



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

MINUTES

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| Committee members PRESENT (Board): | Lisa Mariam, Chair; Anna Bartosiewicz; Matt Colsia |
| Committee members absent (Board): | Gloria Marrero Chambers |
| Other Board members present: | None. |
| Committee members PRESENT (community): | <i>in-person:</i> Cindy Rahman; Laurelie Wallace; Bill Glikbarg <i>virtual:</i> Marla Kim |
| Committee members absent (community): | Lizzy Conroy; George Sachs; Mary Anne Hampton; Cheryl Langston; Carla Post; Paul Kohlenberger; Barbara Zamora-Appel; Glenn Yarborough; Phyllis Riley |
| MCC Staff present: | Betsy May-Salazar, Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director <i>virtual:</i> Catherine Nesbitt, Special Events Manager |
| Guests: | None. |

CONVENE MEETING

Chair Mariam convened a meeting of 50th Anniversary Committee of the Governing Board of the McLean Community Center on May 8, 2024, at 6:35 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.

COMMUNITY CELEBRATION

Executive Director May-Salazar explained there has been very energetic response by MCC staff, which has developed into working group teams that yielded enormous ideas! A presentation was shared about topmost concepts & ideas (not firm yet; open to further development). Purpose tonight is to explain the trajectory and for the committee to provide feedback. These are initial ideas – all can be further explored.

**PowerPoint presentation showed pictures, themes and options – including the “why” each idea was brought forward.*

Anniversary Party: “Through the Decades” – Saturday, October 18, 2025 5 p.m. to 10 p.m.

GOAL: Focal Anniversary Community Celebration theme/vibe: FUN!

OVERVIEW: Evening event using all of McLean Community

- Catered BBQ, Ice Cream Bar, Signature Cocktail(s)
- Community Seating – McLean Room & Covered Plaza
- Dance Party: Dance Through the Decades
- Classic Arcade Room
- Anniversary Videl & McLean Trivia in Alden
- Lounge/Sensory Space in Rehearsal Hall
- Activities throughout – photos, caricatures, community art, video timeline

Discussion /Q&A:

There was thorough discussion about various details of the event plan. Feedback from committee members

referenced several key points:

1. **include an opportunity for individuals remarks from people with historical knowledge who were key decision-makers on how MCC facility evolved over time** (construction of The Alden Theatre; decisions about renovation). *“I really like the notion of how a group of people led by _____ made a decision that resulted in having The Alden Theatre – the evolution of this environment that has been created by these people.”*

Clarification by staff: We are celebrating throughout the entire year 2025:

VIDEO will include elements of such interviews > shown in The Alden Theatre (looping every hour) A video serves the purpose well of featuring historical people significant to MCC’s history.

TIMELINE (virtual) will expand from MCC’s history to present day– with screens representing every decade to convey the history. It has thorough reference to prior timeline and from Program Guides, photos and videos going way back. Also to include changes in programs over the years.

HISTORICAL LECTURE: possible ‘preview event’ early in the year (by Carole Herrick); opportunity for speeches.

2. **MCC branded giveaways:** Rubik’s Cube (perhaps as a prize for trivia). We will research this expense. Cookie with MCC 50th Anniversary logo = for everyone. Perhaps consider a nice canvas tote bag. Other ideas: MCC gift basket as prize for trivia contest: boxes of candy, DVD, popcorn = “family night” gift basket.
3. **Keep the event fun for MCC staff also!** This is a celebratory event for everyone! Executive Director May-Salazar is trying to make it fun for staff too (not super labor-intensive). The interior MCC spaces as envisioned won’t require substantial staff supervision; they can enjoy the event too.
4. **Feature a local food vendor** = Windows Catering was suggested.
5. **Rockland’s BBQ** is excellent and offers a range of options for all dietary preferences.
6. **360-degree camera for photos (rotating slow platform).** Camera on a stick pivots around the person. This is a new type of event photography that is very popular! Could be in Hampton Room.
7. **Flower window clings on MCC windows for community expression** (thematic - one word you associate with MCC). Start this opportunity early before the celebration event (at least two weeks prior) so the public can continually add to and build out the display.
*Consider INCLUDING this window cling activity in MCC programs leading up to Celebration Event, such as Harvest Happening; when Fall classes start
*DISPLAY on lobby windows; expand to courtyard hallway windows.
8. **Friends of MCC – could have a role for this organization & visibility to bolster membership.**
Pens with “Friends of MCC” logo; space for a table for visibility about Friends of MCC.
Clarification by staff: In other events when we do alcohol sales, the relationship with the vendor is such that a portion of the proceeds for the evening will be donated to a 501(c)3 who is our chosen source, recently to Friends of MCC. We have been looking for the right partnership project for Friends of MCC (either the video or timeline) – but we are not sure where their interest lies right now. It may be the 50th Anniversary commemorative tree planting and time capsule. We are happy to consider other ideas.
9. **Involve local community organizations/external groups who have been present at MCC over the years (Boy Scouts; Cub Scouts; baseball teams; Rotary)**
Comments by Chair Mariam and Executive Director May-Salazar: They could be targeted for video interview at McLean Day. In the community art workshops for the mural, we will reach out to those groups to send a representative. Those groups are also represented at McLean Day.
10. **Attendance:** = about 1,000 to 1,200 attendees are estimated. Open, relaxed atmosphere is important – this is something for everyone to relax and enjoy (Retro Arcade Games, Dining, The Alden Theatre; Lounge-Sensory Space! You may get more people, including families with kids. This feels like the net is much wider.

