



**2024 - 2025 MCC Governing Board
50th Anniversary Committee
January 8, 2025 6:30 p.m.**

MINUTES

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

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

Committee members absent (community): George Sachs; Lizzy Conroy; Phyllis Riley; Marla Kim; Mary Anne Hampton; Bill Glikbarg; Cheryl Langston; Carla Post; Phyllis Riley

Other Board members present (*non-quorum*): 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; Jonathan Melendez, Deputy Director

Guests: None.

CONVENE MEETING

Chair Anna Bartosiewicz convened a meeting of the 50th Anniversary Committee of the Governing Board of the McLean Community Center on January 8, 2025, at 6:31 p.m. It was announced the meeting is being recorded for purpose of Minutes. The agenda was adopted by acclamation.

KICK-OFF EVENTS – JANUARY 4

**remarks by Executive Director Betsy May-Salazar and Special Events Manager Catherine Nesbitt*

Winter Block Party: The whole day was great – tons of people were here! Much fun was had by all! Upon successful conclusion at 4 p.m., the MCC facility was immediately transformed into the lovely evening event.

Premiere of MCC 50th Anniversary Video: Excellent attendance by the community – representing those who historically had been a part of MCC as well as current staff and Governing Board leadership. Everyone had a good time! The video was fabulous! Cost-effective: The event was relatively inexpensive, but with great flair and enjoyment. Willie Montgomery is appreciated for his excellent efforts in event planning. We will reschedule Carole Herrick for a future history talk. All who R.S.V.P.'d for this event will receive a notice about Carole Herrick's future program.

COMMITTEE MEMBERS' IMPRESSIONS OF THE EVENT:

***excellent ambiance:** The décor was amazing; set-up and program flowed flawlessly. It was nice to have all the people here that were here from the community, and so many board members and MCC staff. It was great!

***ideal program length:** It was perfect; because the video was long, having the historical talk separately is a great idea. I'm very interested in it and can't wait to hear it. January 4 event turned out fantastic! It was perfect timing.

***meaningful connections over the year to MCC:** We appreciated the number of people who turned out who just really wanted to be here to celebrate and to talk to each other. Scores of folks introduced themselves to Executive

Director May-Salazar, telling her where they fit into the 50 years. It was lovely to see how energetic people were and excited to be able to be here to celebrate! That was our hope. Sarah Schallern Treff was thanked for her excellent design of the program.

***video featured vintage footage as well as forward progress of MCC:** The video was great – it was so good to see so many faces of people that have been part of this community for a long time. I loved how we put parts of the old video from 25th anniversary featuring Bob Ryan and how that vintage footage flowed in. It's important to show the past, and the present... and talk about the future.

***benefit – inviting and introducing new people to MCC who've never been here:** Thank you all for coming and promoting it, and encouraging your friends and neighbors to attend.

***benefit – learning interesting aspects of MCC's history that are still current & relevant today:** Former Gov. Board member Merrily Pierce brought a couple who'd been a part of the inception of MCC in 1972 and were very grateful to be a part of that. They had vivid stories and things that seem very familiar to what happens today – the same conversations. This is evident when exploring the historical timeline – viewing some of the quotes and press coverage way back then! The same things are happening today (which is kind of reassuring).

PUBLIC ART PROJECTS – PROGRESS

**remarks by Executive Director May-Salazar and Lisa Mariam*

Typographical Sculpture: Eileen Gay – Mosaic artist & concrete sculptor; Sparks, NV

Location: outside on the plaza entrance (library side of MCC building).

Jury composition: Lisa Mariam, 50th Committee Member; Laurent Odde, Program Manager, Art in Transit, WMATA; Nancy Sausser, Curator, McLean Project for the Arts; Danielle Van Hook; Betsy May-Salazar.

Jury met twice – reviewing submissions to select finalists; individual interviews with finalists. Following interviews jury was unanimous.

