

2026 – 2027 Governing Board  
Regular Meeting  
July 22, 2026 – 6:30 p.m.

MINUTES

**Board Members Present:** *in-person:* Ron Keesing; Doug Jeffery; Pascale Siegel; Michael Solomon;  
Liz Lawson; Bryn Smith; Michael Monroe  
*(remote -not quorum):* Michael Signer (*1<sup>st</sup> time remote; personal -family travel: Iceland*)  
Peter Pin (*1<sup>st</sup> time remote; personal -family travel: upstate New York*)  
**\*Yingxi Zhao attended but is not yet installed; will be installed in September 2026.**

**Board Members ABSENT:** Minoo Razavi

**MCC Staff Present:** Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director;  
Holly Novak, Executive Assistant; Jessica Wu, Director of Marketing &  
Communications; Ashley Prosser, Instructional Programs Manager; Willie  
Montgomery, Special Events Coordinator; Jaeda Fontaine-Pasaiah, intern;  
Mike Fisher, Special Events Manager; Mary Carter, Special Events Assistant Manager;  
Sarah Schallern Treff, Performing Arts Manager; Matt Hockensmith, Comptroller

**Guests:** Deb Bissen, MPA; Martin Smith, McLean Citizens Assoc.

CONVENE MEETING

Chair Ron Keesing convened a Regular Meeting of the Governing Board of McLean Community Center on July 22, 2026, at 6:32 p.m. He announced the meeting was being audio-recorded for purposes of Minutes. No changes to the agenda were requested; it was adopted by acclamation.

ADOPTING MEETING POLICIES

For this Governing Board to function in its strategic oversight role for the McLean Community Center it must follow formal protocols for conducting meetings – as mandated by Fairfax County. Most meetings will be convened in-person with allowances for “Remote Participation.” There is an option to occasionally convene a meeting entirely electronically (“All-Virtual”). The details of these policies preserve public visibility of deliberations and are applicable to all meetings (committee; full board) throughout 2026-2027 term. The policies went into effect immediately as voted upon:

**MOTION:** To adopt “Remote Participation” policy for convened meetings of MCC Governing Board from July 2026 through July 2027.

**Approved by a vote of nine:** Ron Keesing; Michael Monroe; Liz Lawson; Peter Pin;  
Doug Jeffery; Pascale Siegel; Michael Solomon; Bryn Smith; Michael Signer – all voting “AYE.”  
\*Yingxi Zhao concurred with the vote - “AYE.”  
Minoo Razavi was absent.

**MOTION:** To adopt “All Virtual” policy for convened meetings of MCC Governing Board from July 2026 through July 2027.

**Approved by a vote of nine:** Ron Keesing; Michael Monroe; Liz Lawson; Peter Pin;  
Doug Jeffery; Pascale Siegel; Michael Solomon; Bryn Smith; Michael Signer – all voting “AYE.”  
\*Yingxi Zhao concurred with the vote – “AYE.”  
Minoo Razavi was absent.

ADMINISTRATIVE DETAILS

**\*Reminder about signature requirements:** All board members are required to submit their personal signature that they have read, understood and will adhere to key Fairfax County policies: Discrimination & Harassment policy; Conflict of Interest

policy (updated version distributed this evening). New board members (elected in May 2026) will receive an introductory letter from Fairfax Co. BOS Chairman McKay on the One Fairfax policy which will also have a signature page that is required.

**\*committee structure:** Chair Keesing thanked all board members for expressing their interests to serve on committees. Elections & Nominations Committee will be chaired by Pascale Siegel; members: Doug Jeffery, Liz Lawson, Bryn Smith. Michael Monroe will chair Capital Facilities Committee: members: Peter Pin, Minoo Razavi, Pascale Siegel, Bryn Smith. Finance Committee will be chaired by Treasurer Peter Pin; members: Minoo Razavi, Michael Signer, Michael Solomon, Yingxi Zhao. Programs & Community Engagement will be chaired by Liz Lawson; members: Doug Jeffery, Michael Monroe, Michael Signer, Michael Solomon, Yingxi Zhao.

## **APPROVAL OF MINUTES**

Minutes of the Final 2025-2026 Meeting/First 2026-2027 Meeting on June 10, 2026, were reviewed. No changes were requested; accepted as written.

**MOTION:** To approve Minutes of June 10, 2026: Final Meeting of 2025-2026 Board & First Meeting of 2026-2027 Board.

**Approved by a vote of nine:** Ron Keesing; Michael Monroe; Liz Lawson; Peter Pin; Doug Jeffery; Pascale Siegel; Michael Solomon; Bryn Smith; Michael Signer – all voting “AYE.”  
\*Yingxi Zhao concurred with the vote – “AYE.”  
Minoo Razavi was absent.

## **CHAIR’S REPORT: BOARD PRIORITIES FOR FY27 - DISCUSSION**      *\*remarks by Board Chair Ron Keesing*

\*Thank you to the staff for all the hard work throughout the summer, particularly the major effort on Independence Day Fireworks Celebration. It went off far more smoothly than all other local fireworks shows in that week. June 27 date was ideal; we had good attendance. Executive Director May-Salazar and staff effectively navigated the weather uncertainties on DAY-OFF. It was a great event!

\*Congratulations also to the staff on all their hard work on the Thursday evening Summer Concert series. Last week’s concert by “Experience Unlimited” was likely the first outdoor “go-go” concert in the history of McLean!

**ACTION:** A specific question for Programs & Community Engagement Committee to explore this year is whether there are practical ways to make the summer concert series more resilient in the face of inevitable weather challenges. Because when we can hold these concerts, they’re tremendous!

\*The performance of “1776” by McLean Community Players in The Alden Theatre is a great opportunity to celebrate America’s 250<sup>th</sup> anniversary!

**ACTION:** Chair Keesing encourages all board members to attend as many MCC events as possible. The first-hand experience gives an accurate perception of the quality and breadth of the programs offered here. You also get to interact with the community who are enjoying these programs. Please make it a priority.

## Chair’s perspective about priorities for the board in this 2026-2027 term:

*Chair Keesing’s written remarks were distributed in advance and posted on MCC website in preparation for this meeting.*

The purpose of this meeting was to set the tone for the year by establishing priorities through a collaborative and lively discussion. Chair Keesing shared his initial thoughts; then the floor was opened for discussion to develop shared priorities.

