

**2019-2020 MCC Governing Board
Public Hearing on FY21 Budget and Regular Meeting
September 25, 2019**

MINUTES

- Board Members Present:** Julie Waters; Elizabeth John; Carla Post; Carole Herrick; Raj Mehra; Suzanne Le Menestrel; Alicia Plerhoples; Xavier Jimenez; Maria Foderaro-Guertin
- Board Members Absent:** Terri Markwart; Megan Markwart
- Staff Members Present:** George Sachs, Executive Director; Ashok Karra, Comptroller; David Craig, Graphic Designer; Holly Novak, Executive Assistant
- Guests:** Jane Edmondson (Supervisor Foust's office); Teresa Lim (retired nurse practitioner; McLean resident since 1971)

CONVENE THE MEETING

Chair Waters convened the Public Hearing on the FY21 Budget and Regular Meeting of the 2019-2020 Governing Board of McLean Community Center (MCC) on September 25, 2019 at 7:30 p.m.

ADOPT AGENDA

The Agenda for the meeting was adopted.

PUBLIC COMMENT

Chair Waters invited the public to introduce themselves and give verbal remarks if they wished.

Ms. Jane Edmondson – representing Supervisor Foust's office.

Ms. Teresa Lim: (gerontologist) she is here to see if and how the budget supports more programs for seniors. She and her husband go over to Arlington because they offer more programs for seniors. They enjoyed ballroom dancing at MCC for a while (then it was cancelled.) She is pleased to see MCC programs about aging in place. Ms. Lim gives expert presentations about monarch butterflies – teaching preschoolers and seniors about conservation. She would like to see daytime ballroom dancing at MCC – many seniors can't drive at night. Dancing is healthy exercise for seniors; please include that in MCC's budget. The movie today was excellent. She has lived in McLean since 1971 - paying taxes, and this is the first ever board meeting she has attended. She would like to see some benefits for contributing her tax money all these years!

Clarification by Chair Waters: As we go through the budget, you will see that MCC doesn't design the budget by individual classes – only for programs as a whole. But we will submit your ideas to the Program staff. They take every comment seriously and will certainly look into the possibilities you are asking for. MCC Program staff is very interested in and responsive to public feedback. Keep coming to board meetings and sharing your input! And please encourage your friends to do so as well.

PUBLIC HEARING ON FY21 BUDGET PROPOSAL

Comptroller Karra explained the FY21 Budget Proposal. Two printed copies were available for public inspection.

The staff and board spent several weeks refining the FY21 Budget Proposal. It was posted on the MCC web site on Sept. 11, following the "Meeting of the Whole" on Sept. 10. No public feedback has been received in the days since. This period of public comment continues until the next board meeting (Oct. 23). If no changes

are requested by the public, the final FY21 Budget Proposal will be voted on that evening - to be forwarded to Fairfax County by the end of October 2019.

Summary: FY21 budget was prepared with the baseline of FY20. We do not anticipate any increases in taxes; it will remain the same = \$2.3 per \$100 of assessed value. 78% of MCC revenues come from Small District 1A-Dranesville real estate taxes; the remainder comes from programming. At end of FY21, we predict having about \$4.9M to be carried forward into FY22. There will be significant Capital expenses in FY21 (HVAC replacement; elevator upgrade).

No written or verbal comments about FY21 Budget were received from the public prior to this meeting. The public has several more days ahead to submit any questions or inputs to the FY21 Budget.

APPROVE MINUTES OF JULY 24, 2019 GOVERNING BOARD MEETING

Chair Waters asked everyone to review Minutes of July 24 and raise any questions and/or suggest revisions. Ms. Herrick moved to approve the Minutes as written; it was seconded.

MOTION: That the Board approve the Minutes of the Governing Board Regular Meeting on July 24, 2019. **Approved unanimously.**

CHAIR'S REPORT / EXECUTIVE COMMITTEE

The Executive Committee met on August 5 to discuss two major topics:

1. DRAFT "Standards of Conduct" policy; revisions are underway. It will be ready for review by the full board at the October 23, 2019 meeting.
2. Sponsorship at McLean Day and other events: MCC has a precedent of allowing large sponsorships at McLean Day. The question is whether to broaden this sponsorship concept to other events, such as PetFest. Executive Committee decided NOT to allow large sponsorships for other MCC events because that would change the character and 'local flavor' of the event. The goal is to maintain keeping these events local-oriented. McLean Day is different – being a singular event where large sponsorships are featured.

