



**2023-2024 MCC Governing Board
50th Anniversary Committee
November 8, 2023 6:30 p.m.**

MINUTES

- Committee members ALL present (Board):** Lisa Mariam, Chair; Anna Bartosiewicz; Matt Colsia; Gloria Marrero Chambers
- Committee members present (community):** *in-person:* Barbara Zamora-Appel; Glenn Yarborough; Bill Glikbarg; Paul Kohlenberger; Phyllis Riley; Cindy Rahman; Laurelie Wallace
virtual: Mary Anne Hampton; Cheryl Langston; Marla Kim
- Committee members absent (community):** George Sachs; Carla Post; Lizzy Conroy
- Other Board members present:** Rasheq Rahman
- MCC Staff present:** Betsy May-Salazar, Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director; Sarah Schallern Treff, Performing Arts Director; Catherine Nesbitt, Special Events Manager
- Guests:** Vance Zavela

CONVENE MEETING

Chair Mariam convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on November 8, 2023, at 6:30 p.m. The meeting was open to the public attending in-person. An announcement was made about the meeting being audio-recorded. The agenda was adopted by acclamation.

ANNIVERSARY OVERVIEW **remarks by Executive Director Betsy May-Salazar & Mike Fisher*

The chart below details proposed scheduling and approved budget allocations across current and future fiscal years:

Event/Activity	Est. Date	FY24 Budget	FY25 Budget	FY26 Budget	TOTAL BUDGET	Strategic Goal
Community Picnic	Fall 2025		\$ 10,000	\$ 40,000	\$ 50,000	Welcome all of McLean & Its Global Community
Video	Spring 2025	\$ 25,000	\$ 25,000		\$ 50,000	Showcase Excellence
Timeline (website)	2025	\$ 10,000	\$ 15,000		\$ 25,000	Showcase Excellence
Community Art Project(s)	Spring 2025	\$ 50,000	\$ 80,000		\$ 130,000	Invite Discovery/Be Visible
Commemorative Plantings	Fall 2025			\$ 30,000	\$ 30,000	Model Sustainability & Good Stewardship
Time Capsule	Fall 2025			\$ 3,500	\$ 3,500	Welcome all of McLean & Its Global Community
Historical Lecture/Video Preview/Light Reception	Early Spring 2025		\$ 15,000	\$ -	\$ 15,000	Welcome all of McLean & Its Global Community
Advertising/Marketing		\$ 10,000	\$ 20,000	\$ 15,000	\$ 45,000	Be Visible
Contingency			\$ 25,000	\$ 26,500	\$ 51,500	
Totals		\$ 95,000	\$ 190,000	\$ 115,000	\$ 400,000	

KEY PROJECT UPDATES, DISCUSSION **remarks by respective MCC staff leads*

A concept update was shared about each aspect of the proposed 50th Anniversary year-long celebration in 2025, with opportunity for questions and input by the committee.

Interest in committee member participation: There is significant interest in the committee being able to contribute input to the planning. A question was asked as to whether anyone on the committee should be paired with the respective staff leads on these planning teams?

Clarification by Executive Director May-Salazar: We are working to identify the places where such input will be most useful. If you have a major strength or resource to be more closely aligned, please let us know. We are trying not to create subcommittees and a lot of 'process' in delivering something. But there are many areas where we need support (video; key facts, key points) – that kind of data will help us enormously. Contact person: Executive Director Betsy May-Salazar.

VIDEO: *Goal = to complete the framework for the video by end of January 2024

It was recommended to interview previous Executive Directors to document their perspective of how they contributed to the formation of MCC. There was general agreement to also include past Governing Board members. We will also seek photo images from Fairfax County's Virginia History Room.

ACTION ITEM: If committee members come across individuals who have history anecdotes to tell, please submit their contact information to PIO Sabrina Anwah.

ACTION ITEM: If you have recommendations of key events to include in the video, contact Sabrina Anwah.

HISTORICAL TIMELINE: We are exploring a digital timeline (software package) with the capability to add images and maintain information easily. Either MCC staff or our website provider will build this tool. We are identifying images at MCC and also those submitted from committee members to include. We will be combing through old Program Guides and photo archives in storage on MCC 5th floor to build a file for each year.

Regarding the original timeline: We do not have the files of the original timeline. We cracked-open two safes but they were empty. We have fully vetted the possibility of finding those original discs with the source documents. The good news is that by doing a digital scan, we now have the ability to isolate and grab the individual images. Many are overlaid so we won't be able to capture the full image so it would be best if we can get back to original images. Yet, we can utilize this data. Our intention is to use the framework as shown and to the extent possible, to isolate images from it to use in the new digital timeline.

ACTION ITEM: If you happen to have any of these original photo images in your possession, please lend them. We will scan and digitize all images and continue to envision how we can utilize them.

ACTION ITEM: Reaching out to local organizations who use MCC facilities: If any organization has been meeting here in recent years, they can bring their photo images into this process as a source of data - articulating how they are a part of what happens here at MCC. Perhaps Friends of MCC can help to supply archival photo images.

COMMUNITY ART: Chair Mariam and Executive Director May-Salazar have had several conversations on this topic, narrowing down to two proposed projects:

1. external wall mural at OFC
2. Sculptural typographical art on MCC grounds (using MCC letters). It can be designed in an engaging way such that people can interact with it and take photographs without it being a hazard.

