



**2024–2025 MCC Governing Board
Programs & Outreach Committee
November 6, 2024 5:30 p.m.**

MINUTES

- Committee members present:** *in-person:* Anna Bartosiewicz – Chair; Ron Keesing; Aaron Stark; Sonya Thott
- Committee members absent:** Peter Pin
- MCC Staff present:** Betsy May-Salazar, Executive Director; Mike Fisher, General Programs Director; Erin Bieger, Instructional Programs Manager; Sarah Schallern Treff, Performing Arts Director; Sabrina Anwah, PIO; Danielle Van Hook, Youth Theater Program Director
- Guests:** N/A

CONVENE MEETING

Chair Bartosiewicz convened a meeting of Programs & Outreach Committee of the Governing Board of the McLean Community Center on November 6, 2024, at 5:40 p.m. This meeting was open to the public attending in-person. No changes to the agenda were requested; it was adopted by acclamation.

SUMMER CONCERTS **remarks by Sarah Schallern Treff, Danielle Van Hook and Sabrina Anwah*

Renovation of McLean Central Park has brought significant enhancements including a new pavilion for performances including MCC’s outdoor summer concert series. Summer 2025 MCC is planning to bring people back in a big way in celebration of the MCC’s 50th anniversary. Traditionally, concerts were held on Sunday afternoons – moving to Thursday evenings at 7 pm, when it is cooler. Also breaking down the division between adult and youth concerts and planning to have family-friendly concerts for everyone. Kicking off with a large drumline on Juneteenth, followed by several popular tribute bands and other performers. Plan to announce at the beginning of 2025, earlier than normal, in order to heavily promote the concert series. Will work across MCC to enhance the concert experience, work with McLean Revitalization Corporation and area restaurants to offer picnic dinner options for attendees to pick up and bring to the park. Plans include inviting an ice cream truck, having performance specific craft activities, large yard games, etc. Board members invited to share ideas on how to enhance the concert experience. The new pavilion will be inviting to families with the proximity to new playground, built in seating, nice flat area for blankets and chairs, and MCC plans to lend out umbrellas for shade. This year the concerts are fairly stripped down based on the new facility offerings – it only includes downlights – and staff will evaluate what future needs MCC might want to invest in for the facility. Question was asked about the possibility of including time prior to performance for McLean kids to perform – this is something that can be explored, particularly if ties to a camp taking place at MCC – if not this year it can be considered in the future. The question of treatment for mosquitos was also raised – the MCC provides paper fans for attendees and if mosquitos are an issue we can work with Park Authority.

A robust marketing plan has been developed for the Summer Concert Series including:

- Rebranding from Sunday Summer Concerts in the Park to a family friendly, easy lift, musical start to the weekend.
- Standard outreach (website, program guide, news release, social media posts, posters)
- Direct mail postcard to district residents
- Flyers/postcards for local businesses, libraries, schools and at spring events, including McLean Day, Independence, etc.
- Boosted Social media campaign starting after McLean Day through mid-July
- Online ads – geofencing to local theater venues: Capital One, Wolf Trap, GM Center for the Arts,
- Outreach to local high rise/and condo communities McLean House, the Ashby, Rotunda
- Outreach to local businesses in the area (HR departments)



- Partnerships with McLean Revitalization local restaurants (concert boxed meals, discounts, etc.)
- Request inclusion in FC Park Authority's marketing efforts
- Back cover of the summer issue of ParkTakes will include ad display ad on concerts
- Banners @OFC and MCP.

SIA – UPDATE **remarks by Erin Bieger and Mike Fisher*

There is a long history of programming for older adults at the MCC. Several years ago there was a Seniors Program Position. After the pandemic the programming was redeveloped into Seniors in Action. Seniors in Action has been a fee-based membership program that is super popular, which has led to some activities exceeded capacity – particularly fitness classes. Incremental changes have been made to address the capacity issues which causes ongoing friction. Issue was SIA was being limited, with waitlists, because of a few key areas of interest – MCC wasn't meeting the full community need. However, many components of SIA did have space in the activities. In response, MCC plans to remove the membership fee requirement beginning January 1. SIA will continue with weekly emails and schedules and will maintain the social aspects of the group. Most of the programs are drop in and free and will continue to be managed in the same way – with Samah Habayeb as the key SIA coordinator. The exercise classes will move to a fee-based offering that is registered for the same way as all other MCC classes. The costs for the SAIL exercise classes remain low and there will be an option for individuals to register for 1-4 days per week. In addition, there will be minimal costs for other instructor-led programs such as game lessons. The response from SIA participants so far has been very positive.

COMMUNITY FEEDBACK SURVEY **remarks by Betsy May-Salazar and Mike Fisher*

Last year we received 1,200 survey results for the community feedback survey. This YTD we have 111 responses. This is a plea to the board to help promote the survey, attend upcoming programs to engage with the community and solicit survey responses. An email will go out tomorrow with time slots for board members to volunteer for programs in November and December. We will follow up later with opportunities in January. The survey closes at the end of January. Also request for board members to share the survey on their social media, would particularly love youth feedback and asking the youth board members to help promote the survey to the youth community. Anna noted that she volunteered last year and it is a good way to engage with the community as a board member and hear their interests. The survey is available on iPads for the board members to use and they will also have a QR code to share for those who want to complete the survey on their phones or at a later time. Ron Keesing and Anna Bartosiewicz committed to volunteering at the upcoming Antique Show.

MARKETING UPDATE: SOCIAL MEDIA TOOLKIT **remarks by Sabrina Anwah*

Social Media Toolkit

A request was made to the board member for support of our online marketing efforts – it is needed and appreciated!

- Toolkit is sent to the board at the beginning of each month.
- Cut and paste copy and images to your own social media accounts
- Tag us on the post: mcleanvacenter on Facebook and X; mcleancenterva on Instagram

Mike Fisher noted that he would share the emails for the Youth Ambassadors once they are finalized and they can be asked to promote as well.

Sarah Schallern Treff commended Sabrina Anwah for a newly created holiday post card that promotes holiday programs center-wide – noting it is amazing all that we offer when seen altogether.

OLD /NEW BUSINESS

Chair Bartosiewicz opened the floor to any matters of old or new business. Nothing else was mentioned as a further topic of discussion this evening.

ADJOURNMENT Chair Bartosiewicz thanked everyone for attending and adjourned the meeting at 6:25 p.m.