

**2024-2025 MCC Governing Board  
Regular Meeting  
April 23, 2025 – 6:30 p.m.**

**MINUTES**

**Board Members Present:** *in-person:* Kristina Groennings; Katie Gorka; Gloria Marrero Chambers; Sonya Thott; Ron Keesing; Doug Jeffery; Kathleen Cooney Porter; Anna Bartosiewicz  
*remote:* Michael Monroe (*2<sup>nd</sup> time remote; personal - Indio, CA*);

**Board Members Absent:** Aaron Stark; Peter Pin

**MCC Staff Present:** Betsy May-Salazar, Executive Director; Holly Novak, Executive Assistant; Matthew Hockensmith, Comptroller; Mike Fisher, General Programs Director; Sarah Schallern Treff, Performing Arts Director; Sabrina Anwah, PIO; Jonathan Melendez, Deputy Director

**Guests:** Deb Bissen (MPA); Jim Lawless (MCA); Liz Lawson (candidate in 2025 Governing Board election)

**CONVENE MEETING**

On April 23, 2025 at 6:37 p.m. Chair Kristina Groennings convened a Regular Meeting of the Governing Board of McLean Community Center. It was announced that the meeting was being audio-recorded for purpose of Minutes. No changes to the agenda were requested; it was adopted by acclamation.

**APPROVE MINUTES**

Minutes of March 26, 2025 Regular Meeting and Public Hearing on FY2027 Programs were reviewed. No changes were requested; accepted as written.

**MOTION:** To approve Minutes of March 26, 2025 Regular Meeting and Public Hearing on FY2027 Programs.

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

**CHAIR’S REPORT**

*\*remarks by Board Chair Kristina Groennings*

Board members did a great job being visible at Candidates’ Café at Spring Parking Lot Sale this past Saturday. It was awesome to support the candidates who are running. Thanks to everyone who made the effort to come out and encourage the candidates and answer any questions about ‘board life.’

Other upcoming events:

1. Youth Ambassadors park clean-up - Saturday, April 26 from 10 a.m. to 12 noon in Lewinsville Park. Whomever can come out for that would be phenomenal to support our Youth Ambassador program.
2. Sunday, May 4 – piano/violin duo performance in The Alden at 2 p.m. It will be lovely!

**EXECUTIVE DIRECTOR’S REPORT**

*\*remarks by Executive Director Betsy May-Salazar*

Program Guide features a big push on the summer concert series. Weekly newsletter (issued every Wednesday) has a link for an audience survey for our foreign language films. This is an annual data collection about interest and film suggestions which helps to inform our selections for next year. April is very busy – activities every weekend and Spring Break Trips.

Candidates’ Café at Spring Community Parking Lot Sale was a big success. It felt like we’re moving in the right direction: much more natural for conversations; people were approaching. Candidates were able to walk around a bit. We had

several board members who came for part of the time – to touch base and answer questions from the public and from candidates. We would like to hear feedback from the people who were there to inform our planning for next year.

This morning was “Senior Safety Summit” (annual program in conjunction with MCA) – featuring speakers from fire dept., police dept.; attendees were members of the public, MCA members, SIA participants. Several presentations on how to be safe; what to look for. The #1 calls that emergency services respond to in McLean are falls- that’s the biggest issue. Information was presented on how to avoid scams; importance of working smoke detectors, etc. It was a very engaged audience asking a lot of questions.

Tonight is Safe Community Coalition presentation (longstanding partnership) in The Alden Theatre. Topic: turning setbacks into success and helping kids thrive (book presentation by an author). We have been doing these large-scale presentations twice a year, with a speaker series every other month for the past 6 months

This week is Out-of-School Time Professional Appreciation Week – otherwise known as “after school programs.” **We joyfully recognize our OFC staff for all the good work they do with our youth!** It’s nice to draw recognition for them and we will be recognizing them tomorrow in our MCC staff meeting.

#### Proposal about McLean Project for the Arts

*Having discussed briefly with the board and in more detail at Programs & Outreach Committee, Executive Director May-Salazar is now ready to bring forward a proposal related to McLean Project for the Arts.*

MPA approached MCC to be one of their “founding donors” for their new location in downtown McLean. Lori Carbonneau, Executive Director of MPA and Betsy May-Salazar, Executive Director of MCC, have worked together to develop language to appropriately recognize the McLean Community Center’s role as a “founding donor” and also in recognition of our longstanding relationship.