The goals described are in many ways a continuation of several of the goals expressed by Chair Doug Jeffery last year. They are not at all intended as a change of direction... but rather to help the board advance the goals already set forward in MCC’s Strategic Plan and build on the strong foundation established by the staff, leadership and previous boards. This is a starting point for discussion - not a final or exhaustive list.

## **\*expanding the Center’s impact within the McLean community**

Overarching theme: expanding the Center’s impact within the McLean community. We note that the people who already participate in MCC programs and events consistently find them to be high quality and rewarding. Our survey results show that - reflecting the excellent work of MCC staff. At the same time, our data shows we have opportunity to reach more of the community whose residents support the Center through their taxes. The Center will never serve every resident directly,

but as a board we should champion a mindset of ‘continuous renewal’ – **building on what works while exploring ways to make MCC even more visible, accessible, welcoming and relevant to a broader cross-section of McLean.**

One part of that effort is strengthening MCC’s connection with the surrounding community – important work that began last year. This includes addressing the physical connection between MCC and downtown McLean, particularly the need for safer and pedestrian-friendly crossing on Rt. 123. It also includes stronger organizational relationships with local groups: McLean Revitalization Corporation, McLean Project for the Arts, McLean Citizens Association, Friends of MCC, and other community organizations.

How each committee might contribute to these goals:

Programs & Community Engagement Committee: the priority is to think expansively about both what we offer and how we communicate with the community. That includes exploring new programs and forms of engagement but also developing better ways to measure our impact beyond the people who already use the facility. Success would mean welcoming more residents into MCC, encouraging discovery, and continuing to showcase the excellence of our existing programs.

This committee’s work is very important. A board member suggested breaking it into two separate committees. However, after talking with Executive Director May-Salazar and speaking informally with several board members one-on-one, we decided the best approach is to keep this as a single committee but to expand the planned meeting time and include more committee members. We intentionally scheduled a meeting in September for the committee to get an early start on these priorities. Throughout this year we can identify where there is a need and clear lanes to potentially split into two committees next year – or confirm whether this expanded structure allows us to cover the breadth of work that is important to accomplish.

Capital Facilities Committee: this committee should continue focusing on the Center’s physical and organizational connections with the rest of McLean. We can also improve our understanding and reporting of how MCC spaces are being used. Greater visibility into space utilization can help identify priorities to make facilities as available as possible to community groups while also demonstrating responsible stewardship of an important public asset.

Finance Committee: this committee should create longer-term strategic conversations. As opportunities for new programming and community engagement emerge, the committee should consider how to preserve the financial flexibility needed to pursue those opportunities while continuing to deliver the current programming that is so deeply appreciated by so many in our community.

Elections & Nominations Committee: Build on the success of our most recent 2026 Governing Board election. Last year’s ENC did a fantastic job attracting more interest and producing an excellent slate of candidates. Our next opportunity in the 2027 election is to think about ways to increase voter participation and help more residents understand both the election and the important role the Center plays in our community through annual elections.

\*Respective roles of Governing Board and MCC staff:

**Much of this work will depend on the expertise and judgement of MCC’s professionals. The board’s role should be to ask thoughtful strategic questions, provide supportive oversight, and empower the staff to carry out the Center’s mission every day.** Chair Keesing’s over-arching priority is to expand the Center’s community impact, strengthen its connections with the rest of McLean, improve the information used to guide decisions, and ensure that our facilities and finances support both continued excellence and future opportunities.

#### DISCUSSION:

These priorities provide a useful framework for our work, but we also want them to remain collaborative.

1. Do these sound like the right priorities and are other priorities that we should address?
2. Are there other aspects of the Center’s operation you believe deserve additional attention in the coming year?

**\*Michael Monroe:**

Thank you for your thoughtfulness. Regarding Programs & Community Engagement Committee and being connected to the community: at a recent MRC meeting there was discussion about all the McLean community organizations. There was a comment that a lot of those organizations have a staff. Michael Monroe recommends someone from MCC be present (and the Governing Board to participate as well) – as a ‘community liaison.’

*Response by Chair Keesing:* That’s an outstanding suggestion. I’ve already been speaking with Executive Director May-Salazar about forms of participation of the board and MCC staff leadership in that group. That is something we should follow-up on.

**\*Doug Jeffery:**

1. *Question regarding the current strategic plan – is that the first version of a strategic plan that MCC has ever had?*

There was an ever-present strategic ‘framework,’ prior to this plan. MCC did have a strategic plan a while back (in 2011; 2012-2013); but this is the first robust plan developed in recent years.

*Remarks by Doug Jeffery:* While we will refresh it at some point, we should have a broader discussion about the method itself regarding term, specific, how Governing Board interacts with plan.

*Response by Chair Keesing:* You raise a great point. As the year progresses, there is good opportunity for us to think about what strategic planning activities the board can help support next year. Now in Year 3 of a five-year Strategic Plan, the 2027-2028 board will be more involved in setting direction for the next iteration of the Strategic Plan. We can allow time in board meetings this year to set direction for what should happen next year. We are laying the foundation for next year and we can make time for exactly that discussion. It will be interesting to hear outgoing board members’ thoughts on the method as a whole.

2. *Remarks by Doug Jeffery:* How can MCC programs attract more community participation? At recent “Napoleon Dynamite” performance there were people in the audience who knew nothing of The Alden... they had never been here before and came specifically for that show. They loved it! How can we do more of that?

**EXECUTIVE DIRECTOR’S REPORT**

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

\*Independence Day Fireworks Celebration was a wonderful event! Attended by over 4000+ people! We expanded the event to be much more active and participatory – a lot of planning went into it through the whole year: OFC camp instructors led field games; art activity; children’s parade around the track; dance breaks led by Willie Montgomery; Virginia Chamber Orchestra brass quintet performance; Virginia250 mobile museum.

ACTION: We will emphasize, just like McLean Day, that it’s very important for board members to be present at Independence Day Fireworks. As people are passively waiting and present throughout, it’s a huge opportunity to talk to people in the community.

