



**2025 - 2026 MCC Governing Board
Regular Meeting
February 25, 2026 6:30 p.m.**

MINUTES

Board Members PRESENT: *(in-person)* Doug Jeffery, Chair; Venita Wang; Ron Keesing; Liz Lawson; Peter Pin; Katie Gorka; Katie Myshrall; Michael Monroe

Board Members ABSENT: Anna Bartosiewicz; Gloria Marrero Chambers; Kathleen Cooney Porter

MCC Staff present: Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Jessica Wu, PIO; Mike Fisher, General Programs Director; Sarah Schallern Treff, Performing Arts Director

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

CONVENE MEETING

Chair Doug Jeffery convened a Regular Meeting of the Governing Board of the McLean Community Center on February 25, 2026 at 6:32 p.m. The meeting was open to the public attending in-person. No changes to the agenda were requested; adopted by acclamation. A courtesy announcement was made about audio-recording for purposes of Minutes.

APPROVAL OF MINUTES

Minutes of December 3, 2025 Regular Meeting were reviewed. No changes were requested; accepted as written.

MOTION: To approve Minutes of December 3, 2025 Regular Meeting.

Ron Keesing seconded the MOTION. It passed unanimously by a vote of eight.

Anna Bartosiewicz, Gloria Marrero Chambers and Kathleen Cooney Porter were absent.

CHAIR'S REPORT **remarks by Board Chair Doug Jeffery*

It's great to see everyone! With the cancellation of January 28 meeting due to snow, our last full board meeting was in December. Every committee has met at least once since; one committee has met twice. The Strategic Plan mid-year update will be shared tonight, as well as some key updates and big strategic events. In the parking lot, 50th Anniversary year banners have been taken down and replaced with new banners. U.S. 250 is coming up. There is a lot of content to cover tonight and we are excited to dive-in.

Attendance: Much progress has been made by Executive Director Betsy May-Salazar and staff team on building out the attendance reports and fine-tuning the terminology and definitions. Attendance is very important. We spend a lot of time on finances, which is obviously important. And we will have the survey results at our in-person meeting next month [Public Hearing on FY2028 Programs] where we will hear the preferences of the community about what kind of programming they want to see. As one key point of focus: Are we meeting the demands of the community? Attendance figures are that measure. Time is our most precious resource, and the attendance numbers say we are meeting the needs of our community.

The tax district level attendance is very important to decision-making. MCC staff have done a lot of good work on identifying that and we are excited to discuss specifics here.

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

*We've had a very busy start to the year, then the impact of snow, which means we had to reschedule a lot of classes to the extent that we have used up all our cancellation days as of this past week we had to issue refunds because of depleting our rescheduled days. So, no more snow allowed!

*A wonderful Perspectives Speaker Series was held jointly with FCPL in recognition of Black History Month. Southern Noir

crime fiction writer S.A. Crosby shared his experience as a writer. He was an amazing, down-to-earth speaker; very approachable. It was preceded by a VIP reception (ticketed event; fundraiser for Fairfax Co. Public Library Foundation), which was very well attended. County Executive Bryan Hill introduced the speaker. It was an outstanding event.

*Baron Ryan Trio performed in celebration of MLK, Jr. Day. Among other pieces, they performed his very moving original work commissioned by Chamber Music Tulsa to commemorate 100th Anniversary of the Tulsa Massacre. It was beautiful!

*In addition: Furia Flamenca and Lunar New Year dance performances; Astronauts vs. Aquanauts; classical music; Winter Block Party; Snowball Dance; Sweetheart Dance, OFC Break trips; SIA trips and a plethora of classes! Next is Fiesta del Sol (which is quickly becoming one of our most anticipated events of the year). We hope to see all of you on Sat., March 21.

*Governing Board committee meetings have featured an in-depth look at detailed data about our programing, attendance and MCC finances in new ways. It has been a very useful tool for the staff to look at things from multiple perspectives.

U.S. 250 Commemoration

We are officially moving on from our 50th Anniversary year in 2025. Now we have new evergreen parking lot banners reflecting MCC's strategic goals. Throughout 2026 we will be weaving U.S.250 into much of our programming.

*MCC, with support of the Youth Ambassadors, has created a high school visual art and writing competition: Freedom Through My Eyes. We will display artwork in corridors, collect the written pieces into an anthology, and host a reception. We look forward to seeing what is submitted on this theme by our local youth. DEADLINE: Submissions are due by March 13. We hope to have an exhibition in April/May/June (timing TBD).

*McLean Day – plan a kick-off event on the stage focused on U.S. 250th.

*Expanded Independence Day Celebration (Saturday, June 27): Virginia250 mobile museum will be present in Langley HS parking lot. We are expanding the event hours so people will have time to come and enjoy this exhibition. We are adding field games, youth parade around the track, enhanced music. It should be a lot of fun! We hire the same professional fireworks vendor that does the fireworks display at DC Mall. We are able to get a good contracted price because they have already traveled here to be in town for the occasion.

*On June 29, The Alden Theatre will show the first film of the 6-part series on the American Revolution by Ken Burns. We are creating a moderated discussion around that showing.

*Summer Concert series – on Thursday, July 2 will have Independence Day connection.

*McLean Community Players will produce and perform “1776” (in late July).

*Throughout 2026, MCC is highlighting “250 Acts of Community” through our social media platforms (already underway).

There are many activities planned and a lot of opportunities for your participation! It's exciting!

Question: Do we set up a U.S.250 committee or is it just something that is just happening within Programs (MCC staff)?

It's centered in the Programs department – we've discussed it here at the Governing Board Meetings a few times and have had brainstorming sessions. And now we're ready to roll, but we're happy to get further ideas. If you have further ideas, please let us know.

MCC Strategic Plan: Mid-year FY2026 Progress

Every year we create tactics specific to the fiscal year: we are in Year 3 of our Strategic Plan. It's very useful for us to reflect on it mid-year and also to see just how much we've accomplished! It's a helpful tool for staff to assess current status in relation to annual tactics: Tonight's presentation is mid-year. **(full presentation is shown at the end of this Minutes document)**

Universal Survey Results: These questions go out to participants at every event or after programs. Now in 3rd year of doing this survey: 1,522 respondents YTD is higher than last year at the same date (FY2025 responses totaled 1,188 YTD). The ratings are very similar to last year – MCC is at a very high end of “4” on a scale of “5.” To be in the high “4's” on all measures with a small bit of nuance is a very good result.

