



**2024–2025 MCC Governing Board
Regular Meeting
January 29, 2025 6:30 p.m.**

MINUTES

Board Members PRESENT (quorum): *in-person:* Kristina Groennings, Chair; Katie Gorka; Doug Jeffery; Ron Keesing; Peter Pin; Michael Monroe; Sonya Thott; Aaron Stark

remote: Gloria Marrero Chambers (2nd time remote -medical caregiver; Puerto Rico)
Kathleen Cooney Porter (2nd time remote – medical; McLean, VA)

Board Members ABSENT: Anna Bartosiewicz

MCC Staff present: Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Matthew Hockensmith, Comptroller; Sabrina Anwah, PIO; Sarah Schallern Treff, Performing Arts Director; Jennifer Garrett, Technical Director; Catherine Nesbitt, Special Events Manager; Andrew Carter, OFC Manager

Guests: Jim Lawless (MCA; Friends of MCC); Deb Bissen (MPA)

CONVENE MEETING

Chair Kristina Groennings convened a Regular Meeting of the Governing Board of the McLean Community Center on January 29, 2025 at 6:38 p.m. It was open to the public attending in-person. No changes to the agenda were requested; it was adopted by acclamation. It was announced that the meeting was being audio-recorded for purpose of Minutes.

APPROVE MINUTES

Minutes of December 4, 2024 Regular Meeting were reviewed. No changes were requested; accepted as written.

Approved by a vote of ten: Kristina Groennings; Katie Gorka; Peter Pin; Doug Jeffery; Michael Monroe; Aaron Stark; Gloria Marrero Chambers; Kathleen Cooney Porter; Sonya Thott; Ron Keesing – all voting “AYE.”
Anna Bartosiewicz was absent.

CHAIR’S REPORT **remarks by Board Chair Kristina Groennings*

Revisions to Annual Pledge: The annual Pledge (oath taken by board members as their term begins) is lengthy. It’s difficult to remember each line to be stated aloud. Executive Director May-Salazar took initiative to re-develop the Pledge to be more concise and meaningful for everyone. In oral recitation led by Supervisor Bierman, he will ask board members to confirm assent to each point by saying “I do.” The proposed revision was reviewed and recommended by Elections & Nominations Committee. After discussion and questions addressed, it was put forward for consideration by the full board.

MOTION: To approve revisions to Governing Board annual Pledge.

Approved by a vote of ten: Kristina Groennings; Katie Gorka; Peter Pin; Doug Jeffery; Michael Monroe; Aaron Stark; Gloria Marrero Chambers; Kathleen Cooney Porter; Sonya Thott; Ron Keesing – all voting “AYE.”
Anna Bartosiewicz was absent.

MCC 50th Anniversary: Welcome to 2025! Congratulations to Betsy and the staff for a stunning kick-off to our 50th Anniversary Celebration. It’s off to a great start! (*applause*) Great job! We will reschedule our historical speaker [Carole Herrick] for another time.

EXECUTIVE DIRECTOR'S REPORT **remarks by Executive Director Betsy May-Salazar*

We've had many wonderfully attended programs since our last meeting: January 4 50th Anniversary Kick-off; MLK Day Celebration - "RISE" dance performance & residency. IMPROVICON was this past weekend; our UTP Team took home the trophy! We've done it for many years and it was great to win it again this year!

The final meeting of 2024-2025 term (originally scheduled for early June) will now be on June 11. Fairfax Co. BOS must approve the newly elected people; their meeting is not until June 10. So, our "Final 2024-2025/First 2025-2026" board meeting will be on June 11 (the new revised schedule was distributed).

ACTION: We will send the changed Outlook Calendar invitation to you following tonight's meeting.

BE VISIBLE: Many events are coming up! Be sure to read the Wednesday e-newsletter, which can be sent to your home or county e-mail.

INTRODUCTION OF JONATHAN MELENDEZ, MCC DEPUTY DIRECTOR

Great news: our new Deputy Director! Jonathan Melendez has been with us for 6 weeks, bringing a wealth of experience with Fairfax County Neighborhood and Community Services (NCS). He is contributing a deeper focus to our customer service; employee relations; operations; policies. He has been developing MCC Staff work teams to work on these aspects.

**remarks by Deputy Director Jonathan Melendez*

Good evening, everyone. I'm really happy to be here! I have heard great things about the Governing Board and about MCC in general, so I was really excited about the position. I transferred from Neighborhood and Community Services where I have been for the last 20 years. I started off as a teen center director in Reston area. I loved the work; it was great working with our youth. For last 16 years I've worked with our agency's cross-system prevention unit – prevention on a population level, not really on an individual level. My focus really was on youth outcomes including gang prevention; I worked with the Gang Prevention Coordinator, working with the police department. I worked on out-of-school time programming – studying best practices and quality standards through the county, non-profits, our partner agencies for out of school type programming (a lot of what we see here at OFC). That has opened some doors for me: I serve currently as the Vice President of Virginia Partnership for Out of School Time (the statewide network of out of school time providers) and really honing-in on best practices there. I did a lot of work around mental health for youth. I served on the Youth Suicide Review Team, and the youth surveys - and a lot of those initiatives in the county have come from our NCS agency. Several initiatives that the county and the school system have worked on, I've been involved in.

I know this board is made up of members with diverse backgrounds, so anything you hear that we can partner up moving forward, I am open to that. I am open and willing to partner as much as possible.

Last year, I was overseeing the Consolidated Community Funding Pool (the partnership between the county and non-profits for them to be able to facilitate programs that the county deems as very important in terms of community health. It's a competitive grant process on a two-year cycle: (two RFP's: 1. general county outreach programs; out of school programs; faith-based organizations 2. emergency services (rental assistance, addressing food insecurity). I was tasked with getting together the Selection Advisory Committee – which are residents from all over the county who have been nominated to serve on that. There was a lot of capacity-building for non-profits. So, I'm hoping those last 20 years I can definitely bring over here and however I can help and fit into the great work that's already been occurring here at MCC. I love the team that's here – it's a wealth of knowledge. It's a little odd for me to come from somewhere where I knew the ins-and-outs; and now coming in as brand new! I know the great work that the Governing Board does – so, between Board and Betsy's leadership, I'm super excited to be here. I'm willing to sponge as much information, and for everything, I'm thankful for you all. I hope this is a long-term relationship. After a month, I still haven't felt like I made the wrong decision! I'm still here! It's a pleasure meeting you all – my office door always open.

