

**2024 - 2025 MCC Governing Board  
50<sup>th</sup> Anniversary Committee  
May 7, 2025 5:30 p.m.**

**MINUTES**

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

**Committee members absent (Board):** Gloria Marrero Chambers

**Other Board members present (non-quorum):** *virtual: Aaron Stark (1<sup>st</sup> time virtual: McLean, VA; attending local event)*

**Committee members present (community):** Barbara Zamora-Appel; Cindy Rahman; Laurelie Wallace

**Committee members absent (community):** George Sachs; Lizzy Conroy; Phyllis Riley; Marla Kim;  
Mary Anne Hampton; Bill Glikbarg; Cheryl Langston;  
Carla Post; Lisa Mariam; Clare Kiley; Matt Colsia;  
Glenn Yarborough; Paul Kohlenberger

**MCC Staff present:** Betsy May-Salazar, Executive Director; Sabrina Anwah, PIO; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director; Catherine Nesbitt, Special Events Manager; Jonathan Melendez, Deputy Director

**Guests:** None.

**CONVENE MEETING**

Chair Anna Bartosiewicz convened a meeting of the 50<sup>th</sup> Anniversary Committee of the Governing Board of the McLean Community Center on May 7, 2025, at 5:33 p.m. It was announced the meeting was being recorded for purpose of Minutes. The agenda was adopted by acclamation.

**OVERVIEW OF ANNIVERSARY EVENTS TO-DATE** *\*remarks by Executive Director May-Salazar & Chair Bartosiewicz*

We will have a 50<sup>th</sup> presence at everything throughout 2025. Now more than a quarter of the way through the year, events are underway, with “50<sup>th</sup>” presence around town (including banners in various places such as OFC fence).

- January 4 Kick-off event was a very nice evening! We hear repeatedly how much people enjoyed attending. We have many photos (some sample highlights were shown). The ice sculpture lasted for several weeks outside MCC entrance in the cold winter conditions!
- Video is up online; it will be showcased at the October celebration (looped showing in The Alden).
- Commemorative Tree Planting – SpringFest, April 5: something we had talked about for a long time as reflecting MCC’s environmental priorities. Visible from the plaza patio (A-frame sign and small tree adjacent to the sign). Fairfax Co. Dept. of Urban Forestry selected it; did all the purchasing and planting. The new tree is a black gum - chosen because it will keep a beautiful pyramid shape and will be bright orange in autumn. In the process, we also added two additional trees in our parking lot. Governing Board Vice-Chair Anna Bartosiewicz gave spoken remarks. McLean Trees had a giant coloring sheet that several kids helped color; also handed out information & seed packets – a wonderful addition to the event.

**UPCOMING EVENTS** *\*remarks by Chair Anna Bartosiewicz, Executive Director Betsy May-Salazar & MCC staff*

**McLean Day Festival – Friday, May 16 & Saturday, May 17**

Two special Resolutions will be publicly announced on Saturday, May 17 at 11:00 a.m.

1. Virginia House of Delegates - Joint 50<sup>th</sup> Anniversary Resolution (read by Delegate Rip Sullivan and Sen. Jennifer Boysko)

2. Fairfax County Board of Supervisors – 50th Anniversary Resolution (read by Supervisor Jimmy Bierman)

To open McLean Day, we will do a celebratory presentation of the two resolutions from the stage and then will invite board and committee members, and members of Friends of the MCC to move to the porch of the white house for photos. The timing is great in that a lot of community members will be present for the dance presentation that follows.

ACTION: Betsy will send an invitation to this committee, to the Governing Board and to Friends of MCC.

Photo Op backdrop (6-feet tall) - shimmering gold “50.” Feather flags and other ‘50’ signage will be displayed throughout Lewinsville Park; giveaways at Info. Tents. Special 50<sup>th</sup> anniversary McLean Day t-shirt if you take a survey.

### **Independence Day Fireworks – Saturday, June 28**

**Typographical Sculpture Dedication or Press Event – July 2025** It will either be a “dedication” or a press event.

### **Summer Concert series in McLean Central Park – Thursday evenings at 7 p.m. in June & July**

We are experimenting with Thursday evenings (new time, new place; scaled-up programming > to hopefully build the attendance. Theme is various ‘decades’ of music (tribute bands). Much promotion and playing up the link to 50<sup>th</sup> Anniversary (postcards sent to tax district residents). Something for everyone – bring a picnic, bring your family, enjoy the playground. We are doing a lot of promotion of MCC 50<sup>th</sup> Anniversary and focusing high visibility on the new space. We will have an activity for each concert; Ben & Jerry’s ice cream cart will be on-site.