Goal 1: Be Visible. The public art QB sculpture and mural at OFC is providing placemaking in McLean and increasing MCC's visibility. We received final approval for the digital sign in MCP in November and are now in the final design and engineered drawings phase (target for completion is 2026).

*Supervisor Bierman's office provided data as an update on several county studies happening right now for Route 123/Ingleside intersection. Executive Director Betsy May-Salazar will explore that information. She has talked to Supervisor Bierman about MCC writing a letter of support for a crosswalk. We will get more information from Supervisor Bierman on what is the most useful thing to come from us as the MCC Governing Board.

NEXT STEPS: Executive Director May-Salazar will present an update in Capital Facilities Committee on March 11.

Goal 3: Invite Discovery. Youth programs: At Programs Committee meeting, Instructional Programs Manager Erin Bieger highlighted some outstanding results of individual interactions with kids who needed extra support during classes. Barry Pinder-Robinson, Ben Barber and Andrew Carter are an effective OFC staff team who are very in tune with the youth who are coming in, which allows us to have great success with those youth programs. Sensory spaces: We have refined what we offer in sensory spaces at MCC events so the expectations are much clearer (improved terminology).

ACTION: MCC Governing Board will be invited to the opening reception of MPA's new Berlage Gallery in downtown McLean when it opens – likely in April 2026.

Goal 4: Showcase Excellence. We regularly encourage educational opportunities for our staff to have ongoing professional development, including opportunities for local training. We will focus on using Fairfax Co. Career Management tool in FY26 performance reviews. This is a planning tool.

Goal 5: Model Sustainability and Good Stewardship. Our new PIO Jessica Wu has brought a fresh focus on community engagement and social media. Youth Ambassadors have helped to broaden MCC's reach into the youth demographic. MCC staff coordinated with the Department of Family Services Older Adult Services, linking community members to services needed for emergency and long-term housing.

We are linking OFC programming to larger Out-of-School Time systems to include adoption of state-wide quality standards ensuring we are offering our participants high quality experiences.

Energy project: We had our final walk-through last week for evaluation of the HVAC monitoring system. Energy savings will be tracked through a partner contractor so we can see the cost savings on a year-by-year basis. Energy upgrades at OFC will begin this Spring. When complete, tracking will be rolled in with the MCC project so we can trace those results as well.

PROGRAMS & COMMUNITY ENGAGEMENT COMMITTEE

**remarks by Board Chair Doug Jeffery and Exec. Director Betsy May-Salazar*

Feb. 11 meeting was a very detailed run-through on camps and the very successful opening of camp registration for summer. In the first week we had over 70% of camps full; some were completely full! Of that, 80-90% were from individuals in the tax district specifically. We expect that percentage to drop a bit over time – but still, a massive initial launch!

Excellent detail was presented about MCC's various summer camp offerings: Some camps are more fun and free form; others are very technical learning opportunities. It was an interesting and informative summary: partnership camps (MPA; Camp Shakespeare Theater Company); Teen Camp (trip-based); Camp McLean (traditional day camp); Camp McLean Jr. (new this year); also, a wide variety of specialized week-long camps held at MCC. We try to offer different formats, different features and variety of topics to attract as many people as possible and provide an essential service in summer for families.

The committee discussed the following key points:

1. How does MCC summer camp schedule align with the school schedule? That is something to keep in mind.
2. How do you view the evolution of the camps? Are they growing or do we feel like they are at capacity?
Staff shared that the facility room we have here is a big limiter; it is very much in-demand.
3. Newly designed "defined terms" of attendance at MCC programs.

*Executive Director May-Salazar gave the following remarks to explain the **graphic shown below:***

We developed terminology that will now be used consistently (and also a financial representation).

Total visits – the total number of visits to MCC programs and facilities counting every session attended. If someone signed up for a class that has 10 sessions and they come 10 times, they will be counted 10 times. That

figure ties to our monthly attendance report which is trying to capture the actual volume of people we are serving on a daily basis.

Program Enrollment – the number of individuals who participate in MCC programs or events, whether they registered in advance or attended without registration. They are counted only once per program regardless of the number of sessions. That is important in looking at planning, budgeting, and cost analysis. This figure makes it a lot easier to understand the budget (100 people X this amount of money).

Unique Attendance - distinct individuals who attend MCC programs during a given year (where we are able to identify that we are serving this one person who went to 15 different programs). It's still just one person. In some situations that's easier to ascertain than others: when a class is registered, it's easier to get to the fact that there are 500 people registered for classes, and it comprises 300 unique individuals (because 200 of them took more than one class). However, when you try to overlay events, we can't get to that data clearly because we're not getting people's names at large-scale events.

PURPOSE:

When possible, it's very useful to look at all three aspects (we will continue to refine our methods of capturing this data). Total Visits and Attendance will continue to be reported on a monthly basis. Program Enrollment and Unique Attendance come into play once per year (annual analysis) because they don't change – it is 'set' for a quarter. The annual analysis will pull all this information together for in-depth study. Some numbers are more useful in financial conversations – unique attendance is interesting to assess: How many people are we actually reaching? What demographics are we actually reaching within those people? This was a fun exercise and we will continue to look at how to further dig into those figures.

Summary by Chair Doug Jeffery: Thank you for pulling all this together. The circle diagram is useful for ease of understanding. Also, the discussion about the break-out of what percentage of attendees who are in-district (tax district residents) – surprisingly high across-the-board: 78% in-district for most categories. That is very enlightening.