The board expressed welcome... and laughter at Virginia Tech Hokies rivalry!

MCC STRATEGIC PLAN: MID-YEAR FY2025 PROGRESS

**remarks by Betsy May-Salazar*

We are in the second year of a five-year strategic plan. Each year, we develop “tactics” based on the plan’s objectives and goals. These tactics are a combination of data-driven analytics & measurables, as well as project-based deliverables.

About the ‘universal’ survey questions (after-event): Reston Community Center was the basis for our standardized six ‘universal’ questions for post-event surveys – in every customer feedback survey (sent post-event, to anyone who has registered for a program; at events that don’t have registration it is live). With instructional classes we send out the survey once – at end of quarter. We send it to the rentals on a quarterly basis. We are trying to engage everyone who participates in MCC programs. Survey questions center on: program service and quality; What the person might have gained; Did they learn something new? A new skill? A service that was important, or somehow their quality of life was improved? Cost? Setting; effectiveness of customer service. Would they recommend it to others?

Benefits of analysis: We are finding it really useful. 1. We’re developing a system where we can easily get to ratings and combine it all in a simple way. Being able to consolidate information (scores) is an improvement over siloed information in individual departments in the past. 2. We have started to use them in our measurables reported to Fairfax County. 1,100 responses so far this year. On a scale of 1 to 5, MCC’s ratings are consistently in the high “4’s.”

The following questions were addressed during discussion:

1. Interest in comparing to last year’s numbers

Question: Those are excellent numbers! How do they compare to last year? Any sense of what may have been driving it up that was different from last year – that the Board can help support?

The numbers are up from last year at this time, but we decided to wait on the analysis until July to compare year-to-year. Last year we started the survey in October and this year we started in July – so that’s part of the reason we don’t have the same data to compare. We will dig-in as we start to look at the results and trends; we haven’t done that work yet.

2. Purpose of asking whether an MCC program “improved my quality of life”

Question: I know you don’t want to change surveys to get better results. But I think the second one sets an incredibly high bar. In thinking about something that’s simply entertaining, I don’t know that I’d go so far as to say that it ‘improves my quality of life’. But I might have really valued it as entertainment. It’s interesting that that number is the lowest – aside from the fact that people obviously want everything for FREE, because the cost is reasonable.

3. Ideas for adjusting this specific question wording

Question: To your point: I was thinking of that juxtaposed with: “this program met my interest.” I mean they probably wouldn’t have gone if it hadn’t met their interest. But ‘met their interest’ vs. ‘educating me in a new thing.’

Staff struggles with this question as well – especially ‘quality of life’ – however, Executive Director May-Salazar likes it because she thinks it pushes us to be aspirational in what we’re trying to deliver. Perhaps this is a difficult question for rentals: Yes – I rented the space for something. Am I going to say the rental ‘improved my quality of life?’ I might – but it takes a leap to get people to think about it. Although not exactly the same as questions used at RCC, we used their questions as a basis and then laid it against our strategic plan. That’s one question we definitely changed: we kept part of it, but added something (“...existing skill”, “... important service”). We tried to make it more encompassing.

Question: A different way you might look into whether Question #2 is getting lower scores because it’s just complicated to answer VS. it’s getting the lowest scores because it sets a high bar. One way to check would be to see whether scores differ on programs we’d expect: some purely ‘entertaining’ events like the IMPROV vs. other things that are intended to be a high-end event. Do we see that pattern? It might be a good way to check whether that question is really telling us what we think it’s telling us.

We do see patterns and can do further analysis on that.

4. Method of having to answer ALL questions may deter some people from responding.

A respondent answering survey online is required to answer every question. Craft Show demographic doesn’t really want to do that: there is a history of a raffle (prizes; put your survey in a box). We offered both online and paper version, but most Craft Show participants did it on paper - and they skipped that question. Of 500 responses from Craft Show, a significant number skipped that question. That made us think about the survey overall: Should we be requiring that all questions be answered? It’s something we will consider for next fiscal year: Should we change it so it’s optional to answer individual questions (and you could skip it if you wanted to)? We are not sure if people don’t complete the electronic survey –

thinking that question is too hard and just stop at that point. We're looking at this; once we have almost two full years of data, we will make those decisions.

5. Data specific to Small District 1A-Dranesville tax district residents... or representing a wider geographic area?

Question: Is this survey for everyone – does it matter if they are a McLean tax district resident who pays taxes to the MCC? Or is it just everyone who attends? Do you have data on who actually answers – is it mostly residents from McLean tax district? Do you track that?

Respondents: everyone who attends a program. We do request zip code and to do track that as well. Some programs are entirely in-district while some (such as Craft Show) attract a much broader audience. We have a lot more detail; this is a summary. We track scores from afterschool camp; January 4 50th Anniversary event, and then we weigh it all to get to the score.

6. Encouraging more public participation in survey (response rate)

Question: What was the response rate vs. how many surveys were put out there?

1,188 respondents so far; we've had 50,000 people who have been in our space for events. Craft Show was the largest audience so far – the prize drawing drives up more response. The Alden has a very turn-key survey (it is sent immediately after the performance). That is ideal because people are inclined to answer it while it is fresh on their mind. We are working toward setting those goals across all the categories.

The presentation focused on each GOAL of MCC's Strategic Plan. The following questions were raised during discussion of specific GOALS.

GOAL 1: Be Visible.

1. Measure whether 50th Anniversary web page is driving more traffic to MCC

Question: Are we looking at the traffic data to the 50th Anniversary webpage? It would be nice to see because we're going to try to drive traffic to the McLean Community Center. That's a good way for us to experiment with: What actually drives traffic?

The 50th Anniversary webpage just went live within the last couple of weeks, but we will be able to isolate that page to see. We can ask our web maintenance company about that.

GOAL 5: Model sustainability and good stewardship

1. Importance of staff training

We are beginning to develop SOP's (Standard Operating Procedures) around assessing quality of MCC practices. We're researching tools; expect tactics for next year as we dig-in to our procedures and guidelines. Deputy Director Jonathan Melendez is leading customer service and Operations aspects and focusing on best governance practices. We are expanding staff-wide training opportunities (staff working together), looking at various programs in team-building, including sessions in equity and welcoming & belonging. Narcan use is necessary training because MCC is a facility that will have Narcan available. We will have training so everyone knows how to use it. Also, training on team collaboration – to offer an annual celebration (time for staff to enjoy each other) – which hasn't happened in a while.