**Community mural dedication at OFC Block Party (September) :** will be dedicated at OFC Block Party.

**Carole Herrick History Talk – Friday, October 17** (evening before community celebration event)

### **Community 50<sup>th</sup> Anniversary Celebration – Saturday, October 18 (entire MCC building)**

- Decades will be featured: in-house dance instructors will lead dances for music of every decade.
- Video game room; art project (working with MPA).
- live artist doing an event painting (positioned on balcony, with view of people in the lobby area.)
- The Alden will run the commemorative video on a loop, interspersed with trivia quiz about MCC.
- Catering by a local company. The question is how to manage costs: whether we sell food tickets to help cover costs or include food free as part of event (tapas concept)  
*\*The budget presentation will be shown later in this meeting, with discussion.*
- End of Show /grand finale: we are researching options of a laser light show or a drone show. It will depend on the permitting requirements for MCC location. A spectacular “bang” at the end of the evening (15 minute show): accompaniment music (near the building – not broadcast out into the neighborhood). The laser show would be about 16-24 laser lights. Either option would be very exciting and a nice finale!

### **PUBLIC ART PROJECTS – UPDATE**

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

Typographical sculpture: *\*photos were shown of the project materials, construction and shapes*

It is underway and exciting! All mosaic, with rich textural shapes, colors; interspersed with glass with words etched. The words come from MCC’s strategic plan (such as “joy”).

*Question: Is there a center pole; and does the sculpture spin?*

No – the legs are secured (stationery). It looks whimsical but is not spinning. Approximately 5.5 feet tall.

*Question: Is concept already known? Or is this the lead-up to it?*

No, we plan to tease the project based on a “flat Stanley” concept. The Reno, NV social media post is the first one that went out (this week). Please like and share it on your own personal social media platforms to help get the buzz up!

Community Mural: *\*photo showed a second rendering of the proposed design*

March 1 was an excellent community workshop session: a lot of feedback was provided and the artist was excited to hear it. He led an excellent discussion; now working on integrating all feedback that was contributed. The biggest

message: McLean is a very diverse, multi-cultural community. We spent a lot of time on the words: “You Belong” may be the main word. ‘Belong’ will be shown in various languages (primary languages represented in this local area). We gave a lot of feedback on the sides and flowers > that imagery to be more representative of what is seen here and what McLean means to you. He may play with color; and he has done some further iterations.

ACTION: The artist will share it back to us; and then we will share it with the committee.

We will finalize the design in Summer 2025. Community Paint Days – late August/early September. We hope to have: 1. one on a weekday (to include OFC Afterschool program kids); 2. Saturday community-wide workshop. The artist must get it ready to a certain point: he is on-site for about a month to do it all >> on day 5-6 of his visit, the mural is mapped-out enough to have things the community can participate in. All will be completed and it will be dedicated at OFC Block Party on September 20.

## **MARKETING OUTREACH & PROMOTION**

*\*remarks by Sabrina Anwah, PIO*

Coming up to the new year 2025 and knowing we had to have the video (a big project) and also having the timeline finished (which was another big project)... it was a lot to juggle. To be on the other side of it now, with everything launched and working, is a big relief!