McLean Community Center Attendance Terminology

1. Total Visits

- **Definition:** The total number of visits to MCC programs and facilities, counting every session attended (including repeats).
 - **Description:** Captures daily attendance and participation in programs, including multiple sessions of a single class. For example, if one person attends 10 sessions, they count as 10 visits. This metric reflects MCC's operational demand and overall engagement.
Note: Ties to the MCC's monthly attendance report.
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2. Program Enrollment

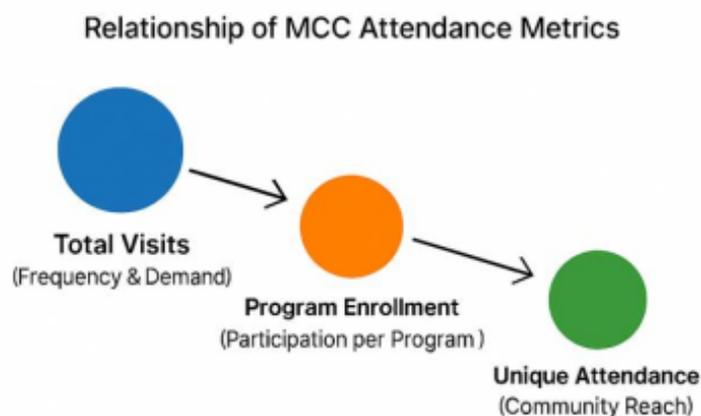
- **Definition:** The number of individuals who participated in MCC programs or events—whether registered in advance or attended without registration—counted only once per program, regardless of the number of sessions.
 - **Description:** This metric does not measure frequency: it reflects participation per program. For example, one person enrolled in a 10-week class or attending a single drop-in program counts as one enrollment. This figure is critical for analyzing cost per person and understanding engagement trends.
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3. Unique Attendance

- **Definition:** The count of distinct individuals who attended MCC programs during a given period.
- **Description:** Each person is counted only once, even if they attended multiple programs. This metric measures MCC's community reach and impact.

✓ Why This Matters

- **Total Visits** = operational demand and community engagement (overall participation)
- **Program Enrollment** = planning, budgeting, and cost analysis
- **Unique Attendance** = reach and impact (distinct individuals)



ELECTIONS & NOMINATIONS COMMITTEE *remarks by Chair Liz Lawson, PIO Jessica Wu and Exec. Assistant Holly Novak

2026 Governing Board Election logistics: Holly Novak thanked the PIO team for their excellent efforts to promote the election – it’s a very creative and fun emphasis. We’re trying to have a customer service focused, public-facing approach so that people are encouraged to consider running and to participate in voting. In all touchpoints (at Front Desk for candidate packets; Absentee Voting ballots) we have customized instructions to encourage positive interactions with the public.

Upcoming: Candidate meet-and-greet on Saturday, April 18 at Community Parking Lot Sale – this is a very popular event. It’s a casual time for candidates to present themselves in conversations with attendees. The League of Women Voters of the Fairfax area is our contracted vendor that tallies the votes. They have reviewed our procedures and offered feedback about customer service protocols. They are all set and ready to coordinate their teams.

Most importantly, we added something new this year: on April 22, adult candidates will be invited to join our Governing Board Meeting to talk to us about what they think they can bring to the Governing Board. It’s also an opportunity for them to observe the meeting and to talk to any community members attending about their experience, skills and interest. This provides an ideal way for the community to get to know the candidates beyond their 100-word statement.

Candidate packets for adults and youth are at the Front Desk now; so far, 4 adults and 1 youth from McLean H.S. have picked up packets. We talked to a youth from Langley H.S. tonight. Keep encouraging people to consider this opportunity!

PIO Jessica Wu explained the marketing plan – what has been accomplished so far and what we plan to do:



Marketing Plan for Gov Board Elections



- Elections Awareness**
 - Notice of Nominations- Fairfax County Times and Connection Publications
 - Website updates
 - McLean Living Magazine
 - Socials Post
 - MCC Newsletter
 - Press Release- local media contacts, The Patch
- Call for Candidates**
 - Youth & Adult ads in local publications
 - Public Interest Card
 - Packet Pickup announcement post on 2/18
 - MCC Newsletter
 - Video at local high schools
 - Socials push- Why I Served
- Push for Voting**
 - Socials push- How to Vote, timeline and important dates, Absentee voting
 - Press Release
 - Spring Parking Lot Sale- Candidate Café
 - Candidate Statements: Program Guide, website, poster, Socials
 - I Voted & Future Voter stickers
- Results Awareness**
 - Website updates
 - Socials post
 - MCC Newsletters
 - Press Release



How YOU Can Help:	Engage with Socials Posts: like, share, comment!	Encourage people to run!	Encourage people to vote!	Share results!
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NEW for 2026:

1. Three current board members helped to make a “Why I Serve” video that is on social media in the next week or so.
2. We are emphasizing in-person voting this year: early’ /Absentee Voting and also at Friday Night Rides/McLean Day. Less emphasis on the idea of e-mail and online ballot requests (although those methods are still available).
3. We will have a very big push through a video featuring Holly Novak about: a. how to vote; b. the importance of voting; c. the timeline; d. and why it actually matters. We will have a press release about it.
4. “Voters” and “Future Voters” stickers: Dave Craig, our amazing graphic designer, has designed special stickers for future voters (children; middle-school students) and adult voters. We will hand those out to people as they vote and hopefully it will drum up more interest as people see these cute stickers people are wearing.
5. The public interest cards continue to be available [to promote becoming an adult/youth candidate]. Board members are encouraged to please pass these out to family, friends and neighbors.

We will keep the website fresh with complete information needed in the push to encourage voting. And then make sure everyone is aware of the results tally at the end. We are making a big push for voting this year to try to receive more total votes. Over the past five years it has averaged around 2,000 votes. Our goal is to exceed that this year.

FINANCE COMMITTEE **remarks by Treasurer Peter Pin*

Finance Committee met on January 14 – most of this committee’s meetings take place in late Summer/early Fall for the annual budget preparation. Next meeting will be on March 11.

Comptroller Matt Hockensmith presented an overview of Revenue with analysis looking at other entities such as Reston Community Center – which has a similar model but not quite the same. We asked if Reston CC had better ways of having income, managing revenue and expenses. RCC doesn’t quite relate [to MCC operations] but it was good that the team was actually looking at other models out there so we can stay abreast of anything relevant.

The committee had a detailed discussion of fee structure for some MCC programs and looking at attendance figures. There was nothing surprising, nothing off-budget or unexpected.