CONCEPT: Our concept is to donate at the \$50,000 level. As a one-time gift for the new facility, it demonstrates MCC’s investment in the arts in downtown McLean. Also, the same amount that MCC gave toward the MCP playground upgrade; and it ties directly to our 50<sup>th</sup> Anniversary. So, there is a lot of synergy around the project. We have majority of this money already in the budget so it’s not a problem – it fits within our budget.

Based on several iterations of language, the following is our excellent proposal! *\*It was read aloud:*

Given MCC’s generous commitment and the long-standing relationship between our organizations we propose to recognize listing MCC in a distinct category, to be listed on the “Donor’s Wall” above the \$50,000 visionary level as Community Steward. In any written materials, MPA would express our appreciation to the McLean Community Center for its many years of support and civic leadership, and for advancing creativity, connection and public access to the arts through its role as a Community Steward.

This will be on an electronic donorwall: as you walk into that space (visionary circle = \$50K level; MCC will be above that, on our own as a “Community Steward.”) **Programs & Outreach Committee consensus was that we wanted something which stood out; not being tied to other donor levels and wouldn’t be tied to a specific program – but rather showing MCC’s investment in MPA overall.**

DISCUSSION: opening up to any comments or questions before Chair Groennings puts forward a MOTION.

*Question: Is it in the budget?* \$35K is in the budget; and we have plenty of room to do \$50K in this fiscal year (recommendation is to do it now). We typically give \$35K to MPA to support the annual ArtFest program. MPA is not doing ArtFest this year; those funds haven’t been spent.

*Comments:* We as a committee discussed getting something that set what MCC was doing apart. Thank you very much – it sounds great! And you got there from the committee’s input. “Community Steward” is great because it recognizes that the MCC is a much broader impact on the community than just: ‘Here’s some money.’ As the “Community Steward,” MCC is in the “Founding Donors” category. We appreciate the hard work you did on it. It sounds great! I like it.

**MOTION:** For approval of a \$50,000 sponsorship to be a Founding Donor of MPA’s new downtown location, and for the recognition language of “Community Steward” in sponsorship materials (including signage as you walk in the entrance of the new facility).

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

## **CAPITAL FACILITIES COMMITTEE**     *\*remarks by CFC Chair Doug Jeffery*

- OFC upgrade is going well. Construction began in February; demolition is complete. There were no surprises even though it is an older building. That ensured we are on-budget, and as a result, we were able to pull forward some other planned improvements, such as new flooring and painting, expanding the scope while still keeping the same budget. We expect to be able to re-occupy the building in May, which will be amazing!
- Energy efficiency upgrades (starting in May and also trying to get done before summer camps): 1. building envelope; 2. updating LED lighting; 3. HVAC central controls. We are excited to see that proceeding.
- Security cameras: We replaced some existing cameras (through general Maintenance; within the budget). We did not add new cameras to new places – only replaced some old cameras to have a broader view to be more effective. In the course of that change, Fairfax County was able to connect cameras into County system for oversight
- Roof leaks – a source of continual pain! A long story of the original vendor who is no longer on county contract; so, we had to begin working with a new vendor. The new vendor was able to find a cheap, temporary fix to the continuous water damage we have seen inside. As of April 9 CFC meeting, it seemed that the fix is holding. If so, we think we've identified the source: metal roof. If the patch repair holds, then we will go forward with a bigger fix (replacing the metal roof) to prevent the incoming water leakage.

*Question: Didn't we do an assessment about water damage, and that's why we had all this stuff done? Is this leak situation totally new?*

The past stormwater assessment was related to exterior grounds drainage into the building –stormwater management. We had been working on this particular project since Executive Director May-Salazar began her tenure. Now this fix points to an entirely different roof; that metal roof is at the age where it is time to replace it. The vendor sealed it temporarily. But if that fixes it, then we replace the roof. This has been a long-going battle – some victories; fixed at one point in the past, but then it began leaking again.