Question: Regarding staff training: Are we doing active shooter training for the staff?

We are in conversations about all those things. We've done it once since Executive Director May-Salazar has been here. But we are going to look at all the emergency procedures and make sure we have training for all of that.

2. Investment in new digital sign in MCP: (status update)

We are partnering with FCPA's landscape architect who worked on the renovation to MCP on design so that it fits with the design concept for the park. It does require a sign permit that the contractor will apply for. We are hoping to get it up in 2025, to have it be part of our 50th Anniversary celebration

Question: Are you testing whether the digital sign is legible? Because that's a big intersection out there.

Yes – they literally came out on a truck [with the actual sign] to see it from a distance. We could see different qualities. We got a price on the digital piece alone – we want what looks best. As to whether the scale of the words (Dolley Madison Library, McLean Central Park) are comparable to what's out there right now – he said it is twice the size of what's out there right now. Those letters are legible; that is absolutely the goal. It is very large: digital sign is 4.5 feet high X 7 feet long.

ACTION: Once we have a cost estimate for the project, we will bring it to CFC for approval. Then we will with will work with FCPA and the contractor who is doing the work for permitting and construction.

Question: Is there lighting associated with the digital sign?

Yes – the digital sign is lit. In the lower beds, there are up-lights that light the words; so, they will all be lit.

ELECTIONS & NOMINATIONS COMMITTEE

**remarks by Chair Katie Gorka*

The packet for people interested in becoming Candidates will be available Tuesday, February 18. The most important thing is to let people you know (in your personal circles and social media) that the Governing Board election is coming up and encouraging folks to run. People will have one month to complete their Candidate petition with ten signatures of tax district residents (we encourage the candidates to get more than ten signatures). Key Dates were shared: there will be great opportunities for board member participation in this process! McLean Day eve and McLean Day itself require a lot of help from board members. There are also great opportunities to help with the League of Women Voters – it is an extensive operation that they set-up. Under their direction, the League of Women Voters appreciates having board members to assist with opening envelopes [documenting Absentee Voting]. We need people to help!

CAPITAL FACILITIES COMMITTEE

**remarks by Chair Doug Jeffery*

A lot of things are going on at MCC – many projects are completed:

*house lights in The Alden (a multi-year effort that is now complete)

*roof hatches above The Alden stage (also complete; some adjustments had to be done)

*Storage sheds – updated and water damage now repaired; usable for 15 more years.

*HVAC unit replacements (2 at OFC; 1 at MCC) = done.

*ADA upgrades at OFC – this is the biggest undertaking in terms of funds and scope: starting Monday, 2/3.

*Sensory Room - majority is completed at this point.

*Flooring updates for OFC

*Energy study - They are currently assessing all projects and will put out to bid this Spring. Then they will line up the projects based on our MCC building usage schedule.

*Lighting and centralized HVAC control: Executive Director May-Salazar just gave this update.

*Digital sign – we walked it through in committee. It's very aesthetically pleasing and classy (worthy of the institution MCC is). We are working well with FCPA – we truly appreciate that collaborative work. It is prudent and opportunistic to partner to improve McLean Central Park. MCC is investing a lot in the McLean revitalization effort and the park itself (playground). It feels like we have a presence there – it's an awesome thing for MCC staff to be doing that!

*Renewable energy credits – paperwork submitted; confirmation was given to Joe McGovern. Very cool! That's great!

There is a lot of detail in CFC Minutes; please study if you are interested. A lot of things are completed and ongoing. We appreciate the staff's efforts!

50th ANNIVERSARY COMMITTEE

**remarks by Executive Director May-Salazar (as proxy for Chair Bartosiewicz)*

We had a good meeting discussing January 4 kick-off event. Winter Block Party had an amazing ice sculpture (which stayed up from the cold weather for almost a month!) It was brilliant to put it at MCC entrance and it was worth its dollars! The video premiere and reception on January 4 was lovely – people who attended really enjoyed it. People spent much time talking with each other. A big THANK YOU to Friends of MCC for sponsorship, and to MPA for their support of the event.

The committee also reviewed the status of the two public art projects. MCC website now has a history landing page. Historical timeline which is on the website is also in the lobby on a kiosk. You can enjoy looking through the decades. We are emphasizing encouraging people to add to “My MCC Memories.” We've started discussion about whether there is a way to add stories from people who participate at events (ways to capture and collect stories at events). **Our goal now: to make this 50th Anniversary Year 2025 about community engagement and reflection - everywhere. There will be many opportunities to reflect back on what MCC has meant to you... and what you want it to look like in the future.**

YOUTH AMBASSADORS – UPDATE

**remarks by youth Board members Sonya Thott and Aaron Stark*

We met a few weeks ago, discussing tutoring and park cleanups. MCP cleanup program was really successful! Some Board members came to help us out: Peter Pin and Kristina Groennings. We selected the location for the next park clean-up: it will be in spring (we will ramp up that program during the spring). Tutoring program was struggling a bit – we had to fix some kinks. We are trying to gain access into elementary schools, working with Deputy Director Melendez since he has appropriate connections. Youth Ambassadors will meet next week to talk about program ideas and discuss any issues.

Suggestion for cross-marketing of what our Youth Ambassadors are doing:

Question from Chair Groennings: Are there more opportunities to cross-market some things that our Youth Ambassadors are doing – for kids in the community (tutoring; after school activities) – if we have an audience that’s already built-in? So that we build awareness – I think that would be really great.

Comment by Deputy Director Melendez: The Youth Ambassadors are meeting with the Youth Leadership Network (which is facilitated by a grant from Fairfax Co.). That was a grant that I oversaw when I was at NCS. They offer training opportunities and leadership development for our young folks, especially for groups that are already working in youth leadership. There’s a lot that we can ask for Leadership Fairfax to provide to our group. Also, every middle school has an after-school program that is jointly funded by the school system and the county. When I was with NCS, I oversaw the county part of that. Dr. Emery oversees the school side – he and I have a great relationship. He and I have already made those contacts with Cooper and Longfellow (their after-school specialists are already on alert). We’ll see if we can get that tutoring program up-and-running, and those other opportunities. That’s all on my TO-DO list! Definitely, connection and collaboration. The last 16 years (all the work I’ve done as a Prevention Coordinator) was done across the systems in collaboration (I had no staff). I’ve been working with various agencies and non-profits and all those connections are still there.

*Board member Mike Monroe is a Leadership Fairfax graduate in 2020. He was a classmate with Lisa Mariam too. Mike Monroe knows the excellent work that they do and he is happy to help out.