Clarification by staff: This event style conveys the flavor of everything we offer at MCC (video; sensory space; theater experience; community efforts together).

- 11. publicity and budget:** If working with a caterer, we will have to meet a minimum. Having the food and alcohol ticketed saves a lot of money; also using a DJ instead of three different bands. There is some room in other categories if we need to raise the budget. We have a separate budget for this event, including a whole line item for advertising for 50th Anniversary. It will also go into the Program Guide.
- 12. Live artist painting of the event in-progress.** That will be something we can keep for years to come to remember this 50th Anniversary occasion.

13. Emphasize 50th anniversary throughout all MCC programming & marketing

Recommendation by Laurelie Wallace: We should emphasize advertising the 50th Anniversary in MCC classes: This is happening – you are taking classes. Guess what – we are having a celebration! Perhaps wait until after October 2024 and start mentioning it to other people and start to showcase it. SIA needs to know... people waiting for their kids to finish dance class...

Comment by Executive Director May-Salazar: We envision a year-long schedule: events all year in 2025 will be linked to the 50th Anniversary = enhancing and always keep reminding. Show the video at our events. Development of the calendar for next year is already underway. We will have a feature in Fall Program Guide referencing 50th Anniversary.

- 14. Celebratory “through-the-decades” theme** is a happy option for people to dress in an outfit signifying their favorite decade. Consider extra decorative lighting on exterior of the building; strung lights in courtyard; archway at entrance. “Anniversary” celebratory theme will be the vibe throughout.

Summary by Executive Director May-Salazar: Do you think we’re clearly moving in the right direction? YES!

It was fun to have the staff working on it together! Everyone enjoyed working together on these ideas! Everyone will be enticed - nostalgic for many people!

COMMUNITY ART AT MCC – TYPOGRAPHICAL ART PROJECT *a pictorial overhead view of the campus was shown

Discussion:

- 1. Request for clarity about chosen location options – focused on Ingleside & Oak Ridge side of the property.**

Clarification by Executive Director May-Salazar: We purposely are putting it there because we want to engage with people on the library side and embrace the larger campus. We are putting a big sign on Ingleside wall to brand MCC. Many people use the back doorways to enter the building. We want to create this as an interactive space = this is who we are.

Clarification by Laurelie Wallace: A lot of people don’t know this is MCC when they enter the building from Oak Ridge. We never thought about putting a logo on this side – it’s supposed to be a ‘campus.’ I think it’s great – to know they are in the right place.

- 2. Consider safety concerns when evaluating the design** (risks; children climbing on top of the sculpture).

PROCESS: Executive Director May-Salazar and Committee Chair Mariam have been working on the RFP for both projects, to make sure the scope is clear. Utilizing CaFÉ website, which is familiar and used by many in the artist community, will have our information loaded online (RFP, sample ideas, images, map). The artists will upload their proposal to that site. We will do a preliminary internal review (looking at it from a facility perspective) – narrowing down to four selections. Then a jury will look at those four selections.

COMMUNITY MURAL ART PROJECT AT OFC

*Timeline of both projects are coordinated (June 1, 2024 through October 2024- application selection process)

*Typographical Sculpture at MCC installation April 2025

*Mural at OFC installation August 2025 in time for OFC Block Party.

*Dedication of Sculpture – Spring date to be determined.

*Dedication of mural is at the OFC Block Party in September 2025.

OTHER UPDATES

Video: We have pre-interviewed several people and will schedule dates to have some dedicated spaces here on-site. On Saturday, May 18 the videographer will be shooting all day at the McLean Day event to get patron comments. We hope to have opportunity to interview parents, children, teens, people in the community. Roving production people will be in Lewinsville Park. Committee member Cindy Rahman has kindly offered to assist the video crews.

Timeline: We continue to build the timeline (there is a lot of history). Kyle Corwin is the lead; he has been working on taking information that we already have. Sabrina Anwah is building it forward from 2000 to the present. We are trying focus on the “Top Ten Things” that happened in a given year – and determining what visual media we have to related to that (photos, images, videos). It’s a BIG project. It will include a section about the renovation.

Compliment by Chair Mariam: What you showed us at the previous meeting was amazing!

Tree planting: Fairfax Co. has a Department of Urban Forestry. They are happy to help us select a tree, get it into the ground, perhaps expand to additional trees. They will help us with this aspect. We have thought about a potential location for the planting but we will take the expert advice on whatever they recommend for our campus.

Time capsule: Where to put it? It will be heavily focused on MCC history; with some kind of dedication moment. We haven’t yet developed this concept. The capsule is stored in Mike Fisher’s office (it was purchased by George Sachs years ago.) We can make it wide open and have fun brainstorming ideas.

OLD /NEW BUSINESS

Having covered wide-ranging discussion of the concepts presented and ample opportunity for feedback, no other items were mentioned as a further topic of discussion this evening.

ADJOURNMENT

With all business matters concluded, Chair Mariam thanked everyone for attending and adjourned the meeting at 7:39 p.m.

Respectfully submitted – Holly Novak, Executive Assistant