



**2024 - 2025 MCC Governing Board
50th Anniversary Committee
October 16, 2024 6:30 p.m.**

MINUTES

Committee members present (Board): *in-person:* Anna Bartosiewicz, Chair; Michael Monroe

Committee members absent (Board): Gloria Marrero Chambers

Committee members present (community): *in-person:* Barbara Zamora-Appel; Lisa Mariam; Bill Glikbarg; Matt Colsia
virtual: Clare Kiley; Cindy Rahman

Committee members absent (community): George Sachs; Carla Post; Lizzy Conroy; Phyllis Riley; Paul Kohlenberger; Mary Anne Hampton; Marla Kim; Cheryl Langston; Glenn Yarborough; Laurelie Wallace

Other Board members present: None.

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; Mary Carter, Special Events Assistant Manager

Guests: Jim Lawless (MCA; Friends of MCC); Anna Bartosiewicz’ daughters

CONVENE MEETING

Chair Anna Bartosiewicz convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on October 16, 2024, at 6:34 p.m. The meeting was open to the public. Announcement was made about the meeting being audio-recorded for purpose of Minutes. The agenda was adopted by acclamation.

ANNIVERSARY YEAR 2025 – EVENTS SEQUENCE **overview by Executive Director Betsy May-Salazar*

For those of you who have been involved since the beginning of our planning it is very exciting now to realize we’re about to kick-off the 50th anniversary year! **Our intention is to celebrate all year long in many ways.**

Overview: events occurring throughout 2025 will feature a celebratory theme of MCC’s 50th Anniversary:

Opening event: McLean History Talk with Carole Herrick; Premiere of MCC Anniversary Video January 4 (evening)

Kick-off Reception with Friends of MCC & MPA

*Winter Block Party will be happening at MCC earlier during the same day!

Commemorative Tree planting at SpringFest event

April 5

*We are envisioning joint events and logical connections.

Type of tree and location t.b.d - depends on sculpture site.

MCC Typographic Sculpture Unveiling

April/May

*Will be plaza entrance/library side of MCC building

McLean Day – Enhanced Branding

May 16, 17

Independence Day Fireworks – Enhanced Branding

June 28

Summer Concerts in McLean Central Park – Enhanced Branding

June – July

*Our first time in the new park; ideal opportunity to promote MCC summer concerts very differently.

We’re moving it to a weeknight (Thursday evenings) and building-out activities around the concerts to highlight

MCC's 50th Anniversary. We will experiment with weekday evening to see if we gain more attendance.

Evening time is cooler [air temperature.] Also, a lot of people seem to be traveling on the weekends.

MCC Mural dedication /OFC Block Party

September 20

Community Anniversary Celebration

October 18

*This is our big, culminating community celebration.

VIDEO; TIMELINE; “MY MCC MEMORIES” COMMUNITY SCRAPBOOK **remarks by Sabrina Anwah*

Video: PIO office got our first look at the video – it was very impressive. There will be three opportunities to make comments; next review will be on October 31. Videographer is onsite tomorrow (10/17 from 11 a.m. to 2 p.m.). Filming classes; B-roll of an interview with Mary Anne Hampton. We informed the instructors and students (participation in the video is optional).

Historical timeline: We had a previous timeline and we are picking-up from 2000 to 2024 - using old clips and trying to pull it together. The historical timeline will be integrated into MCC website and available in mobile kiosk in MCC building.

My MCC Memories - Kudoboard.com: We wanted to provide a way for people in the community to be able to share their memories and experiences (such as “McLean Day” and other experiences they’ve had with MCC). Kudoboard.com is a wonderful way for people to be able to paste comments, photos, videos. Contract is in place; working now on finishing the ‘look’ of it. When it’s ready, we will ask 50th Anniversary Committee members, staff members, Governing Board members to start the roll-out over the next two months - so that when we open it to the public in January, it won’t be blank; it will have some material already and give direction as to how community members can add their own information.

Marketing (multi-pronged effort) – signage; social media: We have started designing banners and signage to ‘dress’ MCC appropriately – for people who come in here to understand that we are celebrating the 50th Anniversary. We are also working on trying to get placement of some features with local media. Winter/Spring Program Guide will have the first major information about 50th Anniversary (spread) > mailed out to all tax district residents. We plan for the 50th Anniversary ‘look’ to thread through everything and become familiar to people.