OLD /NEW BUSINESS

1. Inappropriate language at The Alden by event host:

Two board members attended IMPROVICON and had reached out to Executive Director May-Salazar following the program, noting that while they enjoyed the program, that the program had been rated as all ages, 12+ but that the Host had used the F-word when introducing the program and directing the groups to not use the word. This was the only instance during the program. Executive Director May-Salazar had responded, noting this was very disappointing and that the host had been hired by the group organizing the program. She noted that staff would follow up with them and that in the future would consider making the event 13+ as with improv guidance and expectations can be provided but the content cannot be controlled in the moment.

2. Question from Board Member: Board Member who attended thanked Executive Director May-Salazar for the email response and said that the program was very fun and MCC did a great job. She questioned the plan to promote it as 13+ in the future and asked if it could remain “family friendly” with guidance to the host. Because there are so many kids who participate (especially supporting our hometown team), there were a lot of younger siblings.

Response by Executive Director May-Salazar: IMPROVICON is supposed to be ‘family friendly’. MCC UTP group are the only youth performers; all others are adult performers. Guidance had been provided to the host as well as the teams. He should have heeded the guidance that was given about language -but he didn’t. We followed-up with them: it’s totally unacceptable. Because it is improv, you don’t know what you’re going to get. However...you should know what you’re going to get from the M.C. There wasn’t an issue with the performances.

Sarah Schallern Treff said MCC will likely not have IMPROVICON here next year; it’s supposed to be rotated out to different venues (at least for next year; then we will re-evaluate.) It could be perceived as a ‘home turf’ advantage: UTP has won literally half of the IMPROVICONS!

The board members thought it was great otherwise: the audience participating was fun. Executive Director May-Salazar likes the idea of IMPROVICON because it’s a way for MCC to engage with local groups. It is ‘local community theater.’ But if it rotates, so be it. It would be awesome if UTP won at George Mason University!

3. “RISE” Collage Dance Performance:

A board member mentioned how the “RISE” performance was beautifully performed and of tremendous quality, and also just so exciting to see the opportunities for students in our own programs to participate! That was a fabulous combination. So, my compliments on putting together that program in that way. I think it was just amazing!

Comments by Executive Director May-Salazar: It was such a unique opportunity for those kids to be able to dance with professional dancers. It was a lot; they put a ton of work into it. They were truly beaming! It was a totally different experience from recreational dance that they usually do here. Now they want ballet! They want to up the game here.

It was beautiful: you don't get that opportunity to see ballet that close – to see that footwork up close. They were phenomenal! The whole production was beautiful. The school performance was fantastic – it was a teaching opportunity for the first part of it. An entirely full theater of 3rd through 6th graders (all of Lemon Road Elementary School) was truly mesmerized learning French words for ballet and the history of where ballet started... what the words mean... interaction with the dancers demonstrating moves. Then the director brought kids up on stage to do movements. The students were so entranced! College Dance leads a school in Memphis (the leader knows what he's doing!) The other amazing aspect is that all these professional dancers were out in the lobby afterward, talking with the audience. That was very cool too!

Sarah Schallern Treff credited Danielle Van Hook and Cayla Carter for excellent implementation of this residency. They worked very hard on the technical part (it was a very long week for them). The result was beautiful! We have a good team.

Upcoming performances at The Alden and MCC events for board members to attend:

1. Something very cool called "The Black Opry" is coming up (Black History month) – music for everyone: roots Americana and straight-up country. Beyonce will not be there! It's a group of Opry-style revue: different artists, all of whom are artists of color. If you're a fan of country (or even if you're not) it's a cool thing to see.
2. If you are interested in magic, get your tickets to Bill Blagg right now (we had to add a second show, and it's going to sell-out)! He is doing a totally different show for the schools.
3. Fiesta del Sol is in March. I encourage everyone to come – it is a really fun event.
4. Spring Fest will have the tree planting. And we are trying to beef-up on recycled art around Earth Day and tying all those events together
5. Ribbon cutting at MCP: *Question: Did we ever re-schedule the ribbon-cutting of the playground?*
They have reached out to clear some dates (in March) but they haven't settled on it yet. We will share as soon as we have a firm date.

UPDATE – MCLEAN PROJECT FOR THE ARTS

**remarks by Deb Bissen*

*Two new winter exhibitions just opened recently – please come upstairs if you have a few minutes:

Emerson Gallery - "Pieced Together We Are Whole" (6 different fiber artists; unconstructed contemporary quilting). It is really fabulous work – all different people are represented in the show. Atrium – "Playing With Shadows" (delicate looking fibers – a totally new form of artwork the artist invented herself). They have been popular for people to buy – because lots of times, on the works we usually have for sale, the prices are so large and not everyone has room for spending that. But this is a smaller price point. It's really nice to see and we'd love to have you stop by and see it!

*Summer camps – registration opens on Monday, February 3. We are excited about offering a lot of fun themes for kids. Both half- and full-day camps are available. Our team works with the MCC team to coordinate the way our procedures work so there is continuity for all the camps in the building. *Arlington* magazine featured MPA on their "best summer camp" list the other day! We will share that for the Program Guide coming up.

*Winter art classes recently started; they are going well. More classes will start March/April. We are excited to be offering new things to the community – *plein air* class (outdoor painting); 'Assemblage Alchemy' - turning found objects into art (recycled items). We are hoping that is popular with young people who are really interested in taking things to be recycled. Also, a photography class (not offered in a long time). We have an online survey looking for the ideal time. We hope to attract the most participants, hopefully.

*ArtReach (extending our exhibitions into the community and trying to make our exhibits and visual arts accessible to everybody). We are excited to have our SPARC group meeting here in MCC building. It is helpful because we didn't always have transportation from OFC. MPA will be working with them bi-weekly. Last week they toured the exhibitions. This coming session we will have each participant pick their favorite artwork and create their own art based on what they enjoyed, or the piece that they chose. It's a really nice continuing relationship and we are excited! They have a really great coordinator that's working with the SPARC group now, who is so enthusiastic and was so conscientious about taking a photo about which student liked that and being able to follow-up with them. It's really nice to see that impacting their experience here at MCC.

*We are also featuring tours of the Safe Youth groups from Second Story community program. They have three Safe Youth programs in the western suburb area (Culmore; Annandale; Springfield). Those are great groups that come in for late-afternoon tours. Kids don't always have the opportunity to do that. It's always nice to do a tour and then do an art project related to that.