\*Screening of first episode of Ken Burns American Revolution history documentary. Prior to the film, a Georgetown Univ. professor gave a very interesting talk on the Declaration of Independence. He engaged very well with the audience, including kids.

\*We continue working on “250 Acts of Community” throughout 2026. This is a social media campaign with regular posts recognizing the everyday actions of local residents and how that strengthens the McLean community.

\*We have very busy summer camps! Camp McLean at Kent Gardens Elementary; specialty camps in MCC facility; trip camps are departing from OFC. We are more than 50% through at this point; camps continue through early August.

\*Summer concerts have been great so far – over 700 people attending! We are continuing the momentum built last year: extensive marketing; re-branding; new location, date and time > the new weekday evening time has increased attendance. Two weather-related cancellations thus far (last year had 3 cancellations). We will have a deeper discussion in Fall 2026 Programs & Community Engagement Committee to assess the summer concerts. All are encouraged to attend tomorrow night’s concert (Motown R & B contemporary group) in MCP! Thursday, 7/30 is the final summer concert.

*Question: I’ve noticed regarding our summer concert dates that it conflicts with Falls Church “Music in the Park” program.*

*Response by Sarah Schallern Treff:* There are so many programs in our region – we chose what we thought is best based on decades of experience. This is the second year of Thursday evening concerts; it’s going well so far. There are so many performing arts offerings in this area that it’s literally hard to find any free dates.

\*McLean Community Players are presenting “1776” on weekends through August 2. It is receiving good reviews.

Introduction of new staff member: Ashley Prosser – Instructional Programs Manager. Other staff attending were also introduced: Jonathan Melendez, Mike Fisher, Willie Montgomery, Mary Carter, Jaeda Fontaine-Pasiah, Matt Hockensmith, Jessica Wu, Sarah Schallern Treff, Holly Novak.

**CAPITAL FACILITIES UPDATE: DIGITAL SIGN IN MCLEAN CENTRAL PARK**

*\*remarks by CFC Chair Michael Monroe and Executive Director Betsy May-Salazar*

Discussed revised quote for the digital sign based on engineering drawings and price increases. We've spent the last 1 ½ years working with Fairfax Co. BOS approval to have a specific waiver for the permit – costs went up during that time (approx. \$77,000). Reasons why this digital sign is essential: 1. for improved visibility of MCC (current signage in MCP looks outdated); 2. increases MCC's communications capacity (we can rotate and tailor messages and information throughout the week; program information in advance; display timely emergency alerts, cancellations). 3. This new design is much more highly visible – at an intersection facing McLean Downtown Commercial District, which is a key connecting point. 4. Dynamic digital signs are known to be almost twice as effective as static signs. 5. It takes a lot of staff time to go out to the park and replace the current signs– and we are limited to three at a time. We must go out there frequently to refresh the information. 6. Costs for printing the current laminate board signs is almost \$10K per year; not cost-effective.

Details: The \$250K budget does include approx. \$14K contingency. Of the \$250K budget \$40K is spent on engineered drawings.

Timing: The goal is to have it completed by year-end 2026. Work also includes demolition of the 'trailblazers' (brick pillars in the park with MCC logo).

#### DISCUSSION:

*Question: As a new board member– it is customary for the board to vote on budget adjustments? Is there documentation usually provided ahead of time? Has it run through the committee? I'm just curious about the procedure.*

*Explanation by Executive Director May-Salazar*: This topic is on the agenda and the MOTION is stated there as to what will be voted on – thus pre-announced to the public and to the board. Typically, this would go through the committee process – Capital Facilities Committee would take it up first and then it would come to the full board. In this particular case, because of being time-sensitive, it comes directly to the board from the CFC Chair because a decision is needed before the next Capital Facilities Committee meeting occurring in early September. This is something that has already been discussed at length and approved by the previous Capital Facilities Committee at the earlier cost structure.

*Question: What has prompted the increase in costs?*

Price is based on engineered drawings rather than schematic drawings and increased costs over the past year.

*Question: Is this an installation that is one-time-no cost of maintaining it significantly other than electricity? It's not an ongoing expense?*

Yes – it is a one-time cost. There is software that we will use to control the system. **The fact that MCC has the ability to control the messaging on that corner (Rt. 123 and Chain Bridge Road) is HUGE. Because MCC controls the present physical signage currently at that intersection, that is why we have this new opportunity to manage communication on the digital sign. Otherwise, MCC would be completely invisible.**

**MOTION**: To increase approved budget for digital sign from \$160K to \$250K based on revised costs.

**Approved by a vote of nine**: Ron Keesing; Michael Monroe; Liz Lawson; Peter Pin;

Doug Jeffery; Pascale Siegel; Michael Solomon; Bryn Smith; Michael Signer – all voting "AYE."

\*Yingxi Zhao concurred with the vote – "AYE."

Minoo Razavi was absent.

\*additional topic: CFC Chair Monroe mentioned recent conversations about using McLean Central Park as the location for a "movie night" in the future. That would be fantastic for the community – bringing people together and moving it away from elementary schools; more community-focused. Those discussions are starting and he supports this. It would be a really nice, central, community-focused event series potentially exactly in our space.

#### **STRATEGIC PLAN – FY26 RESULTS & FY27 TACTICS; FY28 IDEAS**     *\*remarks by Executive Director Betsy May-Salazar*

Purposes of this presentation: 1. What has been accomplished in FY2026. 2. Focus on tactics for FY2027 – reflective of some of Chair Keesing's priorities. 3. Staff is in the middle of budgeting for FY2028 – big ideas are informing the budget. This is an area for discussion tonight. ***Presentation is shown at end of this Minutes document.***

#### DISCUSSION:

1. It would be great to get more data from attendees in classes.

We have started to address this – reaching out once per session and encouraging them to respond once per session.

When looking at the unique number of people who attend classes the number of individuals becomes smaller.