- Strategy on usage of McLean Central Park: We will wait until the conclusion of the Summer Concert series and then determine what kind of electrical infrastructure investment makes sense so as to ideally utilize that new venue.
- The Alden Theatre AV/IT/Dante Cat 6e Wiring Infrastructure Project is being reduced in scale and scope to be more cost-effective.
- Digital sign: Executive Director May-Salazar and staff team worked with FCPA on the design and got a preliminary vendor quote. Project cost estimation is \$160K. CFC approved a MOTION and recommended advancing that to the full board. New sign will also generate annual cost savings: approx. \$10K per year we are currently incurring in printed signs – which will be alleviated by going to a digital sign. It's exciting and the proposed design looks great – very tasteful and very worthy of MCC. *Comment by Executive Director May-Salazar*: On the digital sign, we are starting to work our way through permitting (which is a very confusing process with conflicting answers). Executive Director May-Salazar will approach Supervisor Bierman to ask for BOS support on this matter. We don't anticipate any issue.

**MOTION:** To approve \$160,000 in the FY2025 budget for construction of a digital sign in McLean Central Park.

*\*Governing Board approved this line item in FY2025.*

**Approved by a vote of nine:** Katie Gorka; Gloria Marrero Chambers; Kristina Groennings;  
Michael Monroe; Sonya Thott; Kathleen Cooney Porter; Ron Keesing;  
Anna Bartosiewicz; Doug Jeffery– all voting "AYE."

Aaron Stark and Peter Pin were absent.

## **2025 ELECTION LOGISTICS**     *\*remarks by Elections & Nominations Committee Chair Katie Gorka*

We had a very uneventful ENC meeting because everything is going unbelievably smoothly! Thank you, Holly!

Progress of Absentee Voting: 480 adult ballots have been requested; 101 youth ballots have been requested so far.

We are somewhat ahead each week in comparison to last year. One thing stands out: many people came inside to vote (or pick up ballots) after the Candidate Café on Saturday. There was a line at the Front Desk once they had talked with the candidates outside! Geneva Gray was a greeter at the event and she encouraged people to go inside for ballot materials!

We also placed 'Vote Today!' signage on the Candidates' Café tables.

ENC Chair Gorka reminded board members to please continue encouraging your family and friends to vote and get involved on that level - as local residents who pay taxes to support MCC.

Opportunities for Board member involvement: We are getting closer to McLean Day where we really need a lot of help!

1. Documentation of Absentee votes cast – Tuesday, May 13
2. Overseeing candidate tents, voting (Friday, 5/16; Saturday, 5/17)
3. League of Women Voters vote-counting effort (Saturday evening, 5/17)

ACTION: If you are able to look at your schedule and sign-up here tonight, please do so to help with these tasks.

#### Call for Officers – Executive Committee of 2025-2026 Governing Board

At our May 21, 2025 board meeting, individuals will announce their interest in running for a board officer position. It's important to note: you cannot hold the same office for more than two consecutive terms (years). Kathleen Cooney Porter is in her second year as Treasurer so she will not run again for that position and we will need a new Treasurer.

*\*The Officer descriptions were read aloud.*

The Chair presides over meetings, represents the MCC Governing Board at official functions and ceremonial events. The 'ceremonial' aspect is occasional, although there will be some extra activity this fall with MCC's 50<sup>th</sup> Anniversary. As to what is the time burden of a particular job? The Chair has more activity of presiding in an official, honorary capacity. The Chair also coordinates and conducts the Executive Director's annual performance appraisal.

The Vice-Chair presides in the absence of the Chair and performs other duties such as may be assigned by the Board.

Secretary is primarily responsible for approving Minutes.

Treasurer – it is a big job, but Comptroller Matt Hockensmith does most of it. Kathleen Cooney Porter commented that the Treasurer goes through a lot of line items for the budget development from year-to-year. It's a little more complex than she thought it was going to be, but Comptroller Matt Hockensmith does a great job of explaining it so it's not that complicated. It is more a matter of getting your arms wrapped around how much \$money\$ MCC is spending. It's fun; we've got a good group!

*Comment by Comptroller Matt Hockensmith:* August, September and October are the main commitment [iterative meetings] for the Treasurer – because we're starting the new fiscal year of the budget at that point. Finance Committee reconvenes once more in January/February for 3Q review.