*ArtReach: Our ArtReach Director has also been regularly going to McLean H.S. and Langley H.S. Special Education programs and offering arts education to supplement what they do there in their classroom activities.

MPA worked at a community garden on Route 50 (at Kingsley Commons neighborhood) We've often wondered: How can we connect with those kind of centers in Fairfax County to do more with NCS, to do after school activities through our ArtReach program. Also, as we do the camp registration, we would like to offer scholarships to kids who might not have access to a summer camp, especially if they're really interested in art. If you have any ideas on how we could connect with families who might be able to take advantage of that, it would be really helpful. And transportation is always the hard part – getting them here. Jonathan Melendez will connect MPA with the people who coordinate the regional programs for senior centers and community centers.

*MPA was happy to be part of the 50th Anniversary Kick-off Celebration on January 4. That video was really well done! And we are looking forward to all the other fun activities throughout the year of celebration.

PUBLIC COMMENT

In-person comments: Chair Groennings opened an opportunity for the public to express remarks. Anyone wishing to speak was asked to introduce themselves and state aloud their residential address to verify they are a Small District 1A-Dranesville resident. Anyone having requested in advance to speak was pre-verified as being a Small District 1A-Dranesville resident. Each person was allotted three minutes to speak.

No public attendees present requested to speak.

Written comments:

No written comments were submitted in advance, nor during this meeting.

ADJOURNMENT

With all business matters thus concluded, Chair Groennings thanked everyone for attending and adjourned the meeting at 8:04 p.m.

Respectfully submitted, Holly Novak - Executive Assistant

McLean Community Center FY2025 Tactics Strategic Plan Mid-Year Update

January 29, 2025



McLean
Community
Center
Celebrating 50 Years



FY25 Universal Survey Results

Measuring strategic plan goals

FY25 Mid-Year Survey Results from Program Participants (7.1.24 – 1.17.25)

Survey Responses to date: 1188

My MCC program or service was a high-quality offering.	4.64
My MCC program or service taught me something new, improved an existing skill, offered an important service, or otherwise improved my quality of life in some capacity.	4.41
My MCC program or service was provided at a reasonable cost.	4.55
My setting for my MCC program or service was appropriate, clean and accessible.	4.71
MCC employees were effective, helpful, and courteous.	4.71
I would recommend MCC programs or services to others.	4.73

Survey scale 1 (lowest) – 5 (highest)

Goal 1: Be Visible

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

Objectives

- Expand MCC's visibility in the community, including both physical and digital presence.
- Improve outreach throughout the community and increase participation.

Goal 1: Be Visible – FY2025 Tactics

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

1. 50th Anniversary Public Art—provide placemaking for McLean and increase visibility of MCC—Unveil Typographical Sculpture at MCC; Conduct Community Workshops for OFC Mural.

FY2025 Mid-Year Status

- Sculpture and Mural Artists selected through jury process. Typographical Sculpture in fabrication with regular “postcard” updates from artist documenting process. Installation TBD.
- Mural at OFC in preliminary design. Will include community input to finalize design. Scheduled to be painted in August/September, including community paint days. Will be dedicated on Sept. 20 at OFC Block Party.



Sign at Ingleside & Rt. 123

2. Signs—Partnering with FCPA on installing new way-finding sign at corner of Ingleside & Rt 123; begin design for digital sign in McLean Central Park.

FY2025 Mid-Year Status

- Way-finding sign on corner of Ingleside & Rt. 123 complete.
- Digital sign in McLean Central Park is in preliminary design and pricing phase in conjunction with FCPA and fabricator. Final design will need permit approval.



Goal 1: Be Visible – FY2025 Tactics

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

3. Banners—Develop annual banner rotation plan at OFC and McLean Central Park promoting MCC Programs; Create 50th Anniversary Banners for OFC and MCC parking lot light poles.



FY2025 Mid-Year Status

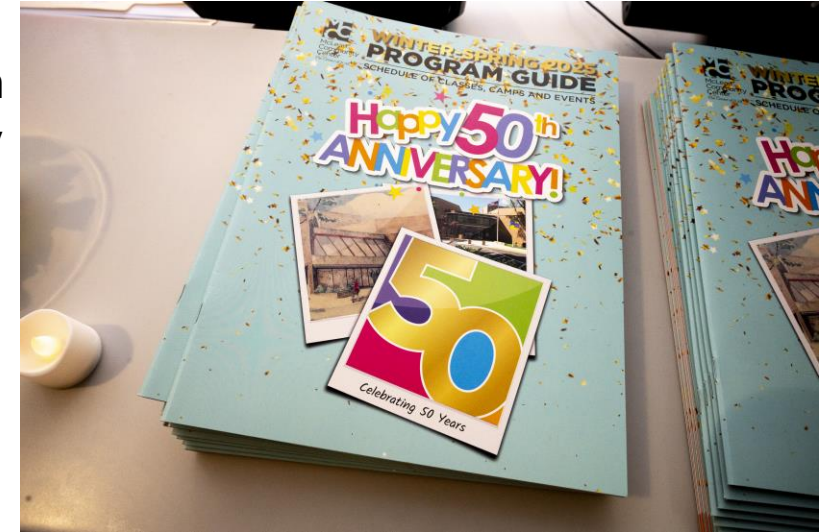
- Annual banner rotation plan developed for OFC highlighting MCC special events and large programs.
- Banners are not being created for McLean Central Park. Focus on development of new Digital Sign in McLean Central Park to promote MCC Programs.
- MCC parking lot pole banners and building entry signage installed promoting 50th anniversary.