Comment by Executive Director Betsy May-Salazar: January 2026 financials show we are in very good shape on both Revenue and Expenses. There are no surprises.

CAPITAL FACILITIES COMMITTEE **remarks by Vice-Chair Michael Monroe*

January 14 was a ‘working meeting’ only (no quorum) - reviewing ongoing Capital projects and future planning. Staff provided updates on OFC renovations, Alden Theatre technology upgrades, the energy study and a new digital sign. Most projects are aimed at modernizing infrastructure while maintaining programming.

We discussed a long-term vision of positioning MCC as the ‘heart of downtown McLean.’ Pedestrian safety at Route 123 and Ingleside Avenue crosswalk emerged as a key priority, with MCC encouraged to lead advocacy alongside community partners. It was a robust discussion of crosswalks!

Other ideas discussed: improved signage; public art; stronger branding at OFC; deeper connections with downtown McLean.

UPDATE – MCLEAN PROJECT FOR THE ARTS **remarks by Deb Bissen*

*March is Youth Art Month! We are excited to once again feature two exhibits from FCPS pyramids in the area: McLean pyramid (March 5 – 15); and Langley pyramid (March 19 – April 6). Highlighting works from all schools in those areas: elementary kids through high school. There are many talented kids! It’s great to see families, grandparents, and the artists themselves in the building, viewing the exhibits.

*Summer Art Camp – registration is going well. All the camps have registrants every week – we are looking forward to it. We are also taking lots of registrations for our Spring workshops and classes.

*ArtReach has been going great! We loved hosting MCC’s SIA recently. We also hosted an Encore Seniors group from Arlington. Encore has attended two exhibitions so far with a waitlist both times.

*MPA is looking for more ways to offer organized tours that make people feel welcome to come into the gallery. If you are involved with other groups that would like to do a tour let us know. And we can host the Governing Board again for a visit.

* We will have school groups coming in for “Spring Solos” exhibit – from elementary schools. Title 1 schools that MPA primary focuses are not doing as many field trips right now.

*Berlage Gallery [downtown McLean]. Construction is underway with expanded weekend work to expediate schedule. There are always construction delays. Tentative plan is to be open around late April. There is a plan for a ribbon-cutting (to be confirmed) as well as a series of receptions to welcome supporters throughout the community who were such an integral part of making this possible.

*May 7 – MPA Spring Benefit (biggest fundraiser of the year; held at a local home). That serves as a celebration of the opening of the new expanded facility in downtown McLean.

ACTION: If any Governing Board members are interested, we will make sure to get you an invitation and we'd love to have you join us. It is always a very fun outdoor party! We hope for nice weather.

**A board member mentioned that she loved seeing the MPA display at Dulles Airport. It really looked good!*

There was an open reception for the latest version of the Youth ArtWalk at Dulles Airport. It's fun to see the students and families celebrating and it's great to have that ongoing partnership with Dulles. They are working on adding more art throughout the airport. There is a meeting coming up with the Brzezinski family – the large wooden sculptures Emily Brzezinski created may possibly be on display at the airport, which is very exciting! Artwork at IAD is located near the pre-check area (TSA Clear). MPA does part of it and they also work with FCPS arts team that features some art that was selected through a competition run every year in the public schools. Two groups of students are honored and they do a joint reception. They do a similar thing at Reagan National Airport with DC public schools. When Deb Bissen travels, she loves seeing art in the airport that reflects the local community in the airport. It just makes it a nicer experience and it's good that the airports are working to improve that. Board Chair Jeffery agreed: "That's great!"

OLD /NEW BUSINESS

Chair Jeffery opened the floor to any matters of old or new business.

1. MCC personnel update: **remarks by Executive Director Betsy May-Salazar*

With cancellation of the January board meeting, we missed the opportunity to say a fond "farewell" from all of you to Catherine Nesbitt who retired from the Special Events Manager position in early February. We have taken these recent weeks to examine the entire structure of our Programs department (Instructional + OFC + Special Events) and evaluate how we want to move forward. Those three areas all had reported to Mike Fisher in the role of General Programs Director.

We have made some exciting changes! We decided to change that up and Mike Fisher has moved into the Special Events Manager position (Catherine Nesbitt's former role). Special Events now reports directly to Executive Director Betsy May-Salazar, which streamlines it a lot. It lets us put very strong focus on MCC events. Mike Fisher is very capable in all those areas. It's going to be a lot of fun!

Instructional Programs + OFC will now report to Deputy Director Jonathan Melendez while we reassess the Programs Department structure. Jonathan has strengths in the youth field, so he is bringing a lot of great things to that MCC team. He will be leading those initiatives.

We will pause on filling the Programs Director position for a while and reassess the role and structure so it best fits the MCC's current needs. We are very excited about these changes and you will see Mike Fisher just as much as ever in his role!

Question from Board member: Congratulations to you, Mike! Board Chair Jeffery echoed: Great - this is fantastic!

Comments by Mike Fisher: He is very excited about the opportunity! One thing he was missing in the previous Programs Director role was being able to be in the middle of the work and the direct service delivery. So, he is super-excited to be back into it! The Special Events team is exceptional. Catherine Nesbitt left us with a "gem" of a team. So, I'm excited to take that forward and see what else we can do and what else we can discover together!

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

PUBLIC COMMENT

Written comments: No written comments were received in advance of this meeting.

No written comments were submitted during this meeting.

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

No one had requested in advance to speak.

One person attending chose to speak:

Mr. Martin Smith – MCA (where he is a director). He is attending tonight to see what the McLean Community

Center Governing Board is about (he picked up an Adult candidate packet). Listening to the conversation there is something he would like to bring up: pedestrian crossing at Route 123/Ingleside Avenue.

1. Coordination with local civic groups on this issue.

You are probably aware that MCA is also very interested in the crossing, so you're working with the MCA Transportation Committee?

Executive Director May-Salazar said: Yes – that is the goal: to coordinate to make sure we are all going in the same direction.

