



**2023-2024 MCC Governing Board
50th Anniversary Committee
March 13, 2024 6:30 p.m.**

MINUTES

Committee members ALL present (Board):	Lisa Mariam, Chair; Anna Bartosiewicz; Matt Colsia; Gloria Marrero Chambers
Committee members present (community):	<i>in-person:</i> Cindy Rahman; Laurelie Wallace; Bill Glikbarg <i>virtual:</i> Paul Kohlenberger
Committee members absent (community):	Lizzy Conroy; George Sachs; Mary Anne Hampton; Cheryl Langston; Marla Kim; Carla Post
Other Board members present:	None.
MCC Staff present:	Betsy May-Salazar, Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Mike Fisher, General Programs Dir; Sarah Schallern Treff, Performing Arts Dir; Kyle Corwin, Social Media Mgr.
Guests:	None.

CONVENE MEETING

Chair Mariam convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on March 13, 2024, at 6:34 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.

VIDEO UPDATE **remarks by Sabrina Anwah, PIO *11-minute video of MCC 25th Anniversary was shown*
Featured interviews: Pre-interviews with several individuals will be taped in April/May including. Greater diversity of representation is recommended: age; race; MCC employees; parents; volunteers. An expanded list of potential interviewees based on the committee's recommendations was shared with videographer. The vendor responded with a selection narrowing down to 10 people. Generational connections will be featured: people who grew up in McLean as kids and now serve on the Governing Board; parents with children who attended activities who served on the board.

List of events: MCC PIO produced a list of events to cover that is still being refined (will include Fiesta del Sol; McLean Day; patron comments). Lunar New Year Festival was already filmed (b-roll). The vendor toured MCC building to decide where to conduct future interviews on-site. Classes will be featured; MPA gallery; also SIA. The interviews will be woven in small pieces to tell stories through voices with footage showing various events.

Length/timing: The contract specifies a 20-minute video, but the vendor's approach is to gather all the content first and that will dictate the appropriate length. They will create a shorter version (segments) to use in different ways.

Theme: The tone is not so much about history but rather what it means to people in McLean. A celebration of what MCC means now. What does MCC mean to you? We focused in on showing it as it is today and touch on the history... but the focus is not a historical re-hash of the last 50 years. Moving into the future: This is what we are; this is where we're moving into the future.

Other suggestions:

*Feature The Alden Theatre as a fabulous facility! “Behind-the-Scenes” video can be used.

*Focus on goals for the future... facility additions or expansions? Any showcasing of the recent renovation?

Not specifically about the renovation, but the versatility of MCC facility will be featured so people can see the building as it functions for a variety of events. Fiesta del Sol as an example - with use of outdoor courtyard, lighting at night, large thematic decorations.

*Contract should include all footage shot. MCC should specifically request this because sometimes the contract includes only the ‘finalized’ footage. We will make sure to ask to receive all the footage so as to have as much material as possible to keep as MCC’s property, for flexibility.

*Contract vendor: Istrico Productions

ACTION ITEM: We will send a link to the vendor’s website so committee can look at their work product.

TIMELINE UPDATE **remarks by Sabrina Anwah and Kyle Corwin*

Background materials: We are using the historical printed timeline as a resource.

Theme/concept: DECADES – from 1960’s forward. Every decade has a theme/tag line. The photos were scanned and isolated, to be used in electronic timeline. 50 years is a long time, so we tried to identify an optimum concise format to provide people the opportunity to go as shallow or as deep as they would like to access the information within each decade. Each decade will start with a quote at the top which best summarizes the theme of that decade; it will include the rosters of all board members serving at the time. The user can click on things of interest to them.

1960’s: pictures; press clippings; highlights + bullet points; (pulled from historic timeline panels). 25th Anniversary was produced by Mary Anne Hampton and Paige Shelp. We have footnotes giving credit to them for this historical contribution.

Format/intended usage: Online presentation enhanced with photos, videos > it will reside on MCC website.

The user can click through and look as shallow or as deep as they wish to. The plan for each decade is to include the highlights on the front panel with a link to various photo galleries to see historical documents, news clippings, photos, quotations.

Versatility: This format will allow us to continue adding things later. If we find something from 2010, we can keep building it out – similar to a ‘digital scrapbook.’ We can embed videos (the audio would come up when you click on something). In the coming months we will be adding and creating further layers for people to explore.

Summary comment by Chair Mariam: It’s a really nice job! I love the linkage with the 50 Anniversary logo – seeing it in use. It is super exciting seeing things coming together!