CONCEPT: playful and artistic – welcomes all ages – “will become mascot for MCC”

DESIGN: “QB” offers a lighthearted version of the McLean Community Center's iconic logo for visitors to enjoy. Concrete sculptural mosaic with varying materials and texture providing depth, includes hidden surprises inviting discovery. The welcoming attract of “QB” will suggest a feeling of fun on arrival. With an approachable, human scale it's meant to feel like a ‘mascot’ of the entry, welcoming visitors with its colorful, lighthearted presence. The materials for the art - steel, concrete, high fire glazed tile and glass, are strong and freeze-thaw resistant making the artwork a low maintenance, non-fading icon at the McLean Community Center for many years to come.

SIGNIFICANT WORDS EMBEDDED IN THE SCULPTURE: There will be words embedded in the design and mirrors that will reflect the light. **Artist given several words tied to MCC Strategic Plan and words that we always use.**

MARKETING: Plan to use social media to tease the project leading up to unveiling – revealing in stages - and show status snapshots over the next few months before it is unveiled.

ARTIST PRAISE: In speaking with other communities that have projects this artist has designed, they are so beloved! People were raving about how every time they see the works, they notice different aspects of them. It's going to be a really great fit for MCC.

COMMUNITY ENGAGEMENT: We talked to the artist about potentially doing a mosaic workshop, while she is not able to do the workshop herself, she likes the idea of MCC doing one. We will consider potentially including a paper mosaic workshop at SpringFest.

PLAQUE: The artist will include a discreet credit panel into the sculpture itself. We have not yet determined the addition of another plaque tied to the 50th anniversary.

Mural: Jeremy Jarvis, mural artist (Westerville, Ohio)

Location: back wall of OFC

Jury –Lisa Mariam, 50th Committee Member; Nancy Sausser, Curator, McLean Project for the Arts; Janee Padmore oversees Paint it, Fairfax!, mural program, Fairfax Co. Office of Planning and Development; Andrew Carter; Betsy May-Salazar.

Jury met twice – reviewing submissions to select finalists; individual interviews with finalists. A variety of mural styles were presented, ranging from realistic to abstract.

CONCEPT: It is an inspirational mural, a gift to the community, drawing inspiration from themes of love and kindness and community support.

INTER-GENERATIONAL FOCUS: Central to the mural are two figures – an older man and a young girl. This intergenerational focus was an initial change requested by the jury to focus on the relationship among generations, rather than just children. The man holds birdseed in his hands, and the girl stretches out her hands encouraging the bird to take flight. This imagery reflects a cooperative spirit—where love, kindness, and care come together to nurture peace and hope, represented by the dove. The dove's flight suggests that when a community provides care and support, it empowers others to thrive and spread positivity.

FLORA BORDERS: Roses framing both sides of the mural symbolize the flourishing beauty that grows when kindness is cultivated. The flowers highlight the idea that healthy communities—much like gardens—need attention, respect, and support to grow.

WORDS: At the base of the mural are five words: CARE, UPLIFT, SUPPORT, RESPECT, and LISTEN. These words emphasize the values that sustain a loving and vibrant community, serving as an everyday reminder of how McLean can continue to grow together. The mural is intended to inspire residents by serving as a reflection of McLean's diversity and civic pride, fostering a sense of belonging and unity for all.

CONNECTION TO MCLEAN: This is a preliminary mural design and we will have the ability to contribute as a community and as a team, to further shape the concept. We are working with artist on how best to engage the public in planning stages. Options include online workshops or soliciting community input through targeted and social media outreach. Ideas we introduced for the community engagement include: Key word selection that tie to us as community; and the flora and fauna chosen for the borders that can more closely tie to McLean.

COMMUNITY ENGAGEMENT: The main community engagement will be through community paint days when community members will be able to come and help execute the project. The artist has a lot of experience leading community paint days with different groups.

This mural is MCC's gift to the community – something that will really reshape the area in that part of McLean. Mural will be dedicated at the annual OFC Block Party in late September.