Goal 1: Be Visible – FY2025 Tactics

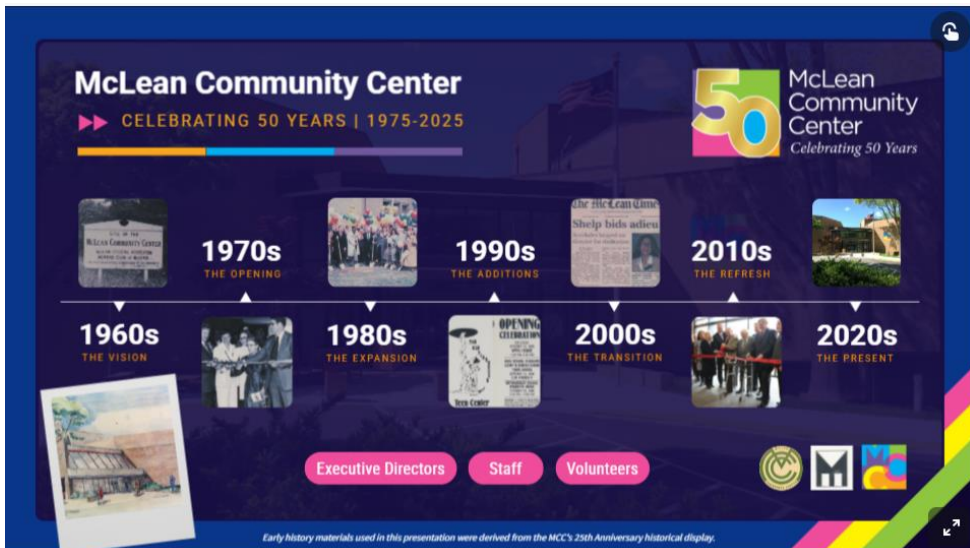
Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

4. 50th Anniversary Media—unveil 50th anniversary video; launch year-long social media initiative to engage public around 50th anniversary; use 50th Anniversary Logo to promote anniversary throughout the year bringing visibility to MCC.



FY2025 Mid-Year Status

- 50th anniversary video completed and unveiled on January 4 at 50th Anniversary Kick-Off.
- 50th anniversary webpage added to website – houses all 50th anniversary assets, including Video, Timeline, “MCC Memories”, Program announcements which will be updated throughout the year.



- 50th Anniversary logo and graphic identity created and being used Center wide in marketing and programming.
- Social media being leveraged to promote 50th anniversary including: sharing historical photos; upcoming programs; inviting public to participate in “MCC Memories” – a digital scrapbook where community members can share their candid MCC moments.



Goal 1: Be Visible – FY2025 Tactics

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

5. Board Engagement—increase board representation at MCC events.

FY2025 Mid-Year Status

- Governing Board was represented at 15 events and programs.

6. Local business—Promote MCC through McLean Today. Develop print pieces for Alden Theatre schedule and Summer Concert Series to provide to businesses and apartment/condo buildings to post.

FY2025 Mid-Year Status

- McLean Today changed focus and discontinued calendar listings. MCC and Alden Theatre are linked as community organizations.
- Targeted marketing promoted specific programs to relevant local businesses and organizations: such as Petfest to local pet related businesses; *Remember Balloons* to local senior living facilities and faith groups; *RISE MLK Day Performance* to local faith groups; distributed program guide to local businesses.
- Placed MCC ad in McLean Revitalization Corporation’s Restaurant Guide and ensured inclusion on the Guide Map.
- Sponsored and participated in McLean WinterFest Parade and ArtsFairfax Annual Awards Luncheon providing visibility and support to McLean businesses and residents.



Jan 4 – 50th Anniversary Kick-Off

Goal 2: Welcome All of McLean and its Global Community

Cultivate a warm, inclusive environment for all, becoming the flagship location for McLean's residents who wish to learn, play, relax, and connect.

Objectives

- Continue to enable and promote inclusiveness in programming.
- Explore new programs and ideas to make the MCC a more welcoming community center.

Goal 2: Welcome All of McLean and its Global Community – FY2025 Tactics

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

1. Refine annual customer feedback survey based on FY24 program interests; Present survey feedback at Public Hearing on Public Programs.

FY2025 Mid-Year Status

- Updated customer feedback survey launched in August 2024. Surveys solicited through program guide, website, social media, mailed postcard, board representation at events, and direct email to class participants. Survey will close January 31. Results will be analyzed and shared at the March Public Hearing on FY2026 programs.



Jan 4 - 50th Anniversary Kick-Off

2. Offer full 50th year-long anniversary program celebrating McLean community and engaging entire MCC staff in planning and implementation.

FY2025 Mid-Year Status

- Successful kick-off program held featuring premiere of 50th Anniversary Video and celebratory reception hosted by Friends of MCC and supported by McLean Project for the Arts.
- Timeline and My MCC Memories launched.



Goal 2: Welcome All of McLean and its Global Community – FY2025 Tactics

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

3. Complete ADA renovation at OFC providing more accessible space to all.

FY2025 Mid-Year Status

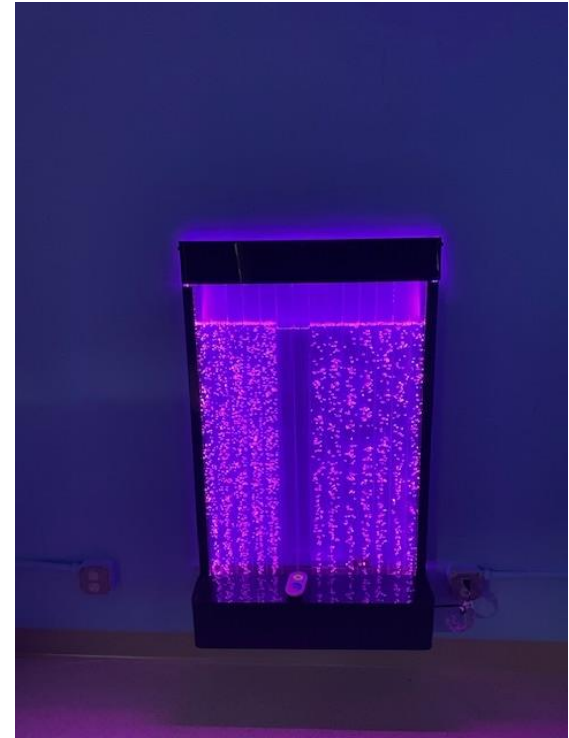
- ADA project design finalized, and contract awarded. Scheduled for work to begin in early February 2025 with projected completion of mid-May.
- OFC Programs have been moved to MCC during the closing.

4. Complete Sensory Room at OFC providing sensory experiences for OFC users.

Begin evaluating how space can be used to reach community including integrating into OFC afterschool programs, sensory day, SPARC, etc.

FY2025 Mid-Year Status

- Components received and being installed at OFC. Will open to public with the reopening of OFC after ADA renovation is complete.
- Staff beginning planning and developing best practices for the use of new sensory space:
 - maximizing opportunities for use by afterschool program, SPARC, sensory day event,
 - collaborating with Fairfax County's Therapeutic Recreation for the development of services that meet the community's need.



OFC Sensory Room



OFC Sensory Room

Goal 2: Welcome All of McLean and its Global Community – FY2025 Tactics

Make our buildings, programming and activities visible and accessible to people of diverse economic, social and cultural backgrounds.