2. Focus on connection between downtown McLean Berlage Gallery and MCC gallery (dual openings of MPA exhibitions)

Comment by Deb Bissen (MPA): I can say one thing related to that crosswalk situation: focusing on connection between the two campuses: When we talk about programming in the expansion we should focus on how we're going to be running exhibitions there [Berlage Gallery] as well as here at MCC [Emerson Gallery] and what is the best way to schedule dual openings? We really like the idea of trying to do a big opening on the same day at two different times and encouraging people to walk ideally between the two locations. *Exec. Director Betsy May-Salazar agreed.*

3. Update needed on possibilities for Route 123/Ingleside Avenue pedestrian crosswalk (county efforts):

Question by Board member: Can you explain what the possibilities are? What's being considered? How could the issue be resolved?

Response by Executive Director Betsy May-Salazar: There are county-level studies going on and there have been discussions about that crosswalk specifically – at Ingleside at the entrance to MCP. Pushbuttons that trigger flashing lights to stop traffic so you can get across; as well as other varieties of options. Our goal is to get a safe crosswalk straight across at Ingleside at the entrance to the park, because the number of people who are coming into the park now and trying to get across the street (near J. Gilbert's parking lot) is increasing. There is a crosswalk there right now but no light – and it's ignored and blocked with traffic.

4. Purpose should be improving walkability >> to link downtown McLean MPA Berlage Gallery with McLean Central Park, Dolley Madison Library and MCC:

Comment by Board Chair Doug Jeffery: Ideally, someone would eat dinner in McLean... walk to MCP to see whatever show we have going on there... and then go back to MPA by crossing the street. You shouldn't hesitate to do that.

Comment by Executive Director Betsy May-Salazar: Right – just making it a comfortable back-and-forth walk.

Question from MPA: Have they talked about having a walking bridge? Historically, yes. It's been a 25-year conversation.

5. Obvious danger of Route 123 as a high-speed major roadway (inhibits pedestrian walking)

Further public comment by Mr. Smith: He recently moved from a single-family house to an apartment and that has given him a new perspective on that issue in particular – about walkability and getting here. And I know that a lot of my co-residents in our apartment building worry about crossing the street.

Comment by board member: That's a deadly street.

5. Suggestion for a painted walkway:

Question by board member: Is there an effort to put paint on the ground or signs: how to get from MCC to the MPA building? If I were trying to go from here to here, I would just get in a car, which isn't ideal because there's not a lot of parking down there.

MPA Executive Director Lori Carbonneau and MCC Executive Director Betsy May-Salazar have talked about this: having trailblazer signs that go from here and then a painted crosswalk – that's our 'dream.' That is definitely something we should work on together to make sure people realize the proximity. Because it's not that far!

Comment by board member: It's close – but getting across Route 123 is dangerous.

Comment by Executive Director Betsy May-Salazar: Yes.

6. Coordinating three KEY aspects: 1. ongoing Fairfax Co. studies of this intersection; 2. downtown McLean Development plan; 3. the public need for pedestrian safety.

Question from board member: Are you saying that Supervisor Bierman is doing studies?

Response by Executive Director Betsy May-Salazar: My understanding is that VDOT and County are doing a study.

Supervisor Bierman's office provided some background information. I'm planning to arrange a time to talk with Supervisor Bierman to learn the current history. There is also a study on Ingleside Avenue about traffic slowing.

Part of our discussion has been around the design guidelines for the downtown McLean commercial revitalization,

that starts across Route 123, and what of those pieces should we be leveraging to say that MCC should be connected to ? MCC is not part of that specific area, but we are adjacent and we are a community resource to all those people who are going to live and go to restaurants in downtown McLean. Also, with the renovation of MCP, there is a dramatic difference in the volume of people who are now going across that street into the park. (*general agreement was expressed*)

Summary by Board Chair Doug Jeffery:

NEXT STEPS: I think the bottom line is that everyone is aligned in what we should be doing. And if we have a singular, united focus we would be very effective. I think we are all in agreement about that. We talked about in committee having Executive Director Betsy May-Salazar put forth a plan or a map, present it to the Capital Facilities Committee, and get the committee's buy-in. Then bring it to the full board so we can all register our support. And trying to get county feedback at some point, once we're all aligned. This is what we're thinking in terms of process. Hopefully that can be accomplished in this 2025-2026 Governing Board term.

ADJOURNMENT

With all business matters concluded, Chair Jeffery thanked everyone for attending and adjourned the meeting at 7:38 p.m.

Respectfully submitted, Holly Novak - Executive Assistant

FY2026 Mid-Year Strategic Plan update is shown below:

McLean Community Center FY2026 Tactics Strategic Plan Mid-Year Update

February 25, 2026*



McLean
Community
Center
Celebrating 50 Years



QB Sculpture Dedication on MCC Plaza by artist Eileen Gay

* Postponed from January 28, 2026 Governing Board Meeting due to weather cancellation.

FY26 Universal Survey Results

Measuring strategic plan goals

FY26 Mid-Year Survey Results from Program Participants (7.1.25 – 1.18.26)

Survey Responses to date: 1,522*

	FY26	FY25
My MCC program or service was a high-quality offering.	4.64	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.	4.24	4.41
My MCC program or service was provided at a reasonable cost.	4.51	4.55
My setting for my MCC program or service was appropriate, clean and accessible.	4.79	4.71
MCC employees were effective, helpful, and courteous.	4.76	4.71
I would recommend MCC programs or services to others.	4.67	4.73

Survey scale 1 (lowest) – 5 (highest)

*FY25 Responses totaled 1,188 YTD



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 – FY2026 Tactics

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

- 1. 50th Anniversary Public Art**—Install QB sculpture at MCC & community mural at OFC, providing placemaking for McLean and increasing visibility of MCC

FY2026 Mid-Year Status

- QB Sculpture was installed on the plaza entrance in August 2025 and greets MCC visitors on a daily basis.
- The Community Mural at OFC was completed in September 2025 with community members actively involved in paint days and the mural dedication at the Fall OFC Block Party.