Regarding newly-elected board members: While new board members can serve on committees, we generally prefer that newly-elected board members not serve as officers or chair committees. So, on the one hand, we need to make sure that those of us who are current board members continuing on are willing to take the officer positions. That said, Anna Bartosiewicz and Ron Keesing have both been here and if they get re-elected, they could also serve in an officer position.

Timing: *Comment by Executive Director May-Salazar:* As in the past, statements of interest have to be submitted in writing by the board meeting in May where they are shared. The election of officers including presentation (verbal statement) of the interested people for each position occurs in June once the new full board has been elected [and sworn-in] and that's when the vote happens. The advance statements get shared out in May; if there are holes/gaps, it gets opened up to the newly-elected board members to consider running for an officer position

ACTION: We will send out in writing what the expectations are to a submit 'statement of interest' for officer positions.

Composition of committees & Committee Chairs: A poll goes out to all 2025-2026 Board members to gather their interests for serving on various committees. Everyone indicates what their main interests are and then the Chair and Vice-Chair work together with Executive Director May-Salazar to develop the respective committees' composition.

Necessary adjustments to ENC Policies & Procedures in 2025-2026: *Comments by Chair Groennings:*

Something to draw to everyone's attention – it's an error in the current ENC Policies & Procedures -

1. Change last year: the Chair of ENC was prohibited (as the rules read before they were amended) from running for the Governing Board Chair because chair of ENC at the time. We went through a process to amend the ENC policies to account for that situation.

2. If someone is Chairing the ENC next year, you will need to make another amendment:

Under the section about campaigning, current election policies read: “Members of Governing Board are prohibited from any electioneering activities on behalf of board candidates.”

Clarification – We have two current Governing Board members running for re-election. They are permitted to campaign on their own behalf and in partnership with other candidates. It should be corrected to read: “... members of the Governing Board unless they are up for reelection themselves or partnering with any other board member candidates up for reelection are prohibited from any electioneering activities on behalf of board candidates “ – just so it’s clear that if you are on the board, and you are running to be on the board again when your term is up, you can clearly campaign.

**Process for appropriate changes to the ENC Policies & Procedures document:**

*To your point about people campaigning on the board, can we have a MOTION about that?*

It has to go to ENC first and then to the full Governing Board. Chair Groennings just wanted to point it out so that it would be addressed. But we can get a sense of the board now and then we will bring it up to the 2025-2026 Governing Board to change it. Executive Director May-Salazar is comfortable with doing a MOTION this evening to focus on it: we are recognizing that this is the policy that we are currently acting under and we will make amendments to it in Fall 2025.

**MOTION:** As a board, we’re acknowledging that we need to amend the current ENC Policies & Procedures to account for current board members being able to participate in electioneering activities when they are up for reelection to the board; and that this matter will be pursued in the ENC meetings in Fall 2025 and then brought to a vote by the board.

**Approved by a vote of nine:** Katie Gorka; Gloria Marrero Chambers; Kristina Groennings; Michael Monroe; Sonya Thott; Kathleen Cooney Porter; Ron Keesing; Anna Bartosiewicz; Doug Jeffery— all voting “AYE.”

Aaron Stark and Peter Pin were absent.

**ADVANCE PLANNING - COMMUNITY FEEDBACK SURVEY**

Executive Director May-Salazar and Deputy Director Jonathan Melendez led a discussion of potential topics and ideas about the next iteration of the annual Community Feedback Survey, which will occur in Fall 2025. Supporting MCC’s strategic goal of continuous improvement, the goal is for this annual survey to be relevant to, and reflective of, the community we serve. This includes the perspectives of participants in MCC programs as well as ‘non-users.’ A presentation of the Community Feedback Survey was given at 3/26 board meeting. We are now at the point where we would love to get feedback on: 1. Other topics we can include; 2. other ways we can do outreach.

GOAL: The reason we added the fall survey with results shared in the annual Public Hearing on Programs (now two years of iteration) was to provide another touchpoint to gather information and to reach more people. These results provide broader context to the limited individual comments received in the Public Hearing.