2. Our attendance figures don't include passive attendance (people using common spaces) and walk-ins (people walking into the building). We are working on how to begin counting that presence.
3. Board members are encouraged to attend MCC events, and especially Alden Theatre performances.
4. 'Social isolation' is a lens (perspective) on what we do, including survey results and comments we hear from the community.
5. Chair Keesing encourages board members to go out into McLean Central Park to examine the concrete slabs for sculptures (on the walking trail).
6. Chair Keesing would like to have the Finance Committee think about how McLean Day can be more sponsor-funded, to free up funds to be used elsewhere. We have a model and we can grow that.
7. People in our community are looking for more volunteer opportunities. We will develop this more in the year ahead. Chair Keesing wants to think about ways to recognize volunteers. Previously there was a volunteer luncheon and awards – we are returning to that point. We need to solidify the volunteer staffing support.
8. *Question: Have you thought about quarterly blood drives?*  
Yes, we offer blood drives two to three times per year at MCC, in partnership with Red Cross.

### **OLD /NEW BUSINESS – DISCUSSION**

This was an opportunity for board members to bring forward any new ideas and topics to be addressed.

\* Independence Day Fireworks – amazing turnout, everything was very smooth compared to one year ago – parking, flow of traffic was great.

\* “Experience Unlimited” concert – everyone had a great time even in the heat! It was great to see so many people out there – a lot of people didn't know that type of music but they were really interested in coming. In navigating this heat issue, it was great to go forward and present the concert. It drew a nice crowd and they had a great time!

\* A few weeks ago there was a big, sustained power outage. In going to the recent McLean Chamber of Commerce meeting, it seems like this recurring problem is affecting a lot of people. Executive Director May-Salazar acknowledged that MCC also experiences power disruption issues frequently. MCC is located in a little geographic ‘bubble’ (200 households) which includes the library. But it's time to address this - we can ask at the county level how to escalate this problem.

*Comment by board member:* Recommended approach: this should be organized beyond the MCC and advocated more aggressively. Residential communities have already brought this to the county's attention – we can push this further. Everything is tied to the power outages. There is a way to organize beyond the MCC and be more aggressive about this. We shouldn't be patient – it is regulated at the state level because it's affecting so many people.

*Question: Have you talked to Dominion Energy Virginia?* We have not but will seek guidance from the county.

**ACTION:** The board member who brought this up will be able to help to escalate this issue – recommended putting this topic on the upcoming Capital Facilities Committee agenda.

\* Keen interest in some way to connect MCC with downtown McLean and provide a safer way to get here. We will hear a public comment about the Fairfax Connector bus service – we encourage Capital Facilities Committee to address this topic.

### **UPDATE – MCLEAN PROJECT FOR THE ARTS**

*\*remarks by MPA Communications Director Deb Bissen*

\*Berlage Gallery: three exhibitions throughout summer until August 15. 1. Joseph Cortina - an immersive projection installation in the new black box gallery. He has done some big projection installations at National Geographic Museum, American History Museum, African American History Museum, and the new Obama Presidential Library. 2. Georgia Nassikas – artwork displaying a process to melt wax and use a spatula to adhere the paint to canvases. 3. David Carlson - contemporary paintings. Fall Solos will open Sept 17.

\*Art camps have been going great. An art show in the Atrium Gallery will be held at the end of camp.

\*“Not Strictly Painting” call for artists closed last week – 258 applications were received which will be juried for the exhibit in Fall 2026.

\*Open call for artists for McLean ArtFest 2026 We are excited to partner with MCC staff on Artfest!

\*Class registration begins August 10; a new MPA website system will be operative soon.

\*Café Monet – already had over 10,000 visitors! Many restaurant-goers also visit the galleries.

\*ArtReach – school kids from Title 1 schools on bused field trips: it has decreased exponentially and they are not doing field trips anymore. MPA is exploring different ways to reach. Sadly, Second Story program (one of our previous projects) has been shut down. The new executive director of Second Story is trying to raise money to save a lot of their programs that were discontinued.

ACTION: MPA would be happy to welcome MCC Governing Board members to enjoy a tour of Emerson Gallery upstairs. Deb Bissen will arrange it.

#### **PUBLIC COMMENT**

**In-person comments:** Chair Keesing invited the public to introduce themselves and give verbal remarks if they wished. They first stated aloud their residential address to verify being an MCC tax district resident. Any individuals who requested in advance to speak were pre-verified as being a tax district resident. Each person was allotted three minutes to speak.

##### **Small District 1A-Dranesville resident #1**

Suggesting a new Fairfax Connector bus stop on Rte. 123: Addressed interest in a Fairfax Connector bus stop on MCC side of Rt. 123. Bus currently runs on other side of 123 but with the demographic of local apartment buildings where a lot of elderly people and many young kids live – that is a huge barrier. Need is in addition to addressing the safety of crossing Rt. 123 as pedestrian. Suggesting MCC board consider the need.

**No one else attending requested to speak.**

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

**No written comments were submitted during this meeting.**

#### **ADJOURNMENT**

With all business matters concluded, Chair Keesing thanked everyone for attending and adjourned the meeting at 8:08 p.m.

Respectfully submitted, Holly Novak – Executive Assistant

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# McLean Community Center FY2026 Tactics Strategic Plan Final Report