- Kyle Corwin has created social media posts: 1. photo op Special Events team put together in the lobby (keeps it top-of-mind that MCC is celebrating our 50<sup>th</sup> Anniversary); 2. online history timeline; 3. inviting people to come out to mural workshop; 4. general posts about MCC history; 5. ice sculpture; January 4 party; 6. Announcing the party in October.
- We started with a plain announcement in Fall Program Guide (general 50<sup>th</sup> Anniversary). Now we have our 50<sup>th</sup> logo on everything! For Winter/Spring Program Guide, we made the cover about the 50<sup>th</sup> Anniversary and laid out the entire year’s events.
- Many articles in local and regional media; announcement of 50<sup>th</sup> Anniversary events were widely publicized. We also did outreach about the public art project and community workshop. We did the usual treatment: news release; Program Guide; several social media posts; establishing and updating a 50<sup>th</sup> webpage; prominent banner on MCC website (first thing the user sees on our website).
- ‘Dress’ the MCC building: installing banners on both entrances and new banners in the parking lot. 50<sup>th</sup> Anniversary flags will be used at outdoor events (portable).
- Special anniversary swag being given out: water bottle for McLean Day and Fireworks; stress ball star; candy; ink pens; stickers; bookmarks.
- MCC 50<sup>th</sup> Anniversary banner on OFC fence
- Video of January 4 opening ceremony and photos are all on the website. The plan is to always have a photo gallery and video of any events related to 50<sup>th</sup> Anniversary.
- McLean Day - photo op; news release about Resolutions being proclaimed (mentioned in our marketing materials). Custom t-shirt to give away for survey participants.
- We are consistently using the 50<sup>th</sup> Anniversary logo throughout the year 2025. We will always have a photo gallery and video of all 50<sup>th</sup> Anniversary events.
- Social Media for public art projects: Kyle Corwin is running a Flat Stanley social media campaign (starting with where the artist is located: Reno, NV). Every other week this month; and then weekly until the point of announcement of the event. We want it to be a surprise, so we will be teasing the sculpture project. It’s Flat Stanley style; please like and share that out to your networks!
- Fall Program Guide (currently being written) will have more detail about the final celebration in October 2025. We have been greatly supported by the Special Events team (especially Willie Montgomery, Mary Carter and Catherine Nesbitt) who have coordinated some of the signs and banners now on display.
- My MCC Memories: Executive Director May-Salazar emphasized that “My MCC Memories” is online – please put a post on it. It has the potential to be a lot richer. Promotion: on MCC website; direct mail postcards were sent. There is a hashtag by the photo op; anyone who tags us there, Kyle Corwin can incorporate into social media. ACTION: We can add a hashtag for the My Memories by 50<sup>th</sup> Photo Op.

- Signage & branding: Fall Program Guide will also have more information about the October celebration.
- We will have photo op at all events coming up.
- A photo frame (square) would be an interesting idea. The current photo backdrop lacks MCC branding.
- We could also do a photo contest – prize for top three photos. Youth Ambassadors have the connections to the high schools – they are actively engaged with MCC.
- Boosted social content: *Question: Do you all pay to amplify/boost your social content? Maybe you can geo-target your content locally.* Yes – we do.

*\*Cindy Rahman has an agency she works with; she will share that contact information to Sabrina Anwah, PIO.*

Other suggestions:

1. Tie 50<sup>th</sup> Anniversary into PetFest = photo contest. We have a photo booth at PetFest.
2. At Sensory Day, many kids were taking photos – those could be tied into My MCC Memories.
3. Have an official designated volunteer ‘phone holder’ to assist people at the photo booth.

## **FY2025 BUDGET UPDATE**

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

We have a budget of \$400,000 over three years; we have spent \$120,000 to-date. Executive Director May-Salazar has gone through it line-by-line to re-forecast. The following adjustments/changes were explained:

- Current draft increases the Community Celebration budget to \$90,000.
- Video on budget.
- Timeline/My MCC Memories – we originally planned for these to be contracted to an outside source, but our PIO team took on the projects completely in-house, so the cost was minimal. Budget reduced to \$7,500.
- Two public art projects on budget.
- Commemorative Plantings we partnered with Fairfax County so there were no costs other than signage.
- We moved away from the time capsule - it didn’t seem necessary once we got into all the details of other planning throughout the year. Budget eliminated.
- Historical lecture/Video/Reception we’ve spent \$9,000 of \$15,000. We will still have the historical lecture with Carole Herrick. We don’t anticipate spending the whole balance, but the budget remains intact as proposed.
- Advertising/marketing: out of \$45,000 we have spent \$10,000 on advertising. We anticipate being under budget.
- Contingency increased to \$63,500 to maintain \$400,00 approved budget. We anticipate being under budget, which is why we are looking at the Community Celebration and considering whether we want to think about it differently. Initially, we thought there was no way we could afford to cover the food but the budget now allows it.

We will be offering food and drinks (including alcohol) using two different vendors with separate agreements (food caterer; beverage caterer who works with a non-profit and all the required pieces). We must charge for alcohol and we have a model for doing so (Fiesta del Sol, Petfest, McLean Day). However, because we are working with two separate vendors for this event it would be simpler to only charge for the drinks.

QUESTION: What do you think if we were to not charge for food (but people will still have to purchase drink tickets? The food would be covered as part of the celebration budget.