Deputy Director Jonathan Melendez has time and experience to focus on surveys and data analytics. These surveys have been very well-done by Sarah Schallern Treff and Mike Fisher and they will always be very integral in developing the survey. *Comments by Deputy Director Jonathan Melendez:* I continue to work with Mike Fisher and Sarah Schallern Treff and also using other Fairfax County resources that are available. The county has an entire initiative on community engagement and community surveying. They have a separate platform used for the official “community engagement” survey – we can borrow those ideas and apply it to MCC to see how we could grow the number of 300 respondents to more robust sample size. Knowing that there are 50,000 people who live in this area, we should receive more than 300 survey responses.

We look forward to working with the Governing Board on feedback about what we should be looking at in terms of asking our residents here in McLean: working with the existing information and really being able to tell the story behind the numbers. Numbers are one thing but it’s the story of what’s behind the numbers – that really tells the story of what MCC does here. Hopefully in Fall 2025 before we roll it out, it will be something we’ve all had input on with a thorough process.

DISCUSSION: Board members recommended the following ideas and suggestions:

**1. It’s important to gather input from non-users /people who don’t come to MCC.**

One noticeable gap is that the survey is generally of people who come to programs – not those who don’t.

I wonder if we can do something (perhaps hire survey company)? Even if it’s a limited number (20 – 50 people) of

people who specifically don't come? To get a sense of: Why? Are they not aware of it? MCC doesn't have the programs they want? It would be very interesting to try to learn more about why people don't come.

*Comment by Executive Director May-Salazar:* That's definitely the intention of the survey. We mailed postcards to every household. Some results were clearly people who don't know anything about MCC. Perhaps there is a way to ask deeper questions specifically of that segment? Such as: "Have you attended programs?" If YES >> it takes you down a path of specific questions. If NO >> you get a different set of questions. There is great interest in probing people for why they don't attend.

Even if they don't have a computer or have not signed-up for anything at MCC we can still reach them. There are great tools to do surveys by phone. You can keep it simple (not overly complicate it because then people get frustrated). There are many ways [to approach non-users for their feedback].

2. **Background and method of this survey:** *(remarks by Sabrina Anwah, PIO)*

MCC did do a telephone survey with GMU some years ago. In terms of respondents, we are seeking responses within the tax district. We do direct mail to each household (postcard) and cards in libraries. Our e-newsletter has 5,000 – 7,000 readers; we put the survey information there for the duration of the survey. Last year we got the biggest survey response when we sent a message out through the ACTIV registration system. We also included the survey QR code in The Alden newsletter to the audience database.

One thing not done this time: we didn't ask the board members to come as frequently to events and try to get people to fill out on an iPad. Last year we received 1,200 responses. This year, maybe it was a smaller response because there were some similar questions being asked (trying to get more information on the same things) – and perhaps people thought they had already answered the survey last year.

In terms of outreach, we did all the communication methods we always do to try to reach people: direct mail postcard; we included it in the Program Guide; all community partner newsletters (sent to stakeholders and HOA's), and also social media. Supervisor Jimmy Bierman sent out the survey in his weekly newsletter; so did MCA and McLean Revitalization. In the future, we want to do more outreach for our translated surveys (if we have it in the Korean language, reaching out to those specific Korean language churches). The faith organization database was not used for distribution this year. *Recommendation:* using the county's outreach system would be a good idea if we can target the area.

3. **Length of time required to respond to survey questions – too long.** As someone who spent several hours onsite trying to get people to fill-out the survey, last year's survey took people a long time to complete. Many started to fill it out and then gave up. For the upcoming survey, I would encourage setting a time limit and testing to see if you get through it in that time and confirm that it's easy to do. Last year's survey yielded a lot of information from the respondents - but the abandonment rate was a problem: more than half the people who started it did not finish.

*Comment by board member:* 'Abandonment' rate: the amount of time it takes to fill out the survey (what we noticed at Antique Show). A person may not have 20 minutes to fill out the survey. Is there a way of having a shortened survey or trim it down? People are unlikely to go home and then devote 20 minutes to filling out the survey.