BOS resolution: We will request to have a Fairfax County Board of Supervisors “Resolution” in recognition of MCC’s 50th Anniversary.

DISCUSSION:

***a concern was expressed to be sure to tie-in various community groups that have spanned 20 years of The Alden and/or were instrumental in helping to start MCC in the early formative years.**

Yes – definitely. We have found past newsclips of shows that were performed here by various groups. We are trying to be cognizant of it not just being about “us” > but about the community and weaving that into the timeline.

Clarification by Executive Director May-Salazar: My MCC Memories on the Kudoboard.com is exactly for that purpose: for the community members to share their memories. That is our way to keep engaged all year long (through social media) – and keep reminding people to come back and look... let that [My MCC Memories site] grow and grow. Who knows what we will get out of that? We may develop something else from the information we gather there! We are keeping in mind the local community groups when we pick the things to include on the timeline (such as newsclips; a booklet from the originator of Crafts & Antique Show).

***helping to promote My MCC Memories site to the community:**

When My MCC Memories site (Kudoboard.com) is ready to roll, will ask you and your family and friends for initial participation. The goal is to get it to look like how we prefer to present it, so that when we start sharing it out with the public, they have an idea of what we’re looking for. There is a filter: each entry will be previewed before it goes live... there is an ‘edit’ button! We will make sure all content is appropriate!

***innovation to offer mobile kiosk for viewing historical timeline** Kyle Corwin and Joe McGovern are exploring mobile kiosks for people to be able to view the video in the building. It’s user-friendly and something we can move if more useful in another location within the building (portable). We have found some great options so far and are excited about having this feature.

PUBLIC ART PROJECTS

**remarks by Lisa Mariam and Betsy May-Salazar*

Since this committee last met, a lot has happened! It's very exciting!

1. We put the call out and received many applications from very highly-qualified artists.
2. We did a first run-through to whittle down through so many submissions.
3. We put the top 20 artist applicants for each project (sculpture; mural) out to the selection committees to then narrow down to Top 4 finalists in each category.
4. The Top 4 artists will be interviewed next week, either coming to MCC in-person or doing a virtual presentation with a more fully-realized concept for their project.
5. Artist selection: after Q & A by the jurists, at the end of each day of interviews, we will have selected the artists who will actually be commissioned to do the two projects.

Executive Director May-Salazar has been having great fun – also appreciating Lisa Mariam's expertise! **We are most excited about the interaction with the artists, especially as they are coming to share their concept and getting more details. It's exciting to see their process and what matters to them as they put their ideas together.**

GOAL: Sculpture = done in Spring 2025 (that may change based on timeline of what materials are needed; but will definitely be in 2025 anniversary year)

Mural = painted in August 2025; ready to dedicate at September 2025 OFC Block party

DISPLAY: These art pieces are intentionally long-term, permanent pieces - 'built to last.' Permanent installation; high quality materials and a specific plan by the artist for how the piece will be cleaned and maintained over time.

COMMUNITY ENGAGEMENT ASPECT:

Mural artists will specify the community involvement: it's up to them to propose what the community input will be, whether it is: helping with the concept; helping with the painting; or both. They all are different so it will be interesting to see what we get. For the mural it is basically 50/50: artistic design of the mural + community engagement that comes with it. For the community engagement piece for the mural, we'll be guiding them and we will be involved in that. It will all depend on what they're looking for – focus groups...paint days... each artist will envision differently.

OPENING EVENT - JANUARY 4 **remarks by Sarah Schallern Treff*

OFC Winter Block Party will be held at MCC building and grounds on Saturday, January 4, from 12 noon to 3 p.m., featuring family fun activities and snacks. An ice sculpture will be carved in the courtyard displaying "50th" Anniversary monogram, which will remain visible during January 4 evening kickoff event.

Evening event (7:00 p.m.) in The Alden Theatre will feature a McLean history talk by Carole Herrick, former Governing Board member and expert on McLean and Fairfax County local history. Her talk will have an emphasis on the creation of MCC. It will be followed by a premiere of the 50th Anniversary video.

