:* I like it too. MCC and 50<sup>th</sup> will show up everywhere (branded everywhere) so it would be redundant. Your words are more powerful. No need to repeat MCC and 50<sup>th</sup>. It does more with the words you have here.

*Comment by Executive Director May-Salazar:* It is in the spirit of the whole (past, present, future) and putting a twist to it.

*Question by Chair Bartosiewicz:* So, we are overriding our survey in favor of a more communications-friendly language?

*Comment by Mike Fisher:* It honors the survey results but takes it another step. I agree that trying to put MCC or something else in it would be redundant.

**\*considerations about more concise wording**

*Question:* How is this to be used? If this is to be a tagline, then the degree to which it is concise makes a difference. If the idea is to go with “A Tribute to Inspiration.”

*Response by Mike Fisher:* One of the iterations that we mentioned briefly: A tribute to inspiration: looking back... thinking forward.” We could use just “A Tribute to Inspiration” by itself.

*Comment by Executive Director May-Salazar:* In my experience with anniversaries, a tagline and branding wraps the year with the theme. We want something that can be divided up: an extended version and a concise version.

*Comment by Cindy Rahman:* I recommend more of what we just landed on; pull out from a shorter theme.

*Comment by PIO Sabrina Anwah:* The logo will have some iteration >> all printed material. Everything we produce will have that logo; it’s part of the branding. David Craig will design it.

*Summary clarification:* These words assume that MCC and 50<sup>th</sup> will be embedded with the logo/branding.

DECISION about theme: Looking Back, Thinking Forward... a tribute to inspiration.

**A tribute to inspiration... looking back, thinking forward.**

**Approved by a vote of 7:** four board members and three community members – all voting “AYE.”

### **\*focus on what has ‘inspired’ people**

*Question by Board Chair Zamora-Appel:* When you Google “A tribute to inspiration” it is about someone who inspired a group of people. In our case, is it the building? Is it the people who helped us create the building? Is it the teachers who teach kids? Is it the people running today... and the people who formed it?

*Opinion expressed:* It could also be a program that inspired you. How cool would it be to ask people: What has inspired you?

*Opinion expressed:* People created that program – so it’s really people! In their minds, they created this and made things happen here. All those things go forward to planning the future.

### **\*adjust wording to: “moving forward”... or... “looking backward”**

*Question:* Why not ‘moving forward’? – it’s a play on forward thinking.

*Suggestion by Paul Kohlenberger:* Nitpicking: should it be “looking backward?” There is a symmetry to it. “Backward” has a negative connotation (no one liked it!)

*Summary:* This theme will be considered by the full board. PIO staff t will design some rough logo concepts that the board could look at by January 25? (visualization) Even if the words were to change, the PIO team is adaptable to changing it – but we will have something to present on January 25.

## **50<sup>TH</sup> ANNIVERSARY ACTIVITIES AND PRIORITIZATION**

*\*Catherine Nesbitt and Matthew Hockensmith brainstormed several ideas for review.*

**\*tree planting:** Paul Kohlenberger came up with this idea – that is thinking forward.

**\*History walk with photos and timeline** is similar to 35<sup>th</sup> anniversary. We still have some of those photos and could be added to (easily accomplished). People will be able to see where we were and our past directors. Some such exhibits reference famous people back then and slang words that were commonly in use at the time (what was popular then) – to give a historical context to young people.

**\*video** *Comment by Chair Mariam:* We talked about doing something on the website (timeline) A video feature or slide show of some of these images could be shown before events through the entire year. McLean Volunteer Fire Dept. did a video of their 100<sup>th</sup> anniversary (photos, statements of memories of the past). Paul Kohlenberger thinks it is effective as a medium and content. It would be a legacy asset for us and would be worthwhile investing time and money in it. It could reside on MCC website (all-encompassing).

**\*focusing on inspiration for the future** What is our intention? People can be asked throughout the community about what is most inspiring for the future. Questions to get at the future. Interview people who grew up here: the future of who they were growing up. We are the future for many people who have been on the board.

*Comment by Executive Director May-Salazar:* You could have a piece about kids and “What do you want to see?” so it has that kind of spark for the future.

**\*community discussions:** have videos of interviews of listening sessions with the community. A suggestion was to have on the bottom of the logo: “Give us your ideas.” – as some way of soliciting ideas from the community. Present a set of ideas we have generated and get a vote on it, or collect new ideas.

**\*photo booth with prompts for individual interviews.** Why is MCC important to you? Have a dedicated kiosk so people who go to classes can take time in the lobby to do an individual video clip.

**\*timeline: concept to implementation (with photographs).**

**\*augmented reality (app on the phone)** This is what MCC looked like in 1975 and this is what it will look like in 2075. AI is powerful: you are actually literally standing on a corner and seeing what used to look like 100 years ago and what is envisioned for the future. They are doing this in Gum Springs (past and future); there are low-tech versions.

**\*‘old school’ photo booth/selfie station** but more modern (at OFC or downtown McLean). Have an app and film yourself on your cell phone and put people in the booth to give their experience at MCC. Have people go with a hashtag and somehow video themselves at a booth. “Tell your experience” (similar to online scavenger hunt). It’s important to have an option to come to MCC (for those who don’t have a mobile device). We need to find a way that doesn’t introduce technology as the only way to give your input. Part of our theme is: looking to the future. We need to keep in mind to have full set-ups or staff helping patrons to access it. MCC is moving into the future and this is where we are headed.

>> We will need to research whether this could be done in-house or if we need to contract it out.

Cindy Rahman runs a “Share your Story” for March of Dimes so she can help with this. They capture the story, review it and post it. She is happy to help with getting tools and costs and suggested vendor support. Two methods: in-person booth and on your phone.

*Comment by Board Chair Zamora-Appel:* This is one of many things we will be doing – we will be inclusive.

#### **BUDGET:**

As to timeline, we need to think about level of effort and which of these items will require a budget?

*Clarification by Executive Director May-Salazar:* Our thinking was to get a response to these ideas (cut or add) and then we will start to develop a work plan and put some numbers for them.

#### **NEXT STEPS: ANOTHER RANKED CHOICE SURVEY**

These ideas will be sent out and it will include a space for other ideas. By the next meeting we will have responses from the group and ranking and then be able to move forward to development.

Next meeting is February 15. We won’t have a work plan or preliminary budget yet, but we have a lot of good energy going!

#### **OLD / NEW BUSINESS**

Ms. Novak brought up the MOTION from the 9/14 meeting and Chair Mariam said she thought it was no longer needed since staff are attending the meetings and plans are progressing.

Nothing was mentioned as a further topic for discussion this evening.

#### **ADJOURNMENT**

Chair Mariam thanked everyone for attending and adjourned the meeting at 6:30 p.m.

Respectfully submitted – Holly Novak, Executive Assistant