

2022-2023 MCC Governing Board
Programs & Outreach Committee
January 11, 2023 6:30 p.m.

MINUTES

Committee members present: *in-person*: Anna Bartosiewicz – Chair; Lisa Mariam; Melanie Sletten; Charlotte Loving
virtual: Ari Ghasemian (Vail, CO)

Other Board members present: Barbara Zamora-Appel; Bill Glikbarg

MCC Staff present: Betsy May-Salazar, 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; Andrew Carter, OFC Manager; Matt Hockensmith, Special Events Assistant Manager

Guests: None.

CONVENE MEETING

Chair Bartosiewicz convened a meeting of the Programs & Outreach Committee of the Governing Board of the McLean Community Center on January 11, 2023, at 6:40 p.m. This meeting was open to the public attending in-person. She announced that the meeting was being audio-recorded.

The only change to the agenda was that the data collection topic will not be presented tonight. The adjusted agenda was adopted by acclamation. Chair Bartosiewicz thanked MCC staff members for attending tonight after their long workday.

YOUTH PROGRAMMING OVERVIEW

**Remarks by Betsy May-Salazar, Erin Bieger, Danielle Van Hook and Andrew Carter*

referencing the following PowerPoint presentation:



McLean
Community
Center

Youth Programming at MCC & OFC

—
Responding to public
comment and interests.





Overview of tonight's discussion

- Scope of Youth Programming
- What Is Going Great
- Looking Ahead
- Programs on the Horizon



Youth events are going well – sold out and positive comments from families.

Parent/Child dance is coming up.

Classes are going great (starting next Tuesday). Music Together starts February 6 – this is wonderful!

We are really excited about parent/child yoga classes – parents come in and do yoga with their kids.

Yoga for 13-17 year olds (yoga for athletes) – to help to reduce stress and anxiety. We will reach out to local high schools.

Continuation of successful summer programs throughout the year: Erin Bieger has been looking at the Program Guide to see what programs we need to continue throughout the year from summer.

Trying to find a niche for more classes for young boys.

Helping older youth (high school): we are speaking with a vendor specializing in resume building and how to use LinkedIn (to help older youth in our community).

Sensory Room at Winter Block Party was a massive hit!

Snowball Dance is almost sold out (nearly 200); St. Patrick's and Luau. Halloween event was excellent!

Summer camp trips of 40 kids are now up to capacity!

Camp McLean always sells out within first two weeks of registration.



Scope of Youth Programming

✔ Ongoing Instructional Classes

- Dance, fencing, Music Together, chess, soccer and more!

✔ After-School Program

- For 5th through 8th graders

✔ OFC Events and Activities

- Block parties, family/community events, break trips/camps

✔ Alden Theatre

- Professional Touring Productions
- Trademark Arts in Education Programs

✔ Youth Events

- Seasonal events!!!