TWO RECEPTION IDEAS:

1. Pre-event reception for 50th Anniversary for former & current board members and 50th Anniversary committee up in MPA gallery. A 'thank you' for all the work they have done throughout the year (an 'insider' small get-together). As co-sponsors of the event with Friends of MCC, McLean Project for the Arts (MPA) will open the Emerson Gallery upstairs for attendees to enjoy the exhibit.

George Sachs was Executive Director for 11 years; and Deputy before at OFC, so he has a long history. Clare Kiley was Performing Arts Director and then Deputy Director – she has a very long history with MCC. They are both retired elsewhere (not McLean). If they plan to come to town for January 4 event, we can ask them to participate prominently because they were very important to MCC. Perhaps Clare Kiley could introduce Carol Herrick, or the video... or George Sachs could introduce the video (either way). It depends on their coming and if they agree!

Friends of MCC: Part of Carole Herrick's talk would emphasize Friends of MCC, encouraging participation and letting people know that they are a non-profit and how much Friends has contributed to MCC over the years.

2. Post-video champagne reception (along with a non-alcohol option) hosted by Friends of MCC in the lobby for ALL guests, along with opportunity to purchase a book on McLean history authored by Carole Herrick.

Refreshments: MCC logo 'ed cookies; dessert or fruit tray (something low-key; not trays being passed). Friends of MCC would have presence at a recruiting table in the lobby so people can respond after they learn how amazing Friends of MCC is and how people should really be involved.

Book Signing: Carole Herrick says has written several books about McLean! If she is agrees, we could arrange for book sales at the reception by Fonts Bookstore – with Carole signing the books.

Invitations: This is open to the public – it's free. People can just come. We will invite 'VIPs'. Holly Novak is building an invitee list– including members of local civic groups, Fairfax County elected leaders, former and current Governing Board members, MPA board members. We will do an (e-invitation) and collect Rsvp's online.

Decision for 50th Anniversary Committee to give input:

Do we want to do the pre-event reception - the 'family' (insider) pre-reception?

Rationale - emphasizing partnerships: Part of the conversation is that Friends of MCC has graciously agreed to co-sponsor this with us. We like the idea of kicking-off the anniversary year in conjunction with Friends of MCC. MPA has offered their space upstairs as a reception area to partner with us in the kick-off event. The space is small, so we didn't want to limit the entire reception to that area and then need to limit the number of people who can attend. But it does seem like a really great opportunity to offer something beforehand.

Response by Board member Mike Monroe: I think it's a great idea – I'm in favor of it.

***importance of acknowledging key individuals and groups who helped to found MCC**

It was a group of people (including Bob Alden who is deceased) that could be identified by Carole Herrick and involved MCF. On McLean Community Foundation website now, there is a whole history of how MCC came to be: explaining when they started buying land and starting in a school - a good glimpse of this important history.

Certainly throughout the year, these partner organizations will be highlighted and asked to participate because MCC would not be here without them. Part of celebration is celebrating the whole community.

***idea to have a credit roll on the video (list of local organizations who were key in starting MCC):**

Regarding all organizations who have helped to form MCC and who have supported all through the years. At the end of the video, will there be some kind of acknowledgement of that - a list of community organizations? Yes – that's a great idea (credit roll). Because there are voices throughout the whole video who represent various groups.

***mentioning the land acknowledgement** We will have a verbal land acknowledgement as the event begins.

***consider an honorarium for speaking and covering travel expenses for those coming from out-of-town**

We can talk about it and consider what special remuneration would be appropriate for all involved. [Claire Kiley was in the meeting and declined the suggestions for remuneration for travel.]

Committee consensus: Yes – we like the idea of a pre-reception in the MPA gallery area upstairs **AND** a larger reception afterward in the lobby for everyone.

With all of this planning, as we are getting to final stages, we will be asking ALL committee members to come to everything and promote, promote, promote. Invite everyone to come and get people excited!