July 22, 2026



McLean  
Community  
Center  
*The Center of It All*



# FY26 Universal Survey Results

## Measuring strategic plan goals

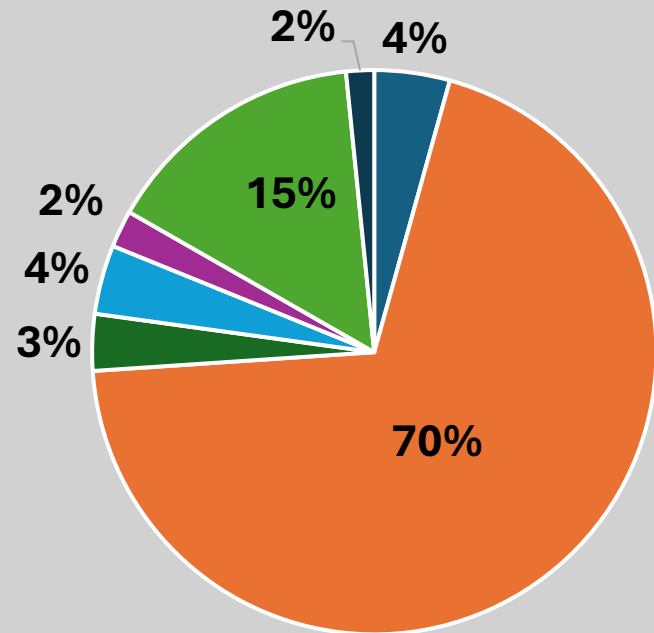
| Universal Survey Questions (7.1.25 – 6.30.26)                                                                                                                           | FY2024<br>2,072<br>responses | FY2025<br>1,981<br>responses | FY2026<br>2,498<br>responses | Change<br>FY24 to<br>FY26 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|
| My MCC program or service was a high-quality offering.                                                                                                                  | 4.35                         | 4.66                         | 4.66                         | 7%                        |
| 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. | 4.01                         | 4.42                         | 4.3                          | 7%                        |
| My MCC program or service was provided at a reasonable cost.                                                                                                            | 4.21                         | 4.59                         | 4.42                         | 5%                        |
| My setting for my MCC program or service was appropriate, clean and accessible.                                                                                         | 4.48                         | 4.73                         | 4.77                         | 6%                        |
| MCC employees were effective, helpful, and courteous.                                                                                                                   | 4.46                         | 4.74                         | 4.72                         | 6%                        |
| I would recommend MCC programs or services to others.                                                                                                                   | 4.42                         | 4.76                         | 4.71                         | 7%                        |

*Survey scale 1(lowest) – 5 (highest)*

# FY26 Universal Survey Results

Measuring strategic plan goals

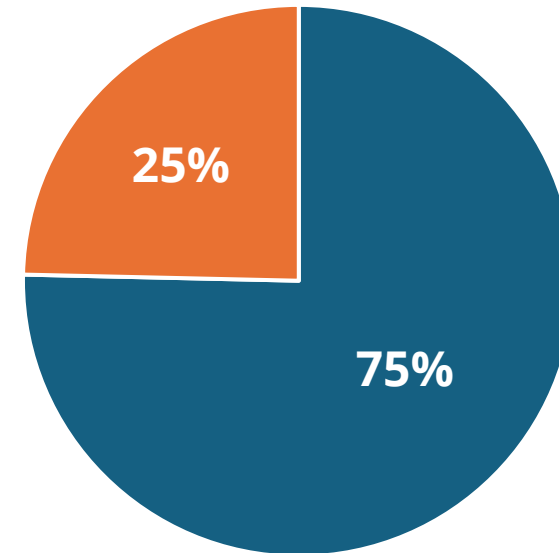
Universal Survey Responses by Program



■ Camps ■ Events ■ Classes ■ SIA ■ OFC ■ Theatre ■ Rentals

In District vs Out of District Responses

■ In District ■ Out of District

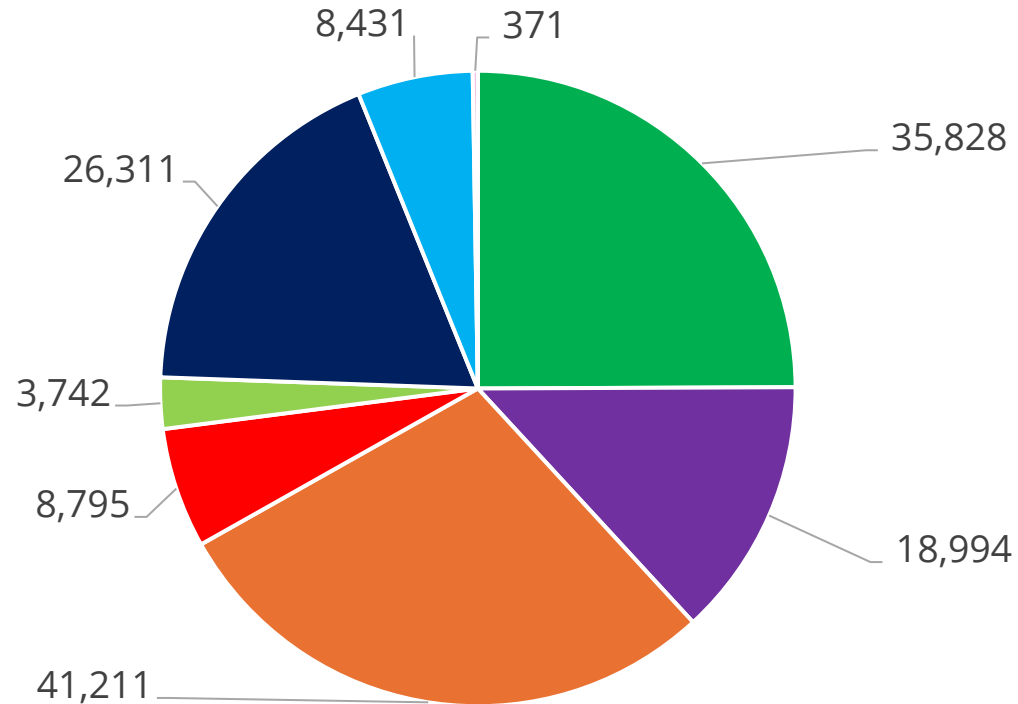


\*FY25 responses were 59% in district.