Comments:

- *Discussion took place around the intergenerational figures and the appropriate ages to depict as well as the significance of the birdseed and bird in flight and which intergenerational figure should hold the birdseed vs bird. The symbolism will be clarified with the artist.*
- *Discussion around the use of a single color vs multiple colors in the mural. Comment was made that MCC is identified by its colorful logo and perhaps more color could be considered.*
- *Comment was made that while it's a beautiful mural, it doesn't reference that it's the 50th anniversary celebration. I thought the idea was that we are celebrating 50 years of MCC. – Response: Jury selected this mural because of its strong message about community. Community input on the symbolic references will strengthen connection to McLean – such as in lieu of roses, it could be dogwoods, etc. The mural will not be here for only one year but will become part of the community so the mural must be timeless. It's a mural in honor of the 50th anniversary but not about the 50th.*

Executive Director May-Salazar will share these questions and comments with the artist.

VIDEO, HISTORICAL TIMELINE, “MY MCC MEMORIES” COMMUNITY SCRAPBOOK, MARKETING OUTREACH & PROMOTION

**remarks by Sabrina Anwah*

Video: The video was premiered on January 4 and everyone enjoyed it immensely!

Historical timeline: Social Media Manager, Kyle Corwin, has been working tirelessly on timeline. Early history material used is derived from the 25th Anniversary historical timeline. Focus has been on gathering material from the 2000s forward. For consistency, the format focuses on each decade with highlights of key facts, quotes, gallery of photos and articles, board members, and videos. Quotes were pulled from various sources such as program guides, 2007 telephone survey conducted by GMU, patron comments. Each decade has a “test your knowledge” section with an interactive quiz regarding McLean history – pulled from MCC newsletters over the years. Also included at

bottom of main page are staff and volunteer photos. Timeline is designed to be expanded and deepened. Initial format narrows each decade down to ten points – which was difficult. **We don't want it to become unwieldy. Having that measure of "ten facts" was the way to get it off the ground for the whole 50 years, but now we can keep expanding and adding things as we are able.**

Public Display: There is an interactive, touchscreen kiosk in the lobby, and it is being added to the website. As people interact with the kiosk, it's getting conversations started!

COMMENTS:

- *It was recommended that staff tenure be added to the staff lists to recognize years of service;*
- *It was noted that volunteer recognition currently included Friends Indeed Awards Recipients and the Gordon H. Randall Volunteer Award recipient and can be expanded with additional volunteer photos.*
- *The various MCC logos are included in the bottom right of the webpage - it was suggested that the dates the logos were in use could be added for reference.*

"My MCC Memories":

50th Anniversary Committee suggested having a way for people in the community to share their memories. We've selected "Kudoboard" (online scrapbook). It has several posts on there now! We would love more and are about to launch a campaign to encourage community participation (advertised in e-newsletters, social media; on website 50th Anniversary page). It's very easy to use. The QR code is in the program guide and on our website. There is a website link as well. We wanted to make sure there were enough posts so that community members understood the goal of the scrapbook before marketing heavily.

If you get comments or suggestions about things people wished were included in the video or the timeline, "My Memories" is the way for them to include these memories. It has the potential to be the most amazing site with people adding their memories and photos, and anecdotes. It doesn't have to be a lot: you will see a little story about something that had an impact on one person (with photos or without). **This is our community board and as we build it out it will become a repository of MCC memories - our 'virtual' time capsule. It will live on beyond the 50th Anniversary.**

Website – 50th Anniversary Page:

50th Anniversary Website Page, where everything will be accessible, should launch soon.

Marketing – Outreach & Promotion:

Swag for 50th Anniversary: sticker, bookmark, pens and candy were given out to everyone.

OLD /NEW BUSINESS

Chair Bartosiewicz opened the opportunity to bring up any old or new business items for discussion. Nothing was mentioned as a further topic of discussion for this evening.

ADJOURNMENT

With all business matters concluded, Chair Bartosiewicz thanked everyone for contributing ideas and adjourned the meeting at 7:31 p.m.

Respectfully submitted – Holly Novak, Executive Assistant