

**2022-2023 MCC Governing Board
Regular Meeting
February 22, 2023 6:30 p.m.**

Running Notes of this meeting proceedings.

Board Members present: *in-person:* Barbara Zamora-Appel - Chair; Lisa Mariam; Melanie Sletten; Sarah Tran; Charlotte Loving; Anna Bartosiewicz; Shivani Saboo; Bill Glikbarg; Kristina Groennings

Board Members absent: Rasheq Rahman; Ari Ghasemian

MCC Staff present: Betsy May-Salazar, Executive Director; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director; Ashok Karra, Comptroller;

Guests: Carmen Appel; Deb Bissen (MPA); James Lawless (Friends of MCC); Camila Alfonzo Meza (Supervisor Foust's office); Sowjanya O'Neill (MCA)

CONVENE MEETING

The Governing Board Chair convened a Regular Meeting of the Governing Board of the McLean Community Center on February 23, 2023, at 6:31 p.m. This meeting was open to the public attending in-person; a courtesy announcement was made about the meeting being audio-recorded. No changes to the agenda were requested; it was adopted by acclamation.

APPROVE MINUTES

Minutes of January 25, 2023 Regular Meeting were reviewed. No changes were requested; accepted as written.

MOTION: To approve Minutes of January 25, 2023, Regular Meeting.

Approved by a vote of 9:

Barbara Zamora-Appel; Lisa Mariam; Sarah Tran; Melanie Sletten; Kristina Groennings; Anna Bartosiewicz; Charlotte Loving; Shivani Saboo; Bill Glikbarg – all voting “AYE.”

Rasheq Rahman and Ari Ghasemian were absent.

CHAIR'S REPORT

*Encouragement for board members to continue participating in MCC events as beneficial engagement with the public.

*Strategic plan: A Special Called Meeting to be held in March will focus on the MCC Strategic Plan. Executive Director May-Salazar will review the current DRAFT plan and make some high-level updates. The core of it will not change but the focus will move away from the “nitty-gritty”. The strategic plan should not go into tactics. The focus will be on the main core goals. Special Called Meeting will be scheduled *before* March 22 board meeting to allow additional opportunity for further discussion at March 22 meeting. Then a final outward-facing, graphically designed plan will be produced and presented for approval in April.

*Successful launch of Youth Ambassador program: Congratulations to youth board members Charlotte Loving and Sarah Tran! To have increased interest and engagement by high school students is an accomplishment during their one-year tenure at MCC. The Youth Ambassadors will help the Executive Director and MCC staff better understand what our local youth demographic wants in MCC.

*Printed Program Guide: Some community feedback has been received about the environmental impact of the current printed Program Guide. MCC staff is requested to look for more environmental conscious paper – such as FFC-certified or SFI-certified paper for future printing. The Executive Director and staff have started the conversation about the design of the Program and how the scale can be reduced while still serving the needs of the community. A pricing analysis will also be done to understand mailing costs and options. We value the outreach of getting printed materials in the door of all households, but it doesn't have to be at the current scale. The focus is on outreach, budget and environmental impact.

Social media postings from MCC staff are catchy and engaging! Please contribute your perspective if you have ideas of how to push it more. People need to share it – like it and also follow us, then it will start to get people sharing.

Clarification by Mike Fisher: MCC uses Facebook and Instagram. Instagram has greater potential because of the number of youth on it and our Youth Ambassadors are using this platform. We have higher hopes of going viral and getting more exposure on Instagram than on Facebook. There is much more we can do with it once we have a following.

EXECUTIVE DIRECTOR'S REPORT

This is her first in-person meeting and 7-week anniversary as Executive Director. Observations about what she has learned so far:

- The pace of the McLean Community Center is very fast – with many moving pieces
- The staff is enormously dedicated and invested in bringing the best experience to the community
- The board and community members are engaged in a multitude of ways
- The programming is fantastic! It is varied, reaching many different audiences in many different ways
- Continues to be in a listening and information gathering mode noting that it is critical to take the time to learn the processes and intricacies to operations and decision making in order to make constructive, forward-moving decisions in the future.
- A major long-term priority is getting to know and supporting the staff and focusing on the work culture.
- Met with all of MCC's merit staff individually, as well as with several board members and community members, and participated in many county leadership meetings and community meetings.
- Been through the first round of MCC committee meetings and now second Governing Board meeting. So, I have made one 'lap' so far.
- Areas that she has begun to dig into include:
 - Helping to think through and shape the Governing Board candidate orientation experience
 - Providing leadership to the 50th anniversary program development with a goal to fully maximize 2025 as our anniversary year
 - Evaluating ideas and requests that were identified before her arrival
 - Beginning to formulate ways to collect and present data to best keep the board, staff and partners informed about the activities of MCC. She has some ideas based on things she has done in the past that she has shared with the Board Chair and Vice-Chair. These will be fleshed out into something that can be in the board materials each month that provide data and grounding.
 - Beginning to learn how we reach out to our community: mailings vs. social media vs. going out in the community vs. all the various ways we can make ourselves known.
 - Setting up structure for meeting with staff on a regular basis
 - Experiencing as many of the programs as possible
 - Leading, while learning about, a very complex organization on a daily basis – remaining aware that everything she touches is for the very first time. Trying to provide the time to ensure that she understands the full context before making major decisions and significant changes.
- One of the highest priorities, upon hiring, was the review and completion of the strategic plan
 - Begun this process and look forward to coming to you in March with initial observations and recommendations.
- She has been repeatedly been told to expect it to take a full year to be fully entrenched in the role as Executive Director. And thanked the board for their understanding and guidance as she works to set priorities, realistic timelines, and balance the necessary daily work, with the strategic visioning for the future.