## **DISCUSSION ABOUT FOOD AT COMMUNITY CELEBRATION:**

*Question: Does the \$90K include an estimate on food?* Yes, and it doesn’t not include an assumption for revenue from food ticket sales.

*Question: How are we estimating how many people are going to show up?* Attendance – 1,200 potential attendees. If more people show up, then the food runs out. Those numbers are based on experience with Fiesta del Sol over 3 years. Will people eat more if they don't have to pay for it? Potentially; and more people may attend if the food is free.

*Question: Is there a capacity limit in this building – might we have to turn people away?* We have not had an issue with capacity. There is a capacity limit per room but that doesn't include the public areas and hallways and the lobby. The event goes from 5 p.m. to 10 p.m. – and attendees will be staggered.

*Question: Do you advertise at Fiest del Sol that you have to pay for food?*

We advertise the free dance instruction and music and exhibitors. "Admission is free; drink and food tickets sold on-site." You wouldn't have to specifically promote it. We can just mention "drink tickets" and let people decide.

We are also trying to balance logistics: charging for food + drinks becomes logistically complicated and we would need to bring in a vendor to oversee that. That would not be a revenue savings because we would pay them.

*Opinion expressed:* I think it would be lovely if the food is covered and then charge for drinks. It would stand out as a unique event that is special. Having free food at the event in January was really nice! I didn't expect it, but it was very nice.

OPTIONS: We could give free food tickets to people as they come in. And then it's more limited. We would do the set-up similar to Fiesta del Sol where you go through and pick a food item. We could maybe control it with a food ticket at the door. Another way to do it would be to sell one ticket – to get a meal. It would shorten the stay and change the environment. It makes it difficult to have small plates menu where people want to go back and sample foods.

There was support for the recommendation about calling out the drink tickets for sale and just not saying anything about food and letting people read between the lines and discover about free food. We definitely have the room in the budget to do it. We can advertise it as light food and minimize what we call it so that no one comes in expecting a full dinner. It is tapas: you're letting people know they are not planning to come to sit down to have a complete meal.

*Question: Do we need to vote on this matter?*

SUMMARY: The budget has been approved, so we have flexibility to make modifications within the budget. We will record that the committee has come to a consensus to offer free food with drink tickets for purchase. And we will still be within the budget.

#### DISCUSSION ABOUT DRONES VS. LIGHT SHOW:

*Question: Where in the budget is the drone or light show?*

It is in the Community Celebration budget. The drone show is approx. \$10K - \$12K. 15 minutes is adequate length. Laser show is \$10K (with time frames). There may be some additional expenses if the vendor comes from out-of-town (additional costs of hotel charges). We are also looking at local vendors.

*Question: Would they do anything special with our MCC logo?*

The laser show is limited – they can display a "50" on the building wall but they are not capable of showing our MCC logo. The drones are definitely more interesting from that standpoint. Catherine Nesbitt is exploring options. We don't have all the details yet.

*Opinion expressed:* There are some restrictions on local houses – you can't fly drones in this area. If a vendor has an FAA right of way license, you can do it. The companies who do this are highly-vetted and licensed.

MORE DISCUSSION ABOUT "MY MCC MEMORIES": Several improvements were suggested:

*Question: If you're only pushing on social media, how else are you getting the word out about "My MCC Memories"?*

It's on the MCC website. We do have postcards that we are putting out at events. There is a way to share it over by the photo op area – a hashtag. Our thought was that anyone who tagged us from there, Kyle Corwin can incorporate.

Incorporating this into McLean Day: Do we need something at McLean Day – some large signage? Yes – in terms of the large “50” numerals, it may be on the porch. We are holding-off for this placement of the “50” numeral sign until the weather is known. We could have a sign nearby: “Take a photo and share it with us here.”

Suggestion: We can absolutely put a rectangular photo frame. They are fun – but we don’t have that for the 50<sup>th</sup> at McLean Day. It could have the MCC branding on it.

#### **OLD /NEW BUSINESS**

Chair Anna Bartosiewicz opened the opportunity to raise any old or new business items for discussion.

Nothing was mentioned as a further topic for discussion this evening.

#### **ADJOURNMENT**

With all business matters concluded, Chair Anna Bartosiewicz thanked everyone for attending and adjourned the meeting at 6:27 p.m.

Respectfully submitted – Holly Novak, Executive Assistant