Community Mural at OFC by artist Jeremy Jarvis



QB Sculpture on MCC Plaza by artist Eileen Gay

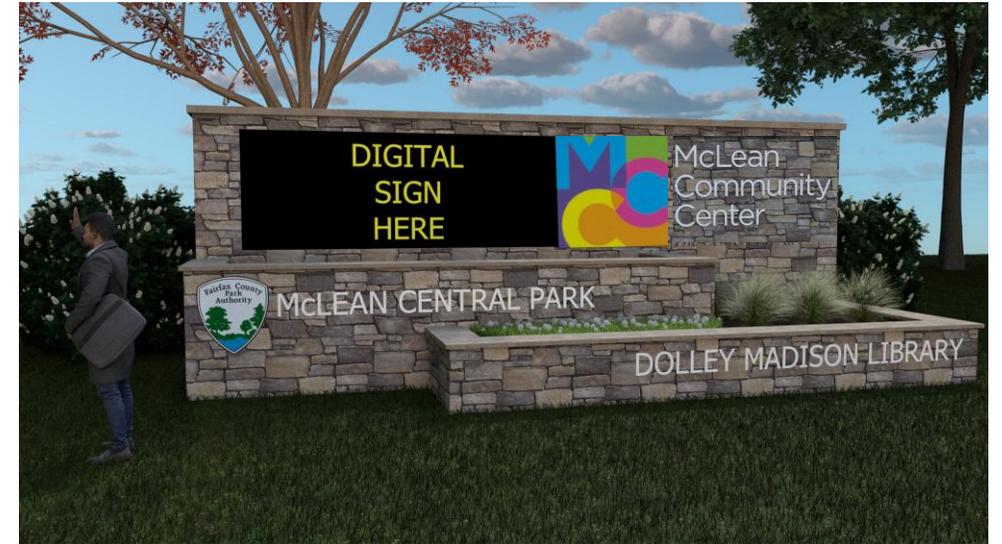
Goal 1: Be Visible – FY2026 Tactics

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

2. Signage—Work with Fairfax County Park Authority & Dranesville District Supervisor to secure Fairfax County Board of Supervisors approval for new digital sign in McLean Central Park allowing more visible promotion of MCC programming in busy, central McLean intersection.

FY2026 Mid-Year Status

- With support from Supervisor Bierman, the digital sign was approved by the FFX BOS in November 2025. Sign in final design. Target completion 2026.



Preliminary design for MCP Digital Sign

3. Connections to Downtown McLean—Work with community partners, including McLean Project for the Arts & McLean Revitalization Corp. on initiatives to highlight community programs on proposed downtown banners, and advocate for creative crosswalk art at Ingleside and Rt 123 providing better pedestrian safety, traffic calming, community connections, and link between MCC-MCP-Library Campus to McLean Downtown.

FY2026 Mid-Year Status

- Held Capital Facilities Committee meeting discussion in January to brainstorm MCC's connection to downtown. Plan to bring civic groups together in Spring to discuss joint initiatives.



Goal 1: Be Visible – FY2026 Tactics

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

4. Community Outreach—Expand distribution of marketing materials to community businesses, faith communities, apartment buildings and HOAs, soliciting these community partners to assist in MCC program promotion; leverage McLean Revitalization Corp., Dranesville District Supervisor, and Park Authority channels to reach broader community.

FY2026 Mid-Year Status

- Expanded distribution to local businesses, faith communities, senior living facilities, apartments/condos to promote ongoing MCC programs.
- Redefined prizes for Light Up McLean contest to include Downtown McLean restaurants to strengthen MCC tie to the downtown and help promote local restaurants & businesses.
- Renewed sponsorship and representation in Winterfest Parade as well as inclusion in McLean restaurant guide organized by MRC.
- Partnered with FCPA to promote Summer concerts and leveraged advertising in FCPA program guide to advertise Alden programs.

5. Board Engagement—increase board representation at MCC events to engage with community members.

FY2026 Mid-Year Status

- Board members participated in 19 distinct events and programs, accounting for 58 individual instances of engagement and support.



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 – FY2026 Tactics

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

1. Community Mural at OFC —based on community input, mural will incorporate top five languages spoken in McLean: English, Mandarin, Spanish, Korean, Arabic.

FY2026 Mid-Year Status

- The completed community mural incorporates the message "You Belong" in the top five languages spoken in McLean: English, Mandarin, Spanish, Korean & Arabic.

2. Sensory Room — Open new sensory room at OFC providing sensory experiences for OFC users. Continue evaluating how space can be used to reach community needs, including exploring partnerships with the larger County Human Services system.

FY2026 Mid-Year Status

- The new sensory room at the OFC was installed and showcased to the McLean community at the Fall OFC Block Party.
- Staff is working with County Health and Human Services partners to plan and develop future programming, services and usage for the Sensory Room.



Sensory Room at Old Firehouse Center

Goal 2: Welcome All of McLean and its Global Community – FY2026 Tactics

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

3. 50th Anniversary Community Celebration—Welcome all of McLean to 50th anniversary celebration bringing the community together to connect through dancing, food, and interactive attractions.

FY2026 Mid-Year Status

- Hosted two-day culminating celebration of the 50th anniversary October 17 – 18, 2025 reaching approximately 1,000 residents.
- McLean historian and former MCC Board member Carole Herrick presented a history talk highlighting the community efforts that brought about the creation of the center and its early history.
- MCC Community 50th Anniversary evening celebration invited the entire community to come and connect with one another both in the center and on the plaza. Activities included dancing, signature mocktails and cocktails, fabulous food provided by local restaurant, Neutral Ground, old school video games, community building art activities, multiple screenings of MCC video and engaging MCC trivia.



Goal 2: Welcome All of McLean and its Global Community – FY2026 Tactics

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

4. Cultural Programs —Highlight cultural festival and events including Fiesta del Sol; Afrique en Cirque; Furia Flamenca; Barron Ryan Trio: musical composition based on Tulsa massacre (MLK); Lunar New Year with Nai-Ni Chen Dance Company; Honolulu Theatre for Youth: Chinese Zodiac; Hero: Young John Lewis musical; foreign language films.

FY2026 Mid-Year Status

- Afrique en Cirque, Furia Flamenca and MLK complete with total attendance of 1,003, 122% of goal.
- Four foreign language films shown 5 times with a total attendance of 195+. Countries represented include Italy, Korea, France, and Sweden/Denmark.

5. Alden Theatre Accessibility —increase ASL offerings and develop sensory-friendly performances.

FY2026 Mid-Year Status

- The Alden has presented two ASL interpreted performances YTD.