ONE FAIRFAX Strategic Plan: Ms. John and Ms. Post represented MCC Governing Board at a presentation on Sept. 24 about One Fairfax Strategic Plan - "Shaping the Future Together," specifying outcomes that the county wants to achieve in the next 10-20 years. Nine subject areas are targeted in the plan:

1. Education and Lifelong Learning
2. Mobility and Transportation
3. Safety and security
4. Housing and Neighborhood Livability
5. Economic Opportunity
6. Health and Environment
7. Cultural and Recreational Opportunities
8. Self-Sufficiency for Populations with Vulnerabilities
9. Effective and Efficient Government

Project leaders are gathering input broadly from agency boards and commissions. This was an opportunity to share ideas about the nine subject areas. Regarding "Cultural and Recreational Opportunities," they discussed the need to ensure that all community centers are very much aligned with whatever the county is emphasizing - and that this is a collaborative relationship. No 'next steps' were discussed; it's unclear when the next revision will be released. When next iteration of the strategic plan is ready for review, Mr. Sachs will inform the board. *Mr. Sachs thanked Ms. John and Ms. Post for attending to represent the MCC Board and contributing to this effort along with boards and commissions throughout the county. "One Fairfax" Strategic Plan is available online (on the county web site) for the public to review. A printed copy was circulated at tonight's meeting.*

FOIA training: There is interest in receiving training about FOIA laws. Amanda Kastl (Fairfax Co. FOIA officer) has agreed to give the training. Chair Waters will query everyone about potential dates for the training – starting at 7:00 p.m. Training time: about 45 minutes to 1 hour.

Committee meetings: Chair Waters offered two observations about “process:” 1. Committee Chairs have specifically sought feedback from MCC Board Youth members. This is great! Please continue to do so. We want our Youth members to always feel empowered to speak up. 2. Everyone should be mindful of the agenda. It’s easy to get off-topic because there is a lot to talk about and many great ideas. But that can lead to two-hour long meetings. In designing our meeting agendas, please be respectful of everyone’s time.

EXECUTIVE DIRECTOR’S REPORT

Internal Alignment

Awards received from VRPS: MCC received two awards at the recent VRPS annual conference: 1. Best New Renovation/addition (brick and mortar). Architects Greg Lukmire and Dave Hallett, who designed the renovation project, were a good team, leading to the renovation concept receiving statewide recognition. 2. Most Innovative Marketing Piece - for the Winter/Spring Program Guide and Summer Camp catalogue! Graphic Designer David Craig was honored this evening with applause and gratitude from the board for his consistently outstanding work!

ArtFest 2019: The final MOU document for ArtFest is completed with all required signatures. Sunday, October 6, in McLean Central Park; it’s a wonderful event and the board is encouraged to attend.

Publicity: *McLean Connection* special issue “Newcomers Guide” pictures MCC on the front cover.

OFC: landscape work and property upgrades are in-progress. The dumpster area has been cleaned-up; the patio upgrade looks great and is being well-used. Mike Fisher received a letter from former Fire Chief Clyde Clark, thanking him for inviting him to the OFC Block Party and congratulating OFC on a well-run event. McLean Community Foundation gave a donation to Friends of MCC toward the landscape project – that transaction has occurred (\$25,000 check was received.) Friends of MCC was also supposed to have written a check toward the project; we also received that.

Question: Was the \$25,000 for landscaping solely? Or did that include some of the patio work? It was for landscaping, patio upgrades, and other improvements to the property exterior (next will be a large planter box along Chain Bridge Road). We have been staging this entire work project.

Letter to local schools: Another staff initiative is a letter written by youth theater programs director, Danielle Van Hook, sent to all principals in Fairfax County, including private schools. It informed them that MCC will be providing postcards and fliers to send home with kids about Alden Theatre events throughout the year. This is a wise outreach to local school administrations, and to get families interested in what’s going on at MCC.