*Comment by Mike Fisher:* This year's survey took 6 minutes (average) and it was about 6 questions shorter than last time). But it was still 15-16 questions, so it had some meat to it. We can reduce it. We had some baseline questions so we could reference from year-to-year. We got out responses that we expected, reinforced in both years. It's safe to say 'we have learned what we learned' and we can proceed in a different direction. It's certainly possible to consider chopping it down for this year. We also had many "required questions;" maybe we should let all questions be 'optional' and just see what comes back. That might be easier for the flow of questions.

*Comment by board members:* If you want to give people incentives, a short form survey will be more motivating to fill out. It was a beautiful survey, but I noticed people were running out of steam trying to answer it.

*Recommendations by Sabrina Anwah and Executive Director May-Salazar:* But we don't know if you get any great amount of information if it is simpler? The goal is to get a sense of: What programming people are looking for? What they want to attend? What is important? And what's missing? We want to keep it focused on that so it ties to the Public Hearing on Programs.

4. **Focus groups specifically of 'non-users'** *\*suggestion from Executive Assistant Holly Novak*

From my market research background, perhaps getting feedback from non-users could be accomplished by a focus

group setting of people who don't come to MCC. You could arrange 2 or 3 focus groups of ten people – to gather the non-user inputs in-depth. You can freely ‘range around’ various related questions in a conversational focus group setting. *Comment from Sabrina Anwah:* I think a professional market research group to help us is a good idea.

5. **Probe how people receive information that influences their decision-making.** We have considered using that survey to explore how people find out about information and what goes into their decision-making in terms of deciding what they want to do; or if they want to attend something, or not. What are the barriers for them?

6. **Other locations & methods to distribute surveys:** Maybe we could ask Dolley Madison Library to help us promote this. Logically speaking, library users should also come to MCC, but we don't necessarily have the same population. That would be a way to pick other ‘active’ organizations and ask them to dig deep.

*Perhaps when we have something big going on, or at the summer concerts, have you thought about putting a poster in the library?*  
We do put all MCC publicity in the Dolley Madison Library, including fliers, posters, Program Guides.

Sarah Schallern Treff suggested putting an insert in property tax bills that are mailed out to all residents – when you get your tax bill, you get other information in the envelope. Perhaps for our tax district, they could get an insert in their property tax bill that says: You are paying for this – tell us what you think?

7. **Offer incentives to fill out the survey,** such as prizes. At McLean Day, we do give T-shirts to people when they fill out the survey. We have iPads there. An incentive would be good.
8. **Visible presence at other local venues:** Go to more non-MCC events in the community with our people wearing identified T-shirts to get more survey responses. Since this is a big election year, perhaps go to local election precinct sites in Fall 2025 to recruit more survey participants. Offer the survey at ArtFest in Fall 2025.
9. **Focus on marketing /promotion:** *Do we have a question about what is the best way to market programs to you?*  
Yes – we asked: How do you prefer to hear about us? Every time we've asked that question it comes back as: in the newsletter, program guide, website – same TOP 3, always.

10. **Establish partnerships with local businesses:**

*Do local businesses like coffee shops and food places have an opportunity to sell things at events? If so, that might create a set of people who pay attention.* We don't have a lot of opportunities for businesses to sell or showcase. For the summer concerts we are trying to partner with local restaurants through McLean Revitalization: encouraging people to pick-up dinner at a local restaurant and attend the concert. OFC has partnered extensively with Listrani's on several programs (Block Party; 5<sup>th</sup> & 6<sup>th</sup> Grade dances). We don't know how much other promotion Listrani's is doing on our behalf, but we are trying to utilize McLean businesses wherever possible.

11. **Lack of awareness about Summer Concert series:** We are doing posters and sending postcards to the houses (we have not done so in the past). The summer concerts are something many people don't know about (based on attendance). But most interesting: it's one of the highest-rated things of what people claim they want to attend! Clearly, there is ambition. With the new facility and the new start time (Thursday night at 7 p.m.) we are repositioning the summer concerts completely and hope it will have more draw.

12. **How can we identify NON-users?**

*Is there a way to see which houses in our tax district do not participate in MCC programming? Do you have that information?*  
We would have information on the people who are in ACTIV but not from all the free events we offer. We don't have a way to track that – people may only perhaps attend our ‘free’ events. We sent the survey postcard exactly to all 18,000 tax district households.