5. World Premier of “The Remember Balloons”, performance based on children’s book exploring intergenerational family relationships and the impact of memory loss.

FY2025 Mid-Year Status

- World premier held in October 2024. Program reached more than 400 community members through multiple performances for schools and the public, two author/illustrator workshops in conjunction with FCPL, a celebratory post event reception, and full-scale lobby window display with community engagement component.

6. Highlight Cultural Festival and Events including Fiesta del Sol, Community Iftar Dinner, Sugar Skull! bilingual/bicultural musical, Jazz at Lincoln Center: New Orleans Songbook (Mardi Gras celebration), foreign language films.

FY2025 Mid-Year Status

- Sugar Skull! – A bilingual musical that tells the cultural significance of the Day of the Dead Festival and traditional iconography.—481 Attendees.
- Six foreign language screenings YTD held weekdays and evenings.
- Remaining programs planned for second half of FY2025.



The Remember Balloons

Goal 3: Invite Discovery

Provide opportunities to learn for people of all ages, interests, abilities, and backgrounds.

Objectives

- Continually explore new methods of program delivery and community engagement to meet the needs of an evolving community.
- Encourage residents of the McLean district and wider area to come into MCC/OFC for engagement with contemporary activities and issues.
- Identify and offer programming that fills a need in the community that is not readily available elsewhere.

Goal 3: Invite Discovery – FY2025 Tactics

Provide opportunities to learn for people of all ages, interests, abilities, and backgrounds.

1. Develop new lecture/workshop series including programs developed by MCC as well as in conjunction with community organizations.

FY2025 Mid-Year Status

- Partnered with Safe Community Coalition & McLean Citizens Association to develop and execute programs incl.:
 - mental health discussion group series focused on youth topics.
 - Senior Safety Summit.
 - financial lectures series focused on retirement.
- Conducted workshops including Lunch & Learn, IT, cooking, and Ikebana for SIA participants.
- Continuing to seek partnerships and independently develop workshops.

2. Seniors in Action —continue to develop program to provide diverse offerings creating a balance of programming allowing MCC to meet the expanded demand for program.

FY2025 Mid-Year Status

- Due to its enormous popularity, MCC continues to adjust and improve the SIA program to accommodate growing interest.
 - The annual fee barrier has been removed.
 - Fees are now charged only for the exercise programs and special activities.
 - Free offerings include drop-in activities, clubs and weekly activities.



Goal 3: Invite Discovery – FY2025 Tactics

Provide opportunities to learn for people of all ages, interests, abilities, and backgrounds.

3. Old Firehouse Center — continue to evaluate afterschool program, identifying improvements or changes to enhance the impact on the participants and grow program participation. New holistic look at youth/teen programming through OFC.

FY2025 Mid-Year Status

- Focus on onboarding new Afterschool Program (ASP) Manager;
- logistics for relocating ASP to MCC during renovation;
- Integrating Youth Events Programming into OFC portfolio.

4. Old Firehouse Programs at MCC during renovation — maximize opportunity of having Afterschool Program at MCC by collaborating with SIA, Theater and Culinary instructor.

FY2025 Mid-Year Status

- Current initiatives include:
 - hosting the Cooking Club in our teaching kitchen allowing them to engage in more complex recipes and dynamic programs;
 - collaborating with the Alden to create a Film Club;
 - exploring intergenerational programs with SIA;
 - and possibly collaborating with MPA.



OFC ASP Art Club

Goal 3: Invite Discovery – FY2025 Tactics

Provide opportunities to learn for people of all ages, interests, abilities, and backgrounds.

5. Theatre—commitment to diverse programming and expanded offerings to schools.

FY2025 Mid-Year Status

- Planned production offerings to schools tripled from 3 in prior years to 9. This approach allows us to host more of the community, and to maximize our benefit from planned, touring productions. To date 5 school shows have been held for 3 different productions, reaching different MCC District schools.
- **"The Remember Balloons"**: 2 School Shows - 1 Public Show: 402 attendees
World Premiere!! is a heartwarming intergenerational tale that embraces the beauty of sharing family memories while delicately addressing memory loss.
- **"SUGAR SKULL! A Día de Muertos Musical Adventure"**: 2 School Shows - 1 Public Show: 481 attendees
A bilingual musical that tells the cultural significance of the Day of the Dead Festival and traditional iconography
- **Collage Dance Collective: "Rise"**: 1 School Show - 1 Public Show: 747 attendees
Set to Dr. King's powerful "Mountaintop Speech" powerful combination of classical ballet and contemporary storytelling.



Rise School Performance

Coming Up:

- **Bill Blagg: "The Science of Magic"**: 2 School Shows – 2 Public Shows
- **Tutti Frutti Productions: "Underneath the Magical Moon"**: 1 School Show - 1 Public Show
- **360 All Stars**: 1 School Show and 1 Public Show

Goal 4: Showcase Excellence

Deliver excellent programming in an operationally innovative fashion.

Objectives

- Create a shared definition of "excellence."

An appreciation of and dedication to a high level of performance, responsiveness and continual improvement in our processes, meeting and exceeding our community's expectations while honoring our core values and taking risks to expand our horizons.

- Provide innovative, high-quality services and program offerings, responding to documented needs in our community.

Goal 4: Showcase Excellence – FY2025 Tactics

Deliver excellent programming in an operationally innovative fashion.

1. Implement definition of excellence as a guiding tool when planning.

FY2025 Mid-Year Status

- Definition of excellence was adopted in FY24 and used a tool in FY26 budget planning process.
- Program standards are being developed that will utilize the definition of excellence, strategic plan, and program goals as key factors.

2. Integrate Community Feedback Cycle into annual planning —including fall survey, spring public hearing and summer budget cycle.

FY2025 Mid-Year Status

- Fall survey has been integrated into community feedback cycle providing broader and deeper community engagement and a more robust Spring Public Hearing on Programs.

3. Utilize the universal survey question data as evidence of excellent programs and services, integrating results into MCC strategic plan metrics and overarching county metrics.

FY2025 Mid-Year Status

- Universal Survey questions included in all event and program surveys. Data collected ties to strategic plan metrics and has been incorporated into annual metrics reported to County.