# FY26 Attendance

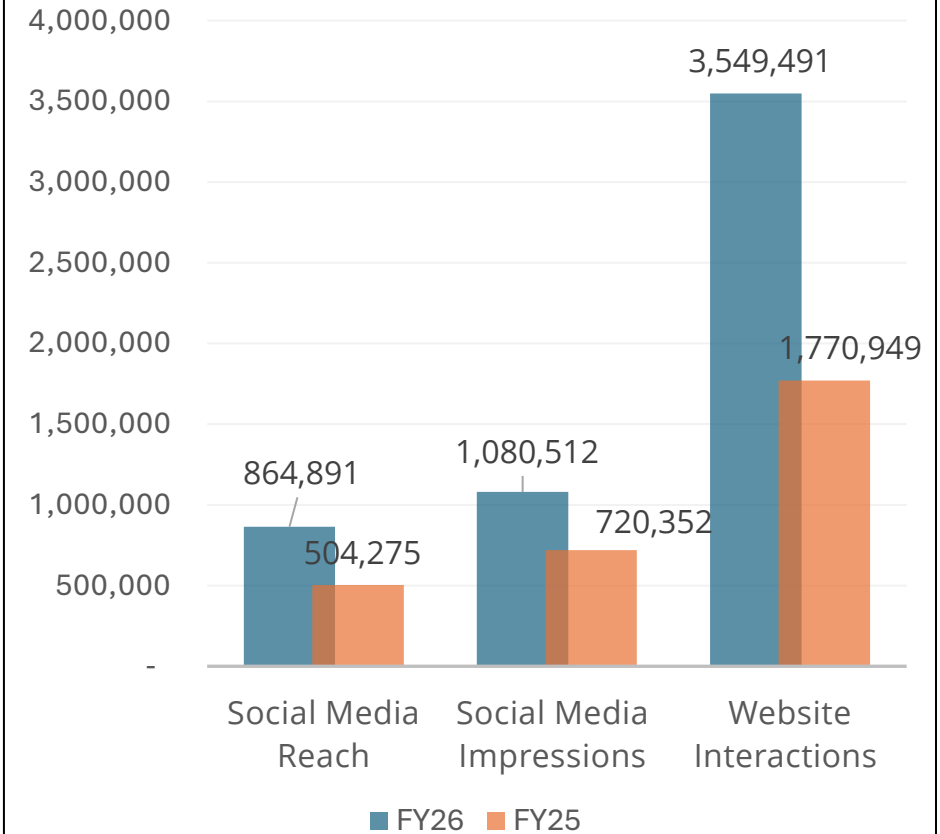
Attendance figures do not include walk-in attendance or informal use of MCC facilities

**FY2026 Attendance - Total Visits 143,683**



- Instruction - Classes
- Community events
- Camps
- McLean Project for the Arts
- Performing Arts
- Old Firehouse Center
- Space Rentals
- MCC Governing Board Meetings

**FY2026 Outreach (with FY25 comps)**



**Avg. Post Engagement:**  
**5.69%**  
**(strong per Influency)**

# Goal 1: Be Visible – FY2026 Tactic Results

*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 Results**

- **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*

- 2. Board Engagement**—increase board representation at MCC events to engage with community members.

## **FY2026 Results**

- **Board members participated in 33 distinct events** and programs, accounting for 96 individual instances of engagement and support.



*QB Sculpture on MCC Plaza by artist Eileen Gay*

# Goal 1: Be Visible – FY2026 Tactic Results

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

**3. 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 Results

- With support from Supervisor Bierman, the **digital sign was approved by the FFX BOS** in November 2025. Under contract with target completion in 2026.



*Preliminary design for MCP Digital Sign*

**4. 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 Results

- Held Capital Facilities Committee meeting discussions to brainstorm MCC's connection to downtown. **Governing Board sent letter to Supervisor Bierman** in support of stronger crosswalks across Rt. 123. Civic groups held initial meeting to discuss joint initiatives.

# Goal 1: Be Visible – FY2026 Tactic Results

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

**5. 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 Results

- **Expanded distribution** of program guide and marketing materials to several Downtown McLean businesses: dentists, dance studios, libraries (Great Falls, Dolley Madison, Pimmit Hills), McLean Family Restaurant, Balducci's, Santini's, Giant, Bach to Rock, Dranesville Govt. Center, Mathnasium.
- **Participating in larger Civic Group conversations** to collaborate more around communications, McLean events, downtown improvements to span commercial district and MCC Civic Campus.
- 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.
- 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.
- Promoted Afterschool Program to **faith communities**.



# Goal 2: Welcome All of McLean and its Global Community – FY2026 Tactic Results

*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 incorporates top five languages spoken in McLean: English, Mandarin, Spanish, Korean, Arabic.

## FY2026 Results

- 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 Results

- The **new sensory room** at the OFC was installed and showcased to the McLean community at the Fall OFC Block Party.
- Therapeutic Recreation and Park Authority performed site visits and provided best practices in the launch of regular programming to best meet community needs. Coordinated approach to staffing is ongoing.



*Sensory Room at Old Firehouse Center*

# Goal 2: Welcome All of McLean and its Global Community – FY2026 Tactic Results

*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 50<sup>th</sup> anniversary celebration bringing the community together to connect through dancing, food, and interactive attractions.

## FY2026 Results

- Hosted a **two-day culminating celebration** of the 50th anniversary October 17 - 18 reaching 1,000+ residents.
- McLean historian and former MCC Board member **Carole Herrick** presented a **history talk** highlighting the community efforts leading to the creation of the center and its early history.
- **MCC Community 50th Anniversary evening celebration** invited the entire community to come and connect. Activities included dancing through the decades led by instructors, 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 Tactic Results

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

## 4. America250 Commemoration

### FY2026 Results

The MCC developed a robust program to commemorate the America250:

- **Freedom Through My Eyes** – MCC Youth Ambassadors Visual Art & Writing Competition for local high school students, featuring an MCC exhibition, anthology and awards reception.
- **McLean Day** - America250 stage kick off featuring MCC Governing Board Members and the McLean Community Players (MCP) and 1776 selections, 250-themed giveaway shirts, a 250 photo opp area, etc.
- **Independence Day Fireworks** - Expanded event featuring **VA250 Mobile Museum**, field games, youth parade, the **Virginia Chamber Orchestra Brass Quintet**.
- **Special screening of Ken Burns' first film "In Order to Be Free"** from six-part documentary series, ***The American Revolution*** with a pre-screening history primer.
- **MCP** has been presenting the Tony Award-winning musical **1776**.
- **250 Acts of Community** socials campaign recognizing everyday actions that strengthen the McLean community.



# Goal 2: Welcome All of McLean and its Global Community – FY2026 Tactic Results

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

**5. 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 Results**

- Afrique en Cirque, Furia Flamenca, MLK, *HERO: The Boy from Troy*, *The Great Race: Story of the Chinese Zodiac*, and Nai-Ni Chen Lunar New Year celebration presented with **total attendance of 2,386, 102% of goal**.
- **10 foreign language films** with 19 showings had total attendance of 634, averaging 33 people per screening. Countries represented include Italy, Korea, France, Sweden/Denmark, Japan, Germany, Guatemala & Senegal.
- **3rd Annual Fiesta del Sol** was well received in March with 1,200 attendees, 100% of goal.

