

**2022-2023 MCC Governing Board
50th Anniversary Committee
February 15, 2023 5:30 p.m.**

MINUTES

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

CONVENE MEETING

Chair Mariam convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on February 15, 2023, at 5:30 p.m. This meeting was open to the public attending in-person or online via Microsoft Teams Meeting. No changes were requested to the Agenda; adopted as written.

RESULTS OF SURVEY INTERESTS (PRIORITIZATION) **Comments by Mike Fisher (PowerPoint presentation)*

The survey was general by design (synthesized into broad categories). It was built from an abundance of ideas contributed by this committee over several months. Many ideas can be combined into one event. **These survey results are not intended to eliminate any options; everything is still being considered. The point is to provide MCC staff with an indication of priorities and where we need to focus our time and efforts.** Goals of this survey were to try to gain an understanding of: 1. Which of these potential ideas are more appealing than others? 2. Where should MCC staff be spending our time? 3. Focusing on developing a strong, accurate budget for anniversary events between now and the end of FY23. The survey presentation includes a timeline of MCC staff actions over coming months.

Ranking by aggregate scores: #1: community picnic came out on top and we will continue to explore this with music, acts, and compiling an accurate budget. #2 video with testimonials and past experiences from our participants. A cool idea in our last meeting was having some kind of booth or reserved space at MCC events where we can say: “Tell us about your favorite memory from a previous SpringFest... or McLean Day” and compiling these responses over time to a video testimonial commemoration. #3: commemorative planting (tree or pollinator garden); #4 historical timeline (similar to former display in Community Hall hallway with panels along the wall telling the history of MCC with photos and quotes.) #5 evening reception focused on partners and dignitaries; #6 art project; #7 art installation; #8 MCC open house; #9 time capsule; #10 oral communicative history in “Story Corps” format.

Some questions and logistical issues mentioned in discussion:

*concern about weather conditions, depending on what time of year for the outdoor community picnic event. Fall may be ideal timing; also, October 2025 is the actual 50th Anniversary month.

*have an “Open House” to bring people inside MCC facility: emphasis should be focusing on the MCC building.

- *concern about parking: large-scale community picnic requires planning for adequate parking so as not to cause problems in the neighborhood. Use of shuttles and other parking lots would address this.
- *consider a sequential roll-out all day long, with celebratory cake and anniversary fare served (instead of dinner). Finish the day with a concluding concert in the park.
- *noticeably greater interest in a community picnic rather than a formal 'gala'
- *oral history "story corps format may include personal memories of people participating in MCC programs as well as giving a personal answer to broader questions that get to the core of why MCC is here, such as: "What is your definition of 'community?'" "What does MCC mean to you?"
- *commemorative video is important to produce (similar to 25th Anniversary video). This could include testimonials from all past board members to get their reflections on what they endured during their tenures.
- *involve local partners to participate (such as sponsoring the tree planting)

Summary: This will be a year-long celebration with branding from January 1 on. There are many ways we can incorporate the 50th year – broadly promoting it in every MCC program and event.

Developing a budget...

Comments by Mike Fisher: Thank you very much for your comments. Important to keep in mind: we are prioritizing this way at the moment, but logistical concerns could force us to shift in some circumstances. As plans get developed, we will communicate with this committee throughout the process to make sure we are understanding the needs. This survey is about narrowing down; the logistics will determine where we end up. As we build-out the plan and prioritize, we will discover the relative costs in weighing our time and logistics >> then we will come back with a total dollar amount. If something is costly and was lower priority, perhaps we will eliminate it or modify the original idea to do it a different way.

TIMELINE: (four categories of timing that coincide with the budget process)

1. Soon!
2. Before June 30 (fiscal year changeover)
3. July
4. Fall 2023/Spring 2024

50TH ANNIVERSARY LOGO **concepts were presented by Sabrina Anwah (colorized & black/white versions; vertical & horizontal)*
 David Craig, graphic designer, came up with several ideas which staff evaluated and narrowed down to two options. These draft options are based on the existing MCC logo, using the current colors and gold representing 50th anniversary. MCC staff thinks these are the best options.

First option: Simpler option that follows format of current logo – replacing MCC with 50, and includes McLean Community Center, and Celebrating 50 Years. Color option brings in current logo colors as well as gold representing 50th anniversary. The anniversary tagline will be added in the written copy when appropriate.

Second option: maintains current MCC component of logo, brings in the concept of 50 years and Celebrating 50 Years. Does not include McLean Community Center. Goal to make sure the 50th logo could work together with our current logo - MCC doesn't need to be shown twice on print material. But often, it will be double-branded and we will make sure the two logos work together. Current thought is it will not replace the current logo. We will still use our current MCC branding.

Comments:

- * some concern that the two logos together would look too similar visually to be paired together
- *versatility is helpful to be able to use the 50th anniversary logo alone... or with the current branding. If something specific to the 50th Anniversary we could use this logo only. We weren't thinking the new logo would replacing the existing.
- *full and total *replacement* of the logo everywhere would be a logistical challenge and potentially too expensive to change every piece of signage, advertising, promotion, printed and online copy. We should not totally replace the MCC logo because there is too much evergreen branding out there. We know we won't be replacing every piece of collateral that we have. But that's fine because the two logos are compatible with each other. With new things we are printing, we can brand as "50th" where appropriate.
- *consider keeping MCC's characteristic colors and use all six colors on the new logo.

*metallic gold color may be problematic because sometimes gold doesn't translate very well to people with visual issues. It is also a tough color to get printed properly (and may be too costly)
*Possibility of using purple and blue in the existing logo are also appropriate regal, celebratory colors which could be highlighted (instead of gold)

Summary: The choice of logo will result in different implementation. Staff will consider feedback and determine the most versatile logo to move forward with.

NEXT STEPS

Based on the reviewed schedule Executive Director May-Salazar suggested changing meeting schedule to every other month for the immediate future. Chair Mariam concurred MCC staff is successfully underway in thorough work on the concept, program execution and logo design and that it may be wise to meet every less frequently. The group will reconvene in April to have a "status check" on progress to date in developing program and budget (not the whole program outlined yet). It will be determined in April if a May meeting is needed. June meeting will present a fuller draft project and budget plan and feedback will inform the budget planning process in July – Sept. 2023.

➤ NO MARCH MEETING.

ADDITIONAL TOPICS

Clarification by Executive Director May-Salazar: We are always open to new ideas from the committee as we go along. We needed to stop 'brainstorming' so that we could start putting things on paper to develop a plan. But then there will be many opportunities to fill things in... flesh things out further... or decide if there is a different direction.

1. Something done for MCC's 25th anniversary was a booklet about the history of MCC. Please consider expanding that for the 50 years. All board members who have served between year 26 to 50 could be included.
2. There has also been an internal staff discussion about soliciting recipes for an old school style "McLean Recipe" book. Everybody could contribute their best recipes. That could be a fundraising project for Friends of MCC. It could also include some recipes from MCC culinary classes. There was happy interest in this idea!

**These ideas will be added to the inventory of suggestions from all previous meetings.*

ADJOURNMENT

Chair Mariam thanked everyone for attending and adjourned the meeting at 6:20 p.m.

Respectfully submitted – Holly Novak, Executive Assistant