6. Demographic Data — Include optional demographic questions in FY2026 Community Feedback Survey to better identify who is participating in survey and how they align with McLean demographics overall, in order to better serve our McLean community.

FY2026 Mid-Year Status

- Demographic questions were incorporated into current community feedback survey. The results to be shared at the March Public Hearing on Programs.

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 – FY2026 Tactics

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

1. Classes/Camps/Programs —Invite discovery through MCC classes, camps, SIA & OFC programming. continually striving to introduce new experiences and opportunities to target audiences. Continue participating in County level RFP review process to ensure MCC is able to influence selection of new programs and instructors offered through county contracts.

FY2026 Mid-Year Status

- Based directly on patron feedback, we added new enrichment classes including Math in Motion, Little Explorer and Robotics, while also introducing topics on climate change, mental health, and chronic disease. SIA expanded offerings with fieldtrips and additional exercise classes.
- Participated on County team evaluating RFP submissions for Rec Programs and Bus Transportation.

2. Youth Programs—Provide inclusive and engaging programming for children and youth of all abilities. Ensure children, youth and their families, feel supported by meeting them where they are and remaining flexible to their individual needs.

FY2026 Mid-Year Status

- Staff refined the goals of sensory spaces and sensory experiences at events to better align with public expectations resulting in a better experience.
- Met children where they are by providing sensory bags for those who became overwhelmed and offered on-on-one support in the classroom as needed.



Goal 3: Invite Discovery – FY2026 Tactics

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

3. Youth Ambassadors—Cultivate a culture of leadership and public service through Youth Ambassador initiatives including tutoring at local schools, environmental cleanup, and other volunteer opportunities.

FY2026 Mid-Year Status

- Successful tutoring event, participation in Winterfest Parade, supported various MCC events, scheduled clean up for Earth Month. Initiated teen art & writing competition themed for US250.

4. Volunteerism—Explore MCC volunteer opportunities, reinforcing culture of public service and providing opportunities for connection.

FY2026 Mid-Year Status

- Strategic focus on increasing volunteer opportunities for Youth Ambassadors and teens. As of 1/5/26 approximately 60 volunteer hours logged by MCC Youth Ambassadors in service to our community.
- Strengthened emphasis on MCC volunteer opportunities planned for Summer Program guide and Website.



Youth Volunteers at Independence Day Community Fireworks Celebration

Goal 3: Invite Discovery – FY2026 Tactics

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

5. Visual Arts—showcase McLean Project for the Arts (MPA) exhibitions and visual arts classes. Support MPA’s ArtFest in McLean Central Park with sponsorship and MCC presence. Support MPA expansion to new downtown facility as founding donor & explore ongoing partnership opportunities.

FY2026 Mid-Year Status

- Increased visibility for MPA on website, including link to summer camps. Meeting monthly with MPA staff to coordinate programs, operations and marketing.
- Sponsored MPA Artfest and had board and staff presence at the event.
- MPA’s new Berlage Arts & Education Center in downtown McLean planned opening in April. MCC is a Community Steward supporter.



MPA Berlage Arts & Education Center, Downtown McLean

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 – FY2026 Tactics

Deliver excellent programming in an operationally innovative fashion.

1. Universal Survey—Utilize universal survey data as evidence of excellent programs and services, integrating results into MCC strategic plan metrics and overarching county metrics.

FY2026 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.

2. Theater Ratings—Formalize rating system for theater programs to ensure transparency to audience in choosing the best programming for them and their family.

FY2026 Mid-Year Status

- Formal policy adopted to Governing Board in October 2025.
- All MCC performances have recommended age ratings to ensure that members of the public are able to make informed viewing choices.

3. Staff Development—Diversify opportunities for more staff to engage in professional development, to include using County Career Management Plan tool, and maximizing local training offered by other county agencies.

FY2026 Mid-Year Status

- Regular encouragement of educational opportunities for staff.
- County Career Management Plan tool will be implemented with FY26 performance reviews.



Goal 4: Showcase Excellence – FY2026 Tactics

Deliver excellent programming in an operationally innovative fashion.

4. Customer Service —Create Customer Service manual with best practices and MCC procedures to be shared across the Center. Provide training to ensure best practices are embedded across the Center.