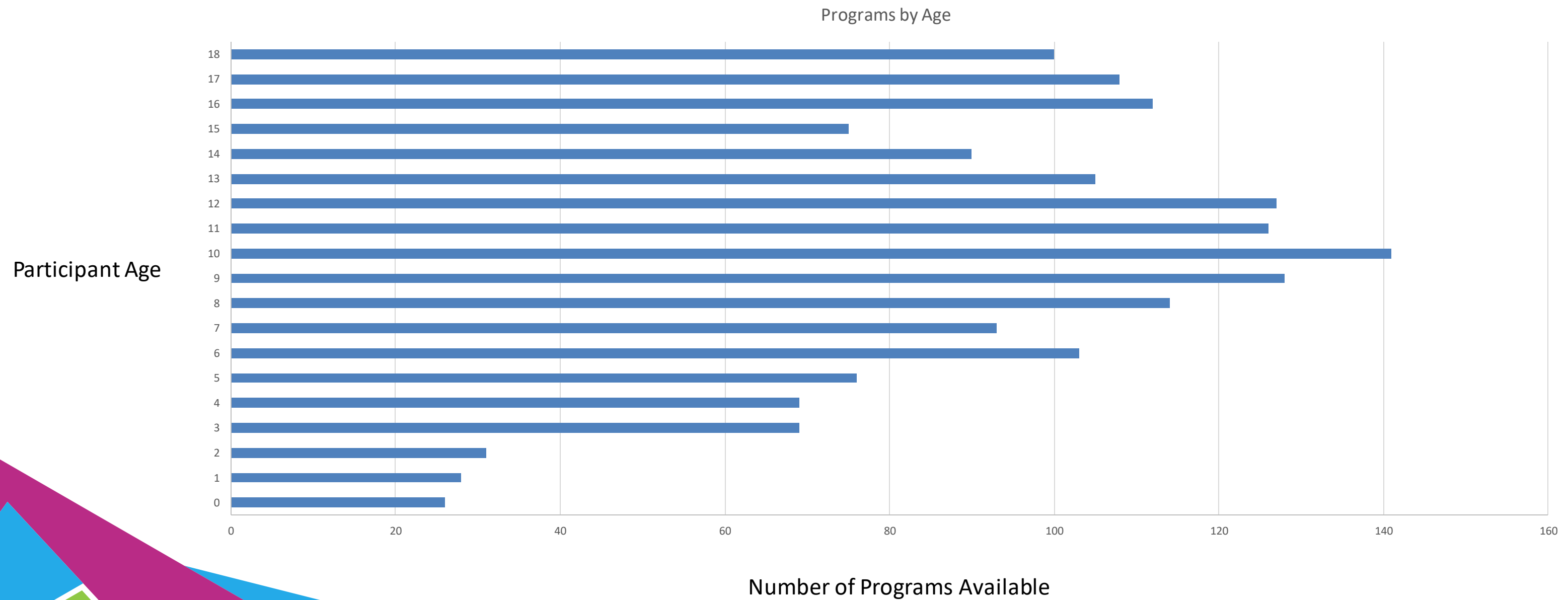




Scope of Youth Programming on FY 23

In FY 23, MCC plans to do 280 programs for youth and all ages audiences

[What are these programs? Click here to see.](#)





What's Going Great @MCC – Youth Events

- Annual Touch-a-Truck Event
- Sold out events (w/waitlists): Harvest Happenings, Gingerbread House Decorating Event, Milk & Cookies with Santa





What's Going Great @MCC – Classes/Camps

- Most Popular Classes: dance, chess, FunFit, soccer & Music Together
- Most Popular Camps: Mad Science, AIM Dance & Lego Robotics





Looking Ahead @ MCC



Upcoming:

- Parent/Child Yoga Classes
- Yoga for Athletes Classes

Future Plans:

- Robotic and science classes
- Kids Zumba classes
- Extend youth programming offerings
- Classes for HS students that will focus on resume building and how to properly use LinkedIn



What's Going Great @OFC

- Sold out 5th and 6th Grade Dances: Monster Mash, Ugly Sweater
- Large Community Events: Block Parties, Festival of Frights/Trunk or Treat





What's Going Great @OFC

- Family Events: Bingo Night, Snack and Paint
- Sold out break trips & weeks of OFC Summer Excursion Camp and Camp McLean



OLD FIREHOUSE CENTER

OFC is becoming the youth and teen center. We will have a youth events specialist this summer/September.

After-school program is low— now we can accommodate 5th & 6th graders. We started a program at Cooper (staff vs. kids in soccer). Next week we will do art and DJ and fitness. Starting in March we will do the same at Longfellow. Next year we hope to do the same program at elementary schools. MCC staff actually getting into the school buildings is our way of figuring out why they don't come.

Open game night on Thursdays.

Extended after school hours on late bus days – OFC is staying open later on those days so the kids can enjoy the same things that other students do.

New program generation: part-time staff have a lot of great ideas but don't have time to pursue them. With the new person coming on, we have a lot of new ideas to present to the community!



Programs on the Horizon



Earth Day Craft/Presentation (Classes)
Parent/Child Dance (Youth)
Family Bingo Night (OFC)
Snack & Paint (OFC)
Sensory Day (OFC)





Looking Ahead Short Term @ OFC



CHANGE PIC

Short Term:

- The inclusion of youth programming to the Old Firehouse purview with the Youth Event & Camp Director position
- Old Firehouse After School Program's integration back into the local middle schools and expanding our reach to 5th and 6th graders
- Small facility repairs: new flowers and flowerpots, fixing of cracks & holes located around the building, replacement of broken/torn/worn down items, installing of additional lights in café/multipurpose room
- Open Ping Pong Tuesday and Thursday Mornings, Open Game Day Saturday Morning
- Extended ASP hours on late bus days



Looking Ahead Medium Term @ OFC



Medium Term:

- The creation of the Old Firehouse Community Service Program to assist those who need hours and to win the Presidential Award
- Replacement of one or two Teen Center vans
- Creation of new youth, teen and family programs
- The renovation of the computer lab into a sensory room/mobile computer room
- Outdoor facility enhancements: lighting, siding
- Indoor facility enhancements: replacement of cabinets
- The bringing in of a muralist to complete wall artwork

Comments about ADA accommodations; facility upgrades:

We have a great special needs population who enjoy sensory rooms – so we will work with Providence Community Center to help us determine how much it would cost and what we need to have a successful sensory room (a designated area where people can go to avoid over-stimulation). They can sit down and be quiet; calming experiences; things to touch; audible (noise-cancelling headphones); a calm spot inside a crazy event; music to set a quiet mood.