External Alignment

Block Party at OFC had over 500 participants. It was a lovely day and a great event. MCC also hosted the first annual “Uniquely Virginia” event, put on by McLean Chamber of Commerce, on Sept. 8, with 30 vendors in the facility; about 600 attendees. Virginia-made products were featured; plans are underway for a similar event next year. McLean H.S. Senior “Ethics Day” was held at MCC, using every square inch of the building (400 attendees)! They had break-out discussion groups and a plenary presentation in Alden Theatre. We are pleased to be able to accommodate this type of large-scale student gathering. AAUW Book Sale was a huge hit! AAUW is glad to be back at MCC (using entire Community Hall + Maffitt + Stedman rooms). Fall Garage Sale on Sept. 14 had about 50 sellers; about 900 people came to visit the booths. The first show of the Alden Theatre season, “Broadway Princess Party,” was a sell-out, and very well-received!

Upcoming events - “Fall into McLean” theme: Sept. 28 – “Harvest Happenings” at MCC, with a petting zoo; games for kids; pumpkin decorating. October 3 – “Suits & Sneakers” – in Community Hall + McLean Room + back patio. McLean 5K – Oct. 5 8:00 to 10:00 a.m. at Balducci’s shopping center area and downtown McLean. ArtFest2019 MPA in McLean Central Park (10 a.m. to 5 p.m.). Oct. 20 – PetFest (McLean Central Park, 11 a.m. to 4 p.m.) with many displays and pet care product vendors.

PROGRAMS & OUTREACH COMMITTEE

Mr. Karra reported on the excellent Aug. 20 meeting where all Program staff + Special Events staff + OFC managers gave thorough descriptions of their processes. Andrew Jennings explained long-range planning, RFP's and contracting for instructors. It begins by evaluating what is needed – based on input coming from surveys; requests from the public; comments from parents. They also compare to local competition. Program staff figures out the needs and what is achievable. The process is lengthy – 18 months from submission of an idea to when a program actually gets implemented (evaluation; proposal; RFP; selecting instructors; classes implemented and put into Program Guide, with 5-6 months lead time).

FY21 Budget decisions: Program staff submitted budget requests for FY21 based on knowledge of current programs, while trying to predict – almost 18 months out – what will be meaningful at MCC. Sept. 10 Meeting of the Whole generated substantive discussion; excellent questions were raised and explanations were given about specific program decisions in the process of developing the FY21 budget. **Every program MCC offers is geared to the community – children's programs... Alden Theatre... all designed to cater to segments of the community and to offer a wide spectrum of events and classes. The board has reviewed the numbers thoroughly, to come up with a well-rounded proposal for program offerings in FY21.**

Mr. Karra welcomed questions from the board to pass on to the Program Staff.

Alden Theatre: Broadway Princess Party was amazing! The talent on that stage was phenomenal! The printed playbill program is different than what is sent out in the mail - with bios and detailed information about the performers. There was a lot of good feedback in the MCC parking lot and hallways.

Goals: The September 12 meeting focused on setting goals for the year.

1. Fill Social Media Specialist position.

2. Preview the year's Program Comparisons to discuss what is working, what isn't working and what is missing. In January 2020 the committee will follow-up on the August meeting by discussing any changes to this past year: reviewing what is working... or not working in Year 1. By then, we will have one year of rental revenue and class data after relocating back to the MCC facility.

3. Promote awareness of Public Hearing on FY22 Programs (scheduled on March 25, 2020). We want to hear more from the community about what they want. We are exploring additional and creative ways to reach out to Small District 1A-Dranesville residents.

4. Use of surveys and other public opinion feedback. The committee will receive an update on public feedback in February. The goal is getting more diverse people to come to MCC.

MLK Celebration – there was discussion about making the 2020 MLK event free to the public because of its relevance to MCC's mission: spreading information; creating relationships with residents; presenting awesome programs. Whether or not this is feasible for 2020 is due to cost and the fact that six (6) tickets have already been sold. We will consider next year offering it free-of-charge and making MLK a wider-ranging event. A movie screening could still be added for 2020. Ideas for 2021: community discussion; speaker series.

Youth coming to MCC: YoungLife dance party was held at MCC for the first time; it was well-received, with very positive feedback from the youth. 50-60 people attended; all saying it was an awesome space and great location. "Neon" –first meeting of the year for YoungLife; a joint McLean H.S., Langleigh H.S., Yorktown H.S. event. Ethics Day: MCC hosted 400 seniors from McLean H.S. on September 10 for a plenary presentation in Alden Theatre and break-out discussions. Using every MCC meeting room, these spaces worked well for the design of the program. Mr. Jimenez' friends commented that they all liked the program. **These were excellent opportunities for local high school youth to experience being in the MCC facility.**

Balancing class offerings on evenings & weekends: Weekends are a prime time for community groups, public facility rentals and special events - which narrows the parameters of available spaces for weekend classes.