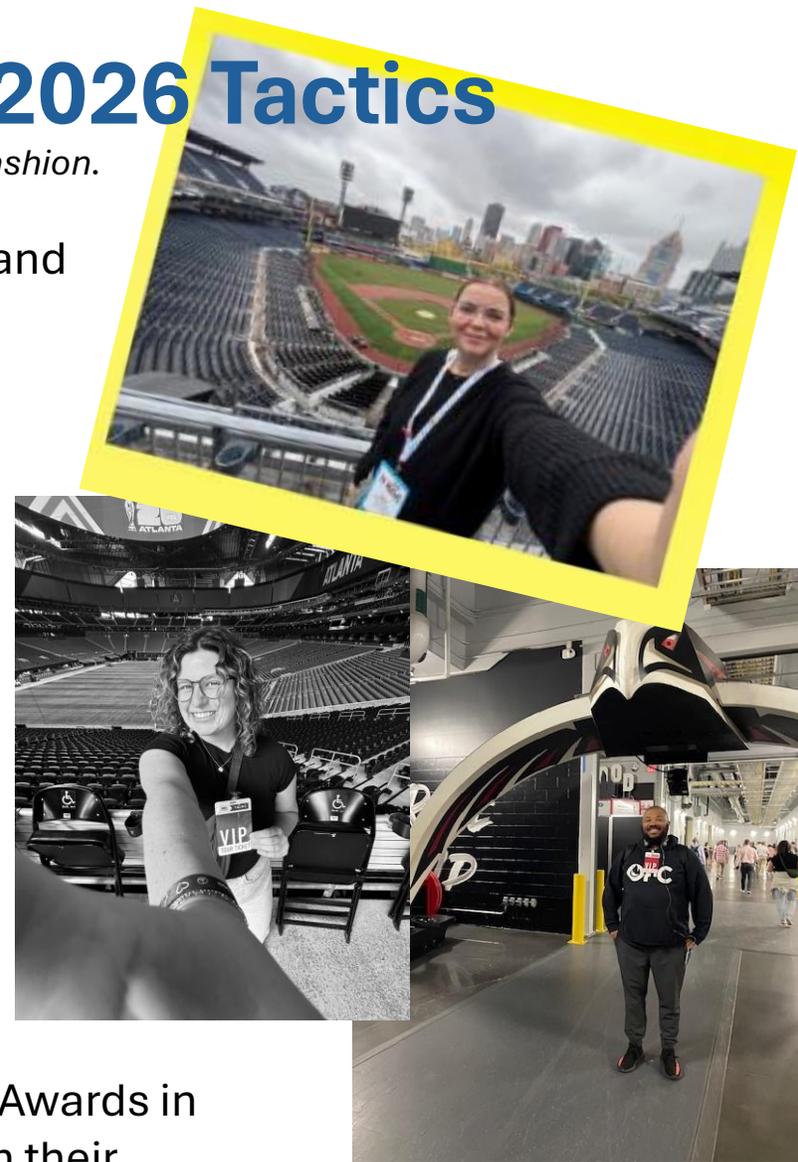
FY2026 Mid-Year Status

- Customer Service best practices are discussed during weekly staff meetings.
- OFC staff will participate in a quality standards trainings, with a focus on customer service.

5. Staff Recognition & Excellence —Continue to highlight MCC employees at the state and county level, nominating employees for wider recognition.

FY2026 Mid-Year Status

- Seven MCC staff members were recognized for Outstanding Performance Awards in November 2025. This prestigious award is made through nominations from their colleagues.
- Mary Carter completed her training as a Certified Festival and Event Associate with the International Festivals & Events Association.



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 – FY2026 Tactics

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

1. Staff Capacity — hire a new Director of Marketing and Communications.

FY2026 Mid-Year Status

- Jessica Wu joined the MCC team in October as the new Director of Marketing and Communications. She has brought a fresh focus on community engagement and social media.

2. Public Service Foster a culture of public service by engaging with the community through thoughtfully designed programs, meaningful connections, and the dissemination of accessible, relevant resources to empower and support community members.

FY2026 Mid-Year Status

- Youth Ambassador volunteerism has increased MCC operational capacity at events and provides a needed service to youth seeking volunteer opportunities.
- Partnership with Therapeutic Recreation and Park Authority on a coordinated approach to Sensory Room programming and meeting community needs.
- MCC commitment to public service includes sponsoring food drive for Share, working with AIM on Toys for Tots campaign, and supporting staff opportunities to volunteer in the community.
- Coordination with Department of Family Services Older Adult Services, linking community members to services needed for emergency and long-term housing.

Goal 5: Model Sustainability and Good Stewardship – FY2026 Tactics

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

3. Policies & Procedures —Continue to evaluate and update MCC policies and procedures with a focus on customer service and aligning rentals and building use, to best meet the growing needs of our community.

FY2026 Mid-Year Status

- For all sites, rentals are streamlined through the booking manager.
- Updated fee structures for rentals were reviewed by a team across multiple divisions.
- Updates to rental policies and practices, to include rental hours are being finalized.
- Review of the Active registration system continues, to include identifying MCC's super-users.

4. Best Practices— Link OFC programming to larger Out-of-School Time systems, to include adoption of state-wide quality standards ensuring we are offering our participants high quality experiences.

FY2026 Mid-Year Status

- Mike Fisher participated in the first cohort of state-wide program providers completing the Virginia Partnership for Out of School Time Quality Standards.
 - OFC and Camp Staff will receive training prior to the start of summer programming.

5. Data —Ongoing data analysis of financials, attendance, universal survey questions, annual community feedback survey, board engagement, to evaluate success and areas for focus.

FY2026 Mid-Year Status

- Have created a portfolio of data to track to provide robust picture of MCC programming and operations.
- Recent focus on fee analysis, marketing dashboard, camp analysis, Alden marketing/sales analysis, attendance analysis through different lenses: total visits, program enrollment, unique attendance.



Goal 5: Model Sustainability and Good Stewardship – FY2026 Tactics

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

6. Energy— Complete implementation of Energy Project at MCC.

FY2026 Mid-Year Status

- MCC energy project completed: including lighting upgrade, building envelope and master control system for HVAC. Energy savings will be tracked through partner contractor.
- Energy lighting upgrade will begin at the OFC this Spring. When complete, tracking will be rolled into MCC project.

7. Environmental & Sustainability Programming —Expand programming to formalize Youth Ambassador’s park clean up events as part of Earth Month recognition; experiment with new game-based workshops on science of climate change; integrate more Earth Day programming into existing events during April.

FY2026 Mid-Year Status

- Youth Ambassadors have established annual park clean up project in April each year. This year the Ambassadors have again selected to clean up McLean Central Park. Additional clean ups may be scheduled.
- New game-based workshops on science of climate change were piloted, but majority cancelled for lack of attendance. Will continue to look for opportunities to integrate environmental programs into offerings.

8. Climate —Continue to evaluate best times of year to hold outdoor concerts to offer most comfortable outdoor experience and reduce chance of cancellation.

FY2026 Mid-Year Status

- Summer Concerts were successfully moved to Thursday evenings at 7 p.m. in summer 2025.



Thank you!



McLean
Community
Center

The Center of It All

Marketing Plan for Gov Board Elections



- Notice of Nominations- Fairfax County Times and Connection Publications
- Website updates
- McLean Living Magazine
- Socials Post
- MCC Newsletter
- Press Release- local media contacts, The Patch

- Youth & Adult ads in local publications
- Public Interest Card
- Packet Pickup announcement post on 2/18
- MCC Newsletter
- Video at local high schools
- Socials push- Why I Served

- Socials push- How to Vote, timeline and important dates, Absentee voting
- Press Release
- Spring Parking Lot Sale- Candidate Café
- Candidate Statements: Program Guide, website, poster, Socials
- I Voted & Future Voter stickers



- Website updates
- Socials post
- MCC Newsletters
- Press Release

How YOU Can Help:

Engage with Socials
Posts: like, share, comment!

Encourage people to run!

Encourage people to vote!

Share results!