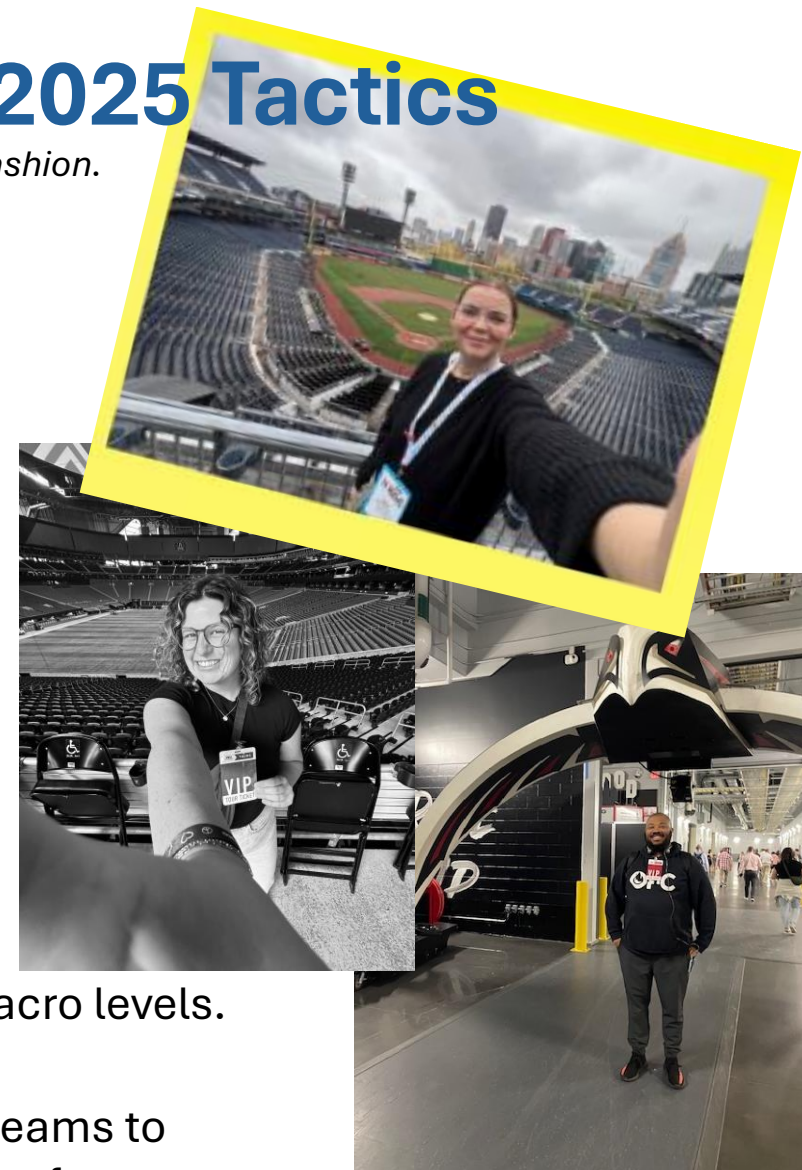
Goal 4: Showcase Excellence – FY2025 Tactics

Deliver excellent programming in an operationally innovative fashion.

4. Staff development — diversify opportunities for more staff to engage in professional development.

FY2025 Mid-Year Status

- Staff engaged in wider professional development opportunities including National Recreation and Park Association conference (**NRPA**), International Festivals & Events Association conference and event management school (**IFEA**), **Adobe Max**, Northern Virginia **Chamber of Commerce**, **Western Arts Alliance**, **Midwest Arts Expo**, Association of **Performing Arts Professionals**, and **Lighting Dimensions International**.
- Staff presentations have been incorporated into regular staff meeting for program attendees to share key points with the team.



5. Reinforce internal evaluation practice Center-wide through staff engagement in a continuous reflection and improvement process at micro and macro levels.

FY2025 Mid-Year Status

- Implemented pre- and post- event meetings with cross-department staff teams to provide input on logistics, successes, observations, and suggestions for the future.
- Beginning development of SOPs with emphasis on assessing quality of MCC practices. Researching quality assessment tools for specific programming.

Goal 5: Model Sustainability and Good Stewardship

Represent the utmost integrity in our use of financial, physical, human, and other resources.

Objectives

- Ensure positive and satisfying governance and employee experience.
- Responsibly steward our financial resources.
- Align staff capacity with strategic goals and desired programmatic outcomes.
- Make our operations more sustainable, as a model for the community.
- Increase awareness of sustainable practices in the McLean community.

Goal 5: Model Sustainability and Good Stewardship – FY2025 Tactics

Represent the utmost integrity in our use of financial, physical, human, and other resources.

1. Staff Capacity — hire a newly created Deputy Director position to lead customer service and operations areas providing capacity to focus on best governance practices and enhanced center-wide customer service.

FY2025 Mid-Year Status

- Jonathan Melendez joined the MCC team in December as new Deputy Director.

2. Expand staff-wide training opportunities such as team building, effective communications, One Fairfax.

FY2025 Mid-Year Status

- Planning in process for staff trainings and team building including sessions on equity, welcoming and belonging, inclusion, Narcan use, and team communication and collaboration.

3. Energy —Implement components of Energy Study for more energy efficient facility operations.

FY2025 Mid-Year Status

- Energy Study completed. Work underway to implement projects for LED Lighting Upgrades, Building Envelope Improvements, New DDC System with Advanced Energy Strategies & Demand Response.
 - Currently in detailed design phase. November – February
 - Bidding and contract phase march – May
 - Construction – early summer (contingent on scheduling around MCC programs)

Goal 5: Model Sustainability and Good Stewardship – FY2025 Tactics

Represent the utmost integrity in our use of financial, physical, human, and other resources.

4. Invest in new digital sign for McLean Central Park— providing better communication, staff efficiencies, reduced printing costs and reduced waste

FY2025 Mid-Year Status

- Sign in currently in design phase with the FCPA and pending cost estimate from contractor.
- Will present cost estimate to Capital Facilities Committee for approval once received.
- Contractor will oversee required permits for sign.
- Installation will be scheduled once budget and design are approved and permit is awarded.



Preliminary design for MCP Digital Sign

5. Climate —change Summer Concert Series timing to weekday evening to offer more comfortable outdoor experience for audience, performers and staff.

FY2025 Mid-Year Status

- Concerts scheduled for Thursday nights at 7 p.m.

6. Replace Old Firehouse Center Vans —with new, more energy efficient, reliable vehicles with enhanced safety features.

FY2025 Mid-Year Status

- New vans received in Fall of 2024 and are being fully utilized for OFC Afterschool Program and other program needs.



Thank you!