A mobile computer lab with laptops instead of desk computers.

Replacement of kitchen cabinets (which are falling apart); facility enhancements.

'Outer space' theme interior was done in 2010 -2012. We will upgrade to make the building be enjoyable for kids.

Floor replacement. Fitness classes and dance classes – complain was the tile floor not being good for kids and seniors. We are looking at different options to replace the floor in multi-purpose room.

SPARC Monday, Wednesday and Friday – need ADA accessible bathrooms.

Illuminated exterior signage – at night, there is no adequate lighting or signage from the street to illuminate OFC.

Overnight trip ideas (new concept) – we are considering going to destinations overnight and testing to see if parents and students are interested in 2-day/overnight trips.



Looking Ahead Long Term @ OFC



Long Term:

- ADA approved bathrooms and doors
- Illuminated signs around the building
- Updating of projector and media system in multipurpose room
- The development of overnight spring break/summer camp trips

Discussion about aged status OFC vans:

OFC vans have been in operation since 2002 – they need to be replaced. Executive Director May-Salazar and Evan Braff are working on replacements. The county evaluates them every year for safety (they pass inspection) but they are crummy and dirty inside after 21 years of continuous use.

Question: Regarding age of the vehicles – have you ever sent in a request for new vehicles or newer used vehicles from the county?

Every year we take the vans to the county to do a safety check – every year they tell us they are fine. MCC pays some amount of dollars for vehicle replacement to the county every year – we may be catching up or pushing forward to a future purchase. Evan Braff escalated it and we are keeping working on that. We are in agreement and they should have been replaced. The vans are serviced every 3-6 months and are well-maintained; annual safety inspection. However, safety standards have improved over the last 20 years.



What's Going Great @Alden

Youth and Family Professional Touring Productions

- 28 youth and all ages performances
- Indoors and outdoors
- Something for all ages
- Many include Meet and Greet or Q&A following the show

(the) Unruly Theatre Project

- Audition-based group, 15-18 years old
- Won Northern Virginia Improvicon in 2022
- Can provide workshops to any youth group





What's Going Great @Alden

Spring Production

- Participants must live in McLean and be 10-16 years old
- Second devised production
- Auditions coming up!

Macdonald Performing Arts Scholarship Competition

- Participants must be high school age and live in or go to school in McLean
- Awards in four categories (theatre, dance, instrumental and vocal music)

Improv for Kids and Teens

- Sessions in Fall, Winter and Spring
- All end in a class showcase
- Many students return



Performing Arts summary:

The Alden: Professional arts performances or experiences... arts and education programs. The contracts take a long timeline to get performers. We have a constant eye throughout the year for what is able to come down the east coast. 3 programs in June for artists that are specifically for youth and families. We have expanded shows in the outdoors in September and May. Meet-and-greets are slowly coming back. Is this show really designed for children to enjoy... but is it also enjoyable for the adults and families?

We want it to be something that everybody loves – common thread of youth and family programs.

This area has such a wealth of theater education – MCC doesn't replicate those programs.

To be complimentary, we try to offer things that don't exist elsewhere: Unruly Theatre Project. The same director for the last 6 years and the program has developed through all the craziness in the world. UTP can go to seniors organizations, scout groups and do an improv workshop. It's a lot of reaching out and doing cold-calling on that. If you all know of groups who would like to see these performances, we would like to develop this aspect.

Macdonald Performing Arts Scholarship Competition is open now. It has been a long time since we have offered this. Normally, the Governing Board chair gives out the awards. It is an incredible night for the community – great performers of youth in our community. We hope to expand this – we tend to get a lot of piano. We had considered separating it into just piano; but we need to see the steady demand to do that. There are some extraordinary piano players in this community!

Improv is a practice – not necessarily something that you learn once and walk away from. Each session is different and youth come back to it. The students return because it feels like 'play' that doesn't involve screens. It's great for theater students as well as those who have no intention of going into theater; it helps with socio-emotional skills.



Thank You, Q&A and board feedback



QUESTIONS BASED ON WHAT WAS PRESENTED THIS EVENING

**by Board Chair Zamora-Appel*

1. Parent/child = perhaps “caregiver and child” could be the moniker next time. After school program = have you sent the fliers to schools? Chair Zamora-Appel knows a lot of parents who are looking for after school programs.

Clarification by staff: We have exhausted every media outlet and connection that we have to get word out to schools. We have reached out to elementary schools. We are trying to engage with the PTA’s: they can take information from us and not do anything for us. When it was brought to our attention about, we ran ads in local papers, we contacted PTA presidents of all the schools, fliers to our contacts at schools (principals, PTA’s), social media push (at beginning of Fall). Part of it is that we are coming out of COVID-19 and many parents are working from home so the need is different.