UPDATE ON KEY EVENTS **remarks by Executive Director Betsy May-Salazar & Mike Fisher, General Programs Director*

Mural dedication & OFC Block Party: Mural will be at OFC exterior wall. Completion will be timed for Fall 2025 and will be dedicated at the annual OFC Block Party. (OFC will be celebrating its 35th anniversary in the Old Fire House) – that is the perfect opportunity to time when our new murals will be done. OFC is a perfect venue. Annual OFC Block Party is a very popular event (outdoor event in September)

Community Picnic: We are considering options for this celebratory event. Several questions arose: the potential implications of having two high-profile outdoor events (mural dedication/Block Party + community picnic)? Venue - still in McLean Central Park? What would it look like doing something here at MCC? The idea of having it not be as focused on food, but rather showcasing MCC’s programming and versatile usage of the facility (dance hall; party atmosphere; cupcakes for everyone; food trucks or BBQ for sale). How could it be envisioned indoors?

STRENGTHS: The strength of the original proposal (community picnic) is that it was very different than what we offer (community gathering around long tables; food; everyone sit down together). This could be cool!

DRAWBACKS: The ‘unknowns’ are a major concern – adverse weather; quantity of food trucks needed to reduce lines, etc. We cannot transition it quickly nor pivot ‘on-the-fly’ if weather conditions deteriorated.

We must make a settled decision for the best plan to envision the occasion. **What is the appetite for a second outdoor community picnic event in the park – long tables; twinkle lights; background music; food trucks? OR... envision this event inside MCC with activities, each space featured, celebratory cupcakes?**

Discussion yielded several creative ideas:

*I like having it here to bring the community into MCC (not pushing them out into a park). The community picnic in the park could be good but it's most appropriate to have the Center celebrate its 50th anniversary at MCC itself.

*We already offer events here all year long. We are also trying to claim that we are part of a joint campus with the park and library – just as much a part of us as this building (arguing in both directions).

*'Hybrid' event: Could we have a 'hybrid' – the whole campus being open? That is a lot to staff, but what if you had bad weather and needed to move inside? We are a 'campus' and could utilize different parts to pivot into MCC if bad weather occurs. A 'hybrid' event could be: food trucks outside; big tables inside; indoor/outdoor style: "birthday party" activities featuring different rooms inside MCC.

*A big tent could be placed, depending on drainage and flooring requirements. In the evening it could have twinkle lights; outdoor bar in central courtyard. We can make this place look festive and have a wonderful event that showcases this space to the community.

*long picnic tables in MCC upper parking lot: big festival tents and tables (similar to Oktoberfest in Germany) could be arranged in MCC's upper level parking lot. We could have a shuttle to bring people from parking elsewhere. Near The Archer Hotel there is a beer garden. We could use the Library parking lot. We can create a 'room effect' up in our upper lot. Or we could do something similar closer to the building (plaza side).

*Pathway feature - highlights of MCC's history: along a path to the upper parking lot picnic area, showcase pictures from the historical timeline. Having a beautiful pathway display would encourage people to walk up there and convey our message about MCC's history.

*Utilize the spaces differently & uniquely: 1. food trucks on Oak Ridge along plaza. 2. bar area in courtyard.

*Feature variety of food trucks at different tent areas. Diversity of food is important – better for promoting it and more interesting appeal to people. But we must meet a minimum with each food truck vendor (Special Events department is familiar with these vendor requirements).

*We could offer one type of food (BBQ from one source vendor), which is more reliable. And have celebratory cupcakes! Also allow people to bring their own food.

*Pricing: If we use a vendor, we can have people buy tickets for food. Free cupcakes. (A typical price if doing a catered special meal is \$45 to \$50 per head.) Winter Block Party had 1,200 attendees. Fiesta del Sol: \$10 for drinks; \$5 for snacks.

*Involve Friends of MCC: They may want to help with the food aspect.

*Feature local restaurants: Local restaurants participating shows MCC as bringing the local businesses in. Everyone sees it as "McLean." McLean Family Restaurant also does catering. If you publicize and receive bids, restaurants could apply. Pikoteo, a McLean Restaurant, is providing the food for Fiesta del Sol.

Executive Director May-Salazar asked for consensus: Is there anyone who feels strongly to stick with the original plan? If the event takes place here inside, the date we are considering is October 18, 2025. Saturday night, would be evening, perhaps 5 to 9 p.m. (avoiding the long holiday weekend). We are targeting it to everyone but it's not a "kids" event. Depending on how we build-out the spaces will determine what rooms and ambiance we feature.

Upon concluding this discussion, the committee's consensus was to proceed with the new concept of hosting a 'community celebration' event on the premises of MCC building/grounds in an adjusted format.

OLD /NEW BUSINESS

Chair Mariam opened the floor to any topics of "old or new business" to be discussed. No other items were mentioned as a further topic for discussion this evening.

ADJOURNMENT

With all business matters concluded, Chair Mariam thanked everyone for attending and adjourned the meeting at 7:40 p.m.

Respectfully submitted – Holly Novak, Executive Assistant