*As to why the back side of OFC was chosen for the mural vs. somewhere at MCC facility, it is because OFC is MCC: we are trying to enhance our presence downtown. Giant Food is being redeveloped and moved further back from Chain Bridge Road, which will transform that area of OFC to become very visible. We consciously chose not to have the mural at MCC at Ingleside location because we want this downtown presence, we are planning the Typographical Art Sculpture at the Ingleside location, and we want the connection to teens and a mural to involve the youth.

In the proposed location of the OFC mural we are investing where the visibility will be optimum. More eyes will see that art and connect it to MCC. It will yield higher visibility than even being here at MCC. Paul Kohlenberger commented that the mural will have a connection to McLean's history and be a long-term adornment – literally 'branding' OFC in connection directly to MCC. **general agreement was expressed*

Logistics of the mural:

1. Potential Themes: What are your key images of your interaction with McLean? A carnival ride? Trees? Fireworks?
2. Next steps: Develop the RFP and solicit proposals. RFP will be shared with committee members who can share with artists who would be appropriate to consider. When we get proposals in from artists, we will share that with this committee.

OFC lease arrangement with Fairfax County:

A question was raised about how much longer MCC's lease on the OFC facility goes? It is ten years with a renewable lease. We are in the 6th year of the present lease. The county recently agreed to put \$500K into OFC to bring it up to ADA-accessibility showing the County's commitment to this space for MCC.

COMMUNITY PICNIC:

Goal as expressed by Executive Director May-Salazar: We are purposely doing something that stands out from our regular events. McLean Central Park will just have been renovated – so we will embrace this as envisioning the entire campus. This late afternoon/evening timeframe is different than most MCC events; it will have a distinct ambiance.

Location: McLean Central Park (which will have just been renovated).

**Concern about timing of renovation completion:* There is a long lead time on the renovation project which is scheduled to take place in 2024. MCC will have substantial advance notice if there is any construction timing delay.

Attendees: hoping to attract 1,000 to 1,500 people. It is a 'walk-up' event.

Timing: Late afternoon/early evening, to include music.

Rain alternate plan: We are working through our options (some proposals to be vetted) to ensure that we can hold this event rain-or-shine.

Amenities: beer and wine, lights and food and games for kids - similar to European night picnics, which are fun!

Recognition remarks: There will be some acknowledgement remarks: We are so glad the community is together.

**The committee expressed interest in purposely saying "thank you" to key people who were instrumental in the development of MCC.*

HISTORIC LECTURE /VIDEO PREVIEW:

Carole Herrick has agreed to be the lecturer (in Alden Theatre). She is flexible about how she envisions it. A light reception will be held in MCC lobby. VIP section of invited guest seating; free tickets, open to the public. We are looking at catering companies and we will work with partner non-profit, such as Friends of MCC, to obtain licensing for alcohol service.

ACTION ITEM: Marla Kim recommended an excellent local catering business: Windows Catering

COMMUNITY INVOLVEMENT OPPORTUNITIES

In maximizing the expertise of this committee, there are some opportunities for involvement immediately:

1. Video & Timeline (online chronological sequence of MCC's history) – please submit historical images with factual information about the image. Also consider: What are the events and key people that we should not miss? It's not a video of testimonials but we would love to capture those conversations; such snippets will be edited into the video. The great thing about the timeline being digital is that we can add-in: once we find things that we want to roll-in, we can insert them digitally into the archive. **The video will be able to be shown at events all year long to raise awareness of MCC's impact in McLean. It is the thru-line about events that MCC does every year.**

ACTION ITEM: We will set up a mechanism to upload images and submit information.

Or you can bring images to us to scan here.

2. Interviews with people who helped envision & build MCC - deeper conversational interviews with people who were here early on. The committee can provide suggestions of whom to contact. Once the videographer is selected and we have the contract for the entire work plan, we will have an outline and will be asking people for input through e-newsletters and social media pushes. We will solicit those storyboard ideas about folks who were involved in the early days of MCC and PIO staff will edit with the videographer.

3. For social media - a community photo album. We can create an ever-growing photo album - adding to it throughout that particular year, to share it out on social media. These community photo album images may enhance what we are already planning.

ACTION ITEM: It will be through connection to the PIO office to share your experiences.

The videographer will have a portal with a way for us to load images to be vetted for use.

4. Community Art – mural It is envisioned as a community engagement opportunity: we envision an artist who will offer a series of sessions with the community. Depending on the type of mural will determine how the mural production proceeds.

Artist selection: It will be an Open Call. But we also will reach out to specific targeted artists, including artists recommended by MPA and others. There will be an RFP and a selection committee composed of MCC staff and community members.

ACTION ITEM: Committee members may make recommendations and share the RFP with potential artist participants in the Open call.

5. Collection & curation of time capsule a physical vessel that is ready to be loaded and buried underground. Mike Fisher is the leader of the time capsule and commemorative planting (which is way down-the-line).

ACTION ITEM: Begin thinking about example physical objects and themes that should be included in the time capsule representing MCC's 50th Anniversary in 2025.

Summary remarks by Chair Mariam: You all have made fabulous progress on all these projects! Thank you!

Summary remarks by Executive Director May-Salazar: By determining different staff members to lead, we are making good progress. As we get closer, there will be even more details to share than what was presented tonight. We will continue to focus on community engagement and making it fun all year long in 2025!

ADJOURNMENT

Chair Mariam thanked everyone for attending and adjourned the meeting at 7:35 p.m.

Respectfully submitted – Holly Novak, Executive Assistant