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

**FY2026 Results** - The Alden presented **eight ASL interpreted performances**.

**7. 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 Results**

- Demographic questions were incorporated into **community feedback survey**. Results were shared at the March Public Hearing on Programs and are being used to inform future programming.

# Goal 3: Invite Discovery – FY2026 Tactic Results

*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 Results**

- Based on patron feedback, 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 Recreational 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 Results**

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



# Goal 3: Invite Discovery – FY2026 Tactic Results

*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 Results

- Led successful **tutoring event** and **park clean-up** for Earth Day and supported various MCC events including Winterfest Parade.
- Successfully envisioned, developed and executed **Art & Writing competition** and reception for High School students, commemorating US250, in conjunction with MCC staff.



*Youth Volunteers at Independence Day Community Fireworks Celebration*

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

## FY2026 Results

- Strategic focus on increased volunteer opportunities for Youth Ambassadors and teens. Approximately **100 volunteer hours logged by MCC Youth Ambassadors** in service to our community.
- **Special events** had 79 volunteers contributing **258 hours**.
- Strengthened emphasis on MCC community volunteer opportunities included in Summer Program guide, visibility on website, and added opportunities Center-wide.

# Goal 3: Invite Discovery – FY2026 Tactic Results

*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 Results

- Increased **visibility for MPA** on website including link to summer camps. Meeting monthly with MPA staff to coordinate programs, operations and marketing.
- **Sponsored MPA ArtsFest** and had board and staff presence at the event.
- Helped celebrate opening **MPA's new Berlage Arts & Education Center** in downtown McLean in Spring 2026. MCC is a Community Steward supporter.



*MPA Berlage Arts & Education Center, Downtown McLean*

# Goal 4: Showcase Excellence – FY2026 Tactic Results

*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 Results**

- 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 Results**

- 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 Results**

- Staff participated in a variety of professional development opportunities including trainings and conference.
- County career management plan tool implemented with FY26 performance reviews to identify further professional development opportunities to include trainings/conferences, mentor-mentee relationships, job shadowing, and serving on County-wide projects and teams.

# Goal 4: Showcase Excellence – FY2026 Tactic Results

*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.

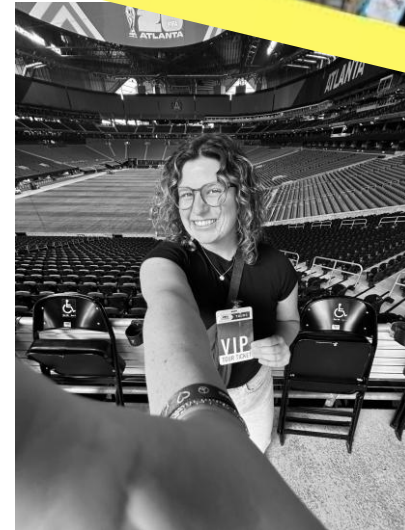
## **FY2026 Results**

- Customer Service **best practices** are discussed during weekly staff meetings.
- OFC staff have begun **quality standards training** including best practices on engagement and setting up positive environments; OFC and Camp Staff received training on inclusive programming, both facilitated by FCPA and aligned with VPOST's state standards.

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

## **FY2026 Results**

- Nine MCC staff members were recognized for Fairfax County **Outstanding Performance Awards** in FY26. 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 – 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 Results

- 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 Results

- **Youth Ambassador volunteerism has increased** MCC operational capacity at events and provides a needed service to youth seeking volunteer opportunities. Over 100 ambassador volunteer hours logged at MCC events in FY26.
- **Partnered 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.
- **Coordinated 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 Results

- For all sites, rentals are **streamlined** through the booking manager.
- Fee structures for rentals were reviewed to **ensure alignment** across multiple divisions.
- Updates to rental policies and practices are being reviewed.
- 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 Results

- 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 received **training on best practices** on engagement and setting up positive environments; OFC and Camp Staff received training on Inclusive Programming, both facilitated by FCPA.

**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 Results

- Created a **portfolio of data** to track to provide robust picture of MCC programming and operation
- Recent **focus on analysis** including fees; camp; attendance through different lenses: total visits, program enrollment, unique attendance; Alden marketing/sales; and marketing dashboard.

# Goal 5: Model Sustainability and Good Stewardship – FY2026 Tactic Results

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

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

### FY2026 Results

- **MCC energy project completed:** including lighting upgrade, building envelope and master control system for HVAC. Energy savings being tracked through partner contractor.
- **Energy lighting upgrade planning at the OFC** began in Spring with target completion FY27. 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 Results

- Youth Ambassadors have established **annual park clean-up project** in April of each year. This year the Ambassadors again focused on McLean Central Park.
- 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.
- Expanded partnership with Fairfax County Solid Waste management division to strengthen their role in the **MCC Recycling event**.

## 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 Results

- **Summer Concerts** were successfully moved to Thursday evenings at 7 p.m. in summer 2025. 4 of the 7 planned concerts were held, with 3 rescheduled for Summer 2026 due to weather.

# McLean Community Center Strategic Plan FY2027 Tactics

July 22, 2026



McLean  
Community  
Center  
*The Center of It All*



# Goal 1: Be Visible

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

## FY2027 Tactics

- 1. Connections to Downtown McLean:** Work with community partners on initiatives to connect MCC Civic Campus to downtown McLean. Build stronger physical connections between the Center and downtown McLean - pedestrian-friendly physical connection, greater connectivity among McLean organizations - strengthen physical and organizational connections on behalf of Center and broader McLean community.
- 2. Signage and Branding:** Complete new digital sign in McLean Central Park allowing more visible promotion of MCC branding and programming in busy, central McLean intersection, bridging the McLean Commercial Revitalization District and MCC Civic Campus.
- 3. Community Outreach:** Expand MCC's reach through strategic outreach and inclusive marketing to engage existing, new and historically underrepresented audiences with strategic utilization of social media and digital resources.
- 4. Governing Board Election:** Continue to focus on increased election visibility and voter participation.
- 5. Board Engagement:** Increase board representation at MCC events and in the community to engage with community members to promote and increase visibility of MCC and reach new audiences.