- As always, it is the people, the programming, and the activities that remind us of the “Why?” of our work.
 - Some program highlights she attended include: introducing Sweet Honey in the Rock, attending the Rotary Club’s Chocolate Festival; and the joint program with the library with Nikole Hannah-Jones.
- Next week, she is participating in a program at Langley H.S. called “DiverseArt Langley” on a panel with Leila Gordon from Reston CC. The theme is: “American voices telling American stories. What is your American story?” It is an exhibition and a panel discussion.

50TH ANNIVERSARY COMMITTEE **remarks by Chair Lisa Mariam*

A very productive meeting was held on February 15; staff presented some potential logo designs and feedback was given. The committee participated in an informal ranked choice survey about many ideas that have been generated over the past year in committee meetings in order to determine priorities so the staff could move forward with beginning efforts on concepts and budget development for next year and the following year. Next meeting is in April (March meeting is cancelled). At the April 26 board meeting, we will be able to share more information about some programs and perhaps also the 50th Anniversary logo.

FINANCE COMMITTEE **remarks by Treasurer Shivani Saboo about FY2023 year-end financials presented last week*

Follow-up pertaining to several months of discussion of the roof reconstruction and repair work: seeking approval from the board to adopt the capital budget line item of \$90K for the quote from Vendor 1 to repair the Alden Theatre roof.

Scope: Work to be done involves the four smoke hatches (which are 50 years old and past their lifespan) and surrounding roof repairs around the fly tower over Alden Theatre stage.

MOTION: To adopt the budget item of \$90,000 for the quote from “Vendor 1” to repair The Alden Theatre roof.

Approved by a vote of 9:

Barbara Zamora-Appel - Chair; Lisa Mariam; Melanie Sletten; Sarah Tran;
Charlotte Loving; Anna Bartosiewicz; Shivani Saboo; Bill Glikbarg;
Kristina Groennings – all voting “AYE.”

Rasheq Rahman and Ari Ghasemian were absent.

ELECTION & NOMINATIONS COMMITTEE **remarks by Shivani Saboo, ENC Chair about February 6 meeting*

Response by people picking-up candidate packets so far: 7 adults; 12 youth packets – 6 each from McLean H.S. and Langley H.S. Please continue to reach out to community members and organizations to encourage people to run. Deadline to RETURN completed candidate petition: Friday, March 3 at 5:00 p.m.

Candidate Orientation will be on Saturday, March 11 from 2:00 to 4:00 p.m.

Clarification: There is not a need for current board members to attend the candidate orientation. While we appreciate the interest, this is not a public meeting and should not have more than two board members present. If you have any questions about candidate orientation, please communicate with ENC Chair Saboo.

Follow-up on a previous issue of parameters for campaigning at MCC facilities and events: Currently no campaigning is allowed inside MCC building. Clarity was requested on how this applies to outdoor events. Executive Director May-Salazar researched best practices and proposed new language: No campaigning other than at events MCC has sanctioned (in the building or at MCC outdoor events). We won’t adopt or enforce a 40-foot perimeter away from the building. It will just clearly say: it is not permitted to campaign in the MCC buildings or at our MCC events (such as the Parking Lot Sale).

Some specific upcoming MCC events will be sanctioned for candidate presence – which are our highest profile public events and are spread out very well throughout the campaign period:

SpringFest - April 8

OFC Game night (for teens) - April 12

McLean Day - May 20

SIA monthly potluck (for seniors) – April 28 potluck lunch is being considered as an opportunity for candidates to come in and present to that audience.

At candidate orientation, candidates will be encouraged to focus more on campaigning in the community (rather than on people who already come to MCC) and provide ways and strategies for them to be out in the community.

Regarding political endorsing of candidates: Messaging will be similar to last year noting that the election has historically been non-partisan. The candidate orientation will take a positive tone, focused on why candidates choose to run and the role of the governing board. Everyone is here for the purpose of being involved in the community.