13. **Value of learning about households: different survey versions reflecting variation in household makeup**

*Is there a way to target to household composition (seniors living in the home? young kids)? Perhaps have a ‘hook’ to drive them to different versions through specific questions?*

We do ask that in the survey questions to gauge that – we were able to drill down on why they were answering this way because they have kids in the household. *Comment by Sabrina Anwah:* Our mail house can target households with kids in specific age ranges. We can purchase a list through “Big Data;” we have done some such targeted mailings.

14. **Gather automated data of who is attending events:** Regarding calculating attendance at our free events: 18 months ago, we had a presentation about geocaching to figure out where peoples' cell phones were crossing a

threshold to quantify attendance. But we weren't comfortable proceeding with the technology. It's a way to get a count in the building (through cell phones) – and you can get some data of where else that person goes. The cool thing about that software is that you can set a radius (Lewinsville Park for McLean Day) > which would yield a more accurate headcount of attendees (based on what their areas codes are).

*Comment by Sabrina Anwah:* We do some geo-fencing ads for The Alden and they look at the people who attend: Capital One; Kennedy Center; Wolf Trap; George Mason University Center for the Arts. They will put our ads into where those people are attending events. But the problem is in not knowing how effective those ads are. Because MCC is a government agency, they block us and we can't receive that personal information. We don't know how many people went to Kennedy Center and then came here in MCC – in the past six months. We're advertising in this way but we don't know how effective it is because there is a block on us receiving the data.

NEXT STEPS: MCC staff will be working on this new survey over the summer – to get it completed by the time the Program Guide lands so that the QR code is ready. We can continue to gather feedback. Governing Board composition will change in June but we can share out what we are thinking in the July meeting: ways we are considering changing it for next year. More ideas about the outreach and promotion aspect would be welcome!

### OLD /NEW BUSINESS

Chair Groennings opened the floor for any matters of old or new business.

Chair Groennings welcomed Liz Lawson (public attendee tonight) who is a candidate in the 2025 Governing Board election. Nothing else was mentioned as a further topic for discussion this evening.

### MCLEAN PROJECT FOR THE ARTS - UPDATE *\*remarks by Deb Bissen, MPA*

- MPA would love to be part of the survey – and will share it with the MPA e-mail lists.
- Current Spring Solo exhibitions opened last Thursday (continuing into June): 1. a video sensory-immersive experience with a light installation on the wall. 2. A Thai-American artist who has large woodblock pieces on the wall. 3. mixed-media artist in the atrium space who incorporates discarded materials and found objects into her paintings. Please stop by!
- Artist talk on Saturday, May 10. June 4 – 11 a.m. Tea and Talk in the Gallery.
- MPA ArtFest – call for artists just opened (early bird discount if applying by May 20; deadline is June 1). We are working on that and excited to be in McLean Central Park again. We are anticipating 40 exhibitors and figuring out how to plan that with the new park configuration.
- Summer Camp registration is still open (mornings; afternoon; full-day). Classes started this week.
- ArtReach program is going well. On Friday, we will have school groups coming from Timberlane Elementary 2<sup>nd</sup> graders are coming. Not many schools have been coming here this year. We also have community groups of senior adults and special needs people coming in for tours and programming.
- Fundraising: Good news about tariffs – there was concern that it would make the estimates on construction go up. But it didn't, so MPA is feeling hopeful. We are getting closer every day.

### PUBLIC COMMENT

**In-person comments:** Chair Groennings invited the public to introduce themselves and give verbal remarks if they wished. The individual must first state aloud their residential address to verify if they are a Small District 1A-Dranesville resident. Each person was allotted three minutes to speak.

**One individual (tax district resident) who had requested in advance to speak did not show up.**

The Chair asked if any other persons present wished to make a verbal comment? **No one did so.**

**Written comments:** Individuals submitting written comments to be shown in these Minutes were pre-verified as residing in Small District 1A-Dranesville.

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

**ADJOURNMENT** Chair Groennings stated that all business matters were now concluded. She thanked everyone for attending and adjourned the meeting at 7:32 p.m. Respectfully submitted, Holly Novak - Executive Assistant