2. Returning to the concern about vans at OFC: As a parent, we must look at the safety of the vehicle.

Perhaps it is something that Evan Braff can boost up and would it come from our budget? Likely from MCC’s budget. It makes sense to start putting it in the budget two years from now (new vans for OFC).

We are subject to the county’s purchasing system.

3. Laptops for OFC – is that coming out of MCC budget? TV/AV was given to us in community hall at OFC. Outside of that, we will be buying those laptops and new technology.

Question: There is a budgetary cycle to replace IT equipment. Do we have access to the county’s surplus? Is there cycle for updating? Is someone looking at this? Mike Fisher will pursue this suggestion.

4. Floors, lights, signage (OFC facility upgrades) – Would that come from county or MCC budget? A lot of those larger-scale topics will come through to CFC. Bring it to CFC meeting.

5. Connection to Strategic Plan: There have been a lot of suggested programs articulated by the public (we already have some raw data you can use for ranking ideas).

Clarification by staff: For the public hearing survey a couple of years ago, we analyzed the data and eliminated two-thirds of responses because we either already do them in some capacity or is not possible because we don’t have gym or pool. We reported on the progress in November 2022. *Comment by Chair Zamora-Appel:* That could be the start of the ranking. There were tons of ideas in the Strategic Plan – do we have that data? Before we authorized the last payment to AMS, we will look into it. That also includes feedback from previous board members. There is a great deal of raw data Executive Director May-Salazar wants to pause and figure out what we do have – we will develop what is most useful for us (something we can do annually). Chair Zamora-Appel recommends that all board members read the DRAFT Strategic Plan again before the next meeting. We need to revisit it and add what we know now – all the things we are learning. It’s different than what we were looking at then.

Board Chair Zamora-Appel thanked the staff for the excellent presentation tonight! It has given us the answers we have been waiting for. Chair Bartosiewicz also thanked the staff for this detailed review of Youth programming.

MCLEAN SUMMER DOWNTOWN EVENT

**Remarks by Betsy May-Salazar, Mike Fisher and Catherine Nesbitt*

A lot of concurrent conversations – Kim Dorgan previously presented the idea of “Better Block” event.

Evan Braff directed Mike Fisher to look at First Friday events at Manassas and whether or not MCC could produce something similar. We are in talks right now with Celebrate Fairfax to assess feasibility. The street near Lidl and McLean Family Restaurant could work – both as a street that we could shut down, and with restaurants that could provide alcohol if we get agreements with business owners. We are pursuing this: “Block Party” concept with alcohol.

Two other alcohol events: 1. Fiesta del Sol 2. Beer Garden for McLean Day. Staff will meet to narrow down options as to what is actionable. By early February we want to figure out the appropriate concepts. A beer garden has a lot of obstacles but once you have the procedure and produce it, you can do it. Friends of MCC (Glenn Yarborough) is willing to help.

Fiesta del Sol – Latin American and Caribbean festival with rum bar and tequila bar with tapas. Live music, dance lessons, vendors from six different countries – March 25 at MCC 5:00 to 9:00 p.m. It’s a free event but you must pay for alcohol and food.

DISCUSSION: PROGRAMMING SURVEY

**Mike Fisher and Sarah Schallern Treff presented the concept.*

MCC staff summary: We believe we should hold on this until we get into the strategic planning process with the new leadership of Executive Director May-Salazar. Public Hearing was held in March 2022 –we took some information from that and sorted it down into what was actionable. The topics that bubble up to the surface will help us inform some of the questions in the future survey to drill down on. We will ask folks to rank things to provide guidance on which myriad of ideas that bubble up should we continue to pursue?

We will try to make this survey cyclical. Our new Executive Director wants to pause and think about the open public forum + regular cyclical survey that is broader: What age groups? What kind of programs? The goal is to get that information because the annual public hearing/community meeting is a limited number of people. A survey that can go out to reach the entire public will start to guide our thinking, as well as the ideas that board members are bringing - to pull all of that together to inform our process. It needs thinking-through as to the proper cycle. The strategic plan will play a role in how this develops.

EVENT LIST – UPCOMING OPPORTUNITIES FOR BOARD MEMBER ENGAGEMENT

Tomorrow night is “Behind the Scenes” at The Alden – please attend and share about this widely. OFC has events coming up. Earth Day, classes.

Please review the “volunteer opportunities” list and participate as you are able.

OLD / NEW BUSINESS

Chair Bartosiewicz opened the floor to any topics of old or new business. Nothing was brought up as a further topic of discussion for this evening.

ADJOURNMENT

Chair Bartosiewicz thanked everyone for attending and adjourned the meeting at 7:36 p.m.

Respectfully submitted – Holly Novak, Executive Assistant