COMMUNITY CELEBRATION – OCTOBER 18

**remarks by Mary Carter and Catherine Nesbitt*

Approach to planning: MCC's 50th Anniversary is a special opportunity to honor our wonderful and diverse community –neighbors, businesses. GOAL for a special DAY-OF celebration in October 2025: create an event with a sense of 'community' in all its diversity: bringing everyone to the table to rejoice in a celebratory ambiance with core elements: food, libations, music, dancing and fun! All the cultures McLean represents have these core aspects.

Mary Carter, Special Events Assistant Manager, has been leading this all-staff effort through coordinated teams.

MCC will be showcased for the many opportunities it has offered to the community for the past 50 years! Guests

will be able to explore all aspects of MCC during the event, in ways they may not have been able to in the past – all while enjoying the music and delicious food. Event hours: Saturday, October 18, 2025 5:00 to 10:00 p.m.

Dancing! We'll be dancing the night away through the decades starting with current music and moving back to 1975 when MCC first opened. A DJ will play popular songs for each decade and a professional dance instructor will demonstrate dance moves for each decade at the top of the hour for a 15-minute segment every hour. Then the remainder of each hour will be for patron dancing. We will have line dancing! It absolutely fits into the theme. "Thriller" came out in 1980 and MCC started not long before that, so we will probably have some moonwalking! The DJ and dance instructor have been contracted with MCC for multiple years, so it's a special treat to have them here at the celebration. With coordination throughout the event, there will be at least two dance instructors so someone will always be up on the stage interacting with the audience to keep the energy flowing.

Refreshments: Guests will be able to enjoy options: a 'signature' cocktail and mocktail, beer, wine, small plates. We are looking for a local McLean restaurant or catering establishment to offer that. We are hoping for fresh small plates that will have our guests continually coming back and trying more food!

Layout: We will extend dining area to the plaza (on library side) so as to create a warm, intimate seating area for guests to have conversation and share stories while enjoying their food and drink.

The Alden (historical video viewing): Guests can go into The Alden to learn more about MCC's history. The 50th Anniversary video will be looping approximately every 22 minutes for guests to find out about MCC's history, including events, programs and stakeholders' thoughts and memories. Guests can also learn more about MCC's history with an interactive timeline at the event.

Community involvement in art piece: Attendees will be invited to contribute their creative input on a working art piece in DuVal Studio.

Games: Guests can try playing classic arcade games (such as Pacman and Galaga) during the event.

Photo opportunity: There will be a big photo opportunity for guests to snap a picture and remember the night.

Serenity space: Rehearsal Hall downstairs will be a lounge featuring calming music, LED furniture, low lights and a giant light bright – to take you back to the good old times!

Live-Artist: We will have a live artist onsite painting a picture of the anniversary party. Guests can view the work-in-progress. The art will remain at MCC as a commemorative keepsake.

Giveaway merch: Guests will receive a small MCC token to remember the occasion and keep MCC close at heart.

Summary by Executive Director May-Salazar: You've heard this evolve and now it's really gelling at this point; there is huge sense of ownership from everyone on the team. It's been a really fun project!

MCLEAN DAY 2025 – HISTORY WALK... AND OTHER IDEAS

*Chair Bartosiewicz suggests one way to integrate 50th Anniversary throughout the whole year 2025 through a history walk or something that can move from big event to event: McLean Day; Independence Day Fireworks; threading through wherever it is logical. We're working with all the history groups that have images to put together a timeline we can cull from > for a type of 'physical' presence at some of our events. McLean Day 100th (2015) had such a history walk with some really fun photographs! McLean Day in 1915 had jousting! McLean Day has morphed since then; but we have some fun information about MCC 50 years ago.

*Augmented Reality (comment by Lisa Mariam): 'Augmented reality' is very cool – to walk around and have images that a person could plug-in at certain sites and scan a QR code, to see that something happened.

Clarification by staff: We talked about this idea years back; its expensive. A possible adjustment to the idea would be to have brief information and a QR code to drive you to the timeline, as part of the history walk. We are interested in anything we can do like that to encourage continued participation and engagement.

*AI-composed theme song: Committee member Mike Monroe mentioned that he has created an AI song about MCC's 50th Anniversary using key words!

ADJOURNMENT Chair Bartosiewicz thanked everyone for attending and adjourned the meeting at 7:16 p.m.
Respectfully submitted – Holly Novak, Executive Assistant