# 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.*

## FY2027 Tactics

1. **OFC:** Continue to grow profile and brand of Old Firehouse by building out Ignite Saturdays at the OFC as monthly open house programming, adding more school break, center-based programming days in lieu of trips and continuing to embed the sensory room into programming.
2. **Film Series:** In addition to Foreign Language and Performing Arts Film Series, add new film series of popular films and explore licensing to be able to more widely promote films.
3. **Alden Youth Connection:** Continue to expand the Alden Theatre performances for schools and maximize the impact of financial investment through increasing number of students who will see each act by providing multiple performances. Alden staff are partnering more directly with Lemon Road ES to help them reach their goal of bringing every student to a performance in the theatre during the school year.
4. **Cultural Programs:**
  - Highlight cultural festivals, events and stories including Fiesta del Sol; Special Film Screening of *Come From Away* honoring the 25th anniversary of 9/11; MLK Concert *We Shall Overcome* with Damien Sneed; Furia Flamenca; Honolulu Theatre for Youth; Ballet Hispánico New York ; *SELL ME: I Am from North Korea*; Nai-Ni Chen Dance Company: *The Art of Chinese Dance*; foreign language films.
  - Begin evaluating events and programs to incorporate a wider range of cultural traditions.

# Goal 3: Invite Discovery

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

## FY2027 Tactics

### 1. **Classes/Camps/Programs:**

Using public feedback data and space use analysis, review balance of adult vs. youth offerings; fitness vs. other offerings, and potential additional class times, to best meet all audiences and attract new audiences.

### 2. **Social Connection:**

- Focus on intentional programming in Hampton room with expanded open games nights (mahjongg and bridge) to more fully utilize space and meet the community's expanding needs.
- Review and consider current balance of programming at OFC to meet needs of core youth audience as well as continuing to utilize space for all ages drop-in programs (such as open game, ping pong).
- Explore programming that provides intergenerational experiences between OFC, Alden Theatre, Programming and SIA.

### 3. **Visual Arts:** Expand MCC's visual arts offerings through:

- Assume organizing role for McLean ArtFest, with MPA as the art partner, to continue longtime McLean tradition and embrace new audience.
- Explore expansion of more accessible, community-based visual arts workshops and future programming with MPA across both venues.
- Introduce community art exhibitions into MCC hallways through partnership with McLean Art Society.
- Work with ArtsFairfax, FCPA and McLean community groups to begin developing plan for sculpture series in McLean Central Park.

# Goal 3: Invite Discovery

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

## FY2027 Tactics

### 4. **Expanded Programming:**

- Continue to evaluate and evolve existing events and programming to make deeper connections through MCC's breadth of offerings creating more dynamic, impactful programming.
- Build on the FY26 expansion of the Annual Independence Day Fireworks Celebration into more dynamic event featuring more MCC directed programs (field games, art activity, parade, dance breaks, band) to evaluate and develop similar expansions of other programs such as McLean Day to focus more on local performing arts groups, artisan marketplace, and reinforce the benefit of participating in McLean Day to local community groups, businesses and sponsors.

### 5. **Community Service:** Systematize philanthropic initiatives through regular quarterly donation drive with Share; Toys for Tots, implementing community food packing events, promoting County initiatives and internal staff opportunities.

### 6. **Volunteerism:** Continue to expand the number and frequency of public volunteer opportunities and Ambassador volunteer opportunities at MCC Events and Center-wide. Improve communication and marketing of all volunteer opportunities and leverage civic groups to spread the word to potentially new audiences.

# Goal 4: Showcase Excellence

*Deliver excellent programming in an operationally innovative fashion.*

## FY2027 Tactics

- 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.
- 2. 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.
- 3. Staff Recognition & Excellence:** Continue to highlight MCC employees at the state and county level, nominating employees for wider recognition.
- 4. Encourage Bold Risk Taking:** Explore new avenues for programming, such as popup social events, lecture series, book talks, community arts programming, extended programs bridging Theatre and Special Events in spirit of creating deeper social connections and expanded audiences.

# Goal 5: Model Sustainability and Good Stewardship

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

## FY2027 Tactics

1. **Data:** Expand data analytics and develop dashboard to share information at high level: financials, attendance, universal survey questions, annual community feedback survey, board engagement.
2. **Staff Capacity** – Evaluate and develop plan to align staffing to meet current and growing levels of MCC programming and strategic goals to present for Fairfax County workforce planning consideration.
3. **Financial Resources:** Consolidate advertising budget under Marketing & Communications to more effectively and strategically promote MCC and fully show investment.
4. **Policies and 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.
5. **Best Practices:** Evaluate Center-wide data collection tools with goal to increase automation, improve data integration and enable more effective analysis and decision-making.
6. **Space Use:** Develop space use report for MCC including all uses (instructional, performances, rentals, internal) analyzing key usage times and demand.
7. **Energy:** Complete implementation of Energy Lighting Project at OFC.

# FY2028 Big Ideas

*Ideas in discussion as part of FY2028 budget development.*

1. Refine and focus strategic plan for next 5 years (FY29 - FY33).
2. Develop new landscaping/landscape architecture plan for grounds and courtyard including extended area for passive public use - tables, additional walkways, area behind building (meditative garden/sculpture), make courtyard a focal point appropriate for mixed-use needs.
3. Evaluate lower-level conference room/multi-purpose room for best use for MCC: such as combining two spaces with added conference system (could be converted to offices in the future for growing staff).
4. Based on analysis done in FY27, begin offering pop-up programming, enhanced events, etc.
5. Focus on expanded Alden rental opportunities for Fairfax County Arts groups, evaluating the balance of presented public shows with community group opportunities.
6. Assess the future of outdoor concerts giving increasing weather uncertainty.
7. Evaluate camp structure and offerings.
8. Create MCC Branded System that links MCC-Alden-OFC logos (including McLean Community Center with every logo) combining brand awareness and brand synergy.
9. Produce MCC tri-fold brochure to promote MCC, Alden & OFC in one place.
10. Work with Fairfax County to market MCC in multiple languages.

# Thank you!



McLean  
Community  
Center

*The Center of It All*