PROGRAMS & OUTREACH COMMITTEE

**remarks by Chair Anna Bartosiewicz*

Though the committee hasn't met this month, there are some key points to highlight:

1. **March Board meeting will include a Public Hearing on FY2025 Programs** – that is an opportunity for district residents to give feedback and offer suggestions on center programming.
2. Great attendance at recent programs!
 - Feb 10 - **Danny Carmo** Mathematical Mysteries – **240 students for matinee** and **363 for public evening program**
 - Feb 11 - **Sweet Honey in the Rock Mysteries 375 tickets sold** (Totally sold out show!)
 - Feb 12 - **Beau Soir** Ensemble: **191 tickets sold** (includes many comps for VetTix)
 - Feb 17 - (the) **Unruly Theatre Project** with Herndon HS Improv at Arts Herndon. Approx 50 people in attendance. Great collaboration between groups!
 - Feb 19 - **Nikole Hannah-Jones 1619 Project** – was sold out with 400 person waiting list. Program was video-taped with a limited agreement to share the link with attendees and wait list for a 2 week period.

Looking forward: (events for March are filling up nicely)

Feb 25 - **Two performances of “Paddington Gets in a Jam”** 1 & 4:00 p.m. 63% of tickets are sold.

If you are thinking of getting tickets, don't wait! Most available seats are in the balcony.

Mar 4 - **Mad River Theatre Works: “Freedom Flight”**

Mar 18 - **“Makin' Cake”**

Other items

McLean Day – planning in good shape 50% of exhibitors/marketplace vendors/food trucks are in place – good early results for this time of year.

Camp registration is strong - \$290K is in-hand – over 700 registrants

Camp McLean and STEM camps are strongest so far.

Comment by Mike Fisher: We are seeing somewhat of a return to 'normalcy.' Camp McLean is doing excellent as it always does. This year we were able to push it back up to its traditional size. OFC camps are filling well. The numbers across the board are showing that things are very near normal.

Comment by Executive Director May-Salazar: We had a recent weekend with three different programs offered on three different days in The Alden (difficult to have such rapid turnover). Super Bowl Sunday had a great turnout for a musical performance. The staff did an amazing job to pull in those audiences night after night. The kids loved the magic performance!

Discussion:

A discussion took place regarding public feedback from previous years and how that is shared with the Board.

Plans are underway for the upcoming Public Hearing on March 22 including an introduction to explain that the process is being evaluated and that we are considering a more rigorous survey that ties into the strategic goal priorities to receive



feedback and provide information back to the public and to board members. A fall timeline for the survey is being considered. A discussion took place regarding program price analysis and the work that has been done, including what programs are offered free of charge, and scholarship funds that are available if the cost is an impediment. There is an interest in tracking the participating rate of programs in relation to fee changes. Ms. May-Salazar indicated that this is an area that she will be focusing on in the future and will report back at that time.

CAPITAL FACILITIES COMMITTEE

Vice-Chair Rahman is not able to attend this evening; he did not send an update. The main topic was the roof repair which has already been discussed.

MCLEAN PROJECT FOR THE ARTS – UPDATE **remarks by Deb Bissen*

March is Youth Art Month (across the country). Two FCPS pyramids will be featured: McLean on March 1 – 11; opening reception on Thursday, March 9, 4:30 – 6 p.m. Langley on March 16-25; reception on Thursday night, March 16. They always have a large turnout for those receptions. The gallery will also be open on the last Friday evenings of each show. After youth art month, there will be a Spring show and a few solo exhibitions. Received a great review of last exhibition in *Washington Post*. It's nice to get recognition for artists and that's an encouragement to staff. MPA always invites MCC to stop in and see what is happening!

MPA having a good turnout for camp registrations; able to offer art camp scholarships. The problem they run into is that families who could take advantage of scholarships often have transportation issues as well. She asked that members share the opportunity of scholarships with anyone who is looking.

Recommendation by Lisa Mariam: Fairfax Co. Dept. of Transportation will assist if there isn't a route from a particular neighborhood, they will offer transportation (bus service) – for one child. Lisa Mariam will provide the contact information to make this helpful connection.

We are enjoying working with Executive Director May-Salazar!

Comment by Executive Director May-Salazar: Thank you. I had a great meeting with Lori Carbonneau a couple of weeks ago.

PUBLIC COMMENT

The Governing Board Chair invited individuals wishing to **express verbal public comments** to do so now. Three minutes was allotted for each person, provided they first stated aloud their residential address so MCC staff could verify them as being a tax district resident.

Carmen Appel **Carmen is with Scouts and is fulfilling a requirement to attend a meeting.*

"I picked this because it's so close to my home and it's about what is happening around me. I just want to learn about all this stuff."

Response from board members to Carmen: "We are glad you're here!"

ADJOURNMENT

Chair Zamora-Appel asked if there were any other matters of old or new business. Nothing else was mentioned as a topic for discussion this evening.

With no further business, Chair Zamora-Appel thanked everyone for attending and adjourned the meeting at 7:36 p.m.

Respectfully submitted,
Holly Novak – Executive Assistant