Issues: *A. Capacity:* on weekends with Alden Theatre performances, there is heavy use of the building and the parking lot is often full. *B. Lack of instructors:* not many service providers (vendors) are willing to offer classes

on weekends. *C. Lack of demand:* historically, there was never high demand for weekend classes (no clamor for it). In the past, weekend classes had lower enrollment and higher cancellation rates. **There is a perception in the community that MCC caters to retired people, seniors, and folks who stay at home. That is who mostly uses a facility like this; however, we don't want to be missing a target demographic of busy working professionals.**

More introductory one-time art classes were requested by several board members. MPA conducts all art classes for adults. Ms. Maggie Shea will reach out to MPA and report back to the board about the possibility of evening/weekend art classes. Future Agenda topic: offering language classes at night.

Feasibility study to develop an MCC app: The committee will further discuss this at the October 10 meeting. "Opting-in" for printed materials being sent by mail was suggested, to reduce overall printing and postage costs/paper use.

Digital Citizenship /Management: Ms. Foderaro-Guertin is reaching out to Safe Community Coalition, FCPS and OFC to see what they are doing now... and how MCC could partner with one or more, to add to the public discussion of these important topics facing parents and youth in our community.

Promoting MCC events on social media: board members are committed to sharing information about all MCC events using their personal social media networks to reach out to neighbors and local friend groups.

Specialized notification software about last-minute availability of tickets for Alden Theatre was discussed. Ms. Post shared an e-mail from the Kennedy Center showing their ListServe method of advertising opportunities for last-minute tickets – as an example and possible new vendor for MCC to pursue.

CAPITAL FACILITIES COMMITTEE

Two meetings have been held so far. 1. Orientation meeting to learn about projects coming up and deciding on goals for the year. An important goal is sustainability – implementation and how it will be accomplished. So much previous focus has been on getting back to MCC facility. Now this year, CFC wants to look at what one big thing we want to do: sustainability/care for the environment. 2. CFC agreed to accomplish and move forward on all Capital projects – they are NOT discretionary. The things on this year's list are safety issues (floors being fixed; elevator).

ACTION ITEM: Chair John asked if all CFC members can attend on Thursday, 11/7 (Yes – everyone can). 10/3 meeting is officially CANCELLED. Everyone is invited to attend on 11/7 at 7:30 p.m.; the focus of discussion will be on sustainability.

FINANCE COMMITTEE

The Sept. 5 meeting was a comprehensive discussion of the FY21 Budget Proposal. Moving forward from that substantive discussion, a Meeting of the Whole was held on Sept. 10 for the entire board to examine the FY21 budget. Today, we now present the FY21 Budget Proposal to the public. It was posted on the MCC web site on Sept. 11; period for public comment continues through October 23. On October 23, the board will vote to forward the FY21 Budget Proposal to Fairfax County. Comments are welcome any time. Compensation and Benefits numbers from the county may be known by 10/23; but we will not yet have tax revenue information.

ELECTIONS & NOMINATIONS COMMITTEE

The first meeting in September focused on setting goals: 1. Improving the Absentee Ballot process. 2. Ensuring having a competitive slate of candidates. 3. Overseeing the candidate petition and election process. The committee reviewed the Candidate Packet, which must be finalized in November. There are some small improvements to be made; but we are set on not making any major changes to the election process. Last year's ENC accomplished a major overhaul of the Candidate Packet...and we respect that process!

4. Putting forth a set of guidelines for campaigning. There was discussion about whether to set out guidelines for campaigning because of potential confusion about where and how candidates may campaign. It was decided to not create a new document but rather, to explain those details at the Candidate Orientation.
5. Improving Candidate Orientation by providing clarity about campaign activities and explaining roles and responsibilities of serving on the board.

The actual date sequence of the 2020 election must be decided. Last year's committee significantly changed the time span; it is proposed to continue the same pattern this year. This year, we have added two working days after Candidate Orientation for photos, bios, and preparation of the Absentee Ballot packages. Wednesday opening... to Wednesday conclusion for absentee voting is an appropriate bracketed period.

ACTION ITEM: The one-pager that Ms. Novak developed was fantastic and will be helpful for everyone to see; it will be sent to the whole board. Responses will be compiled by Chair Plerhoples, leading to a decision on whether to accept the 2020 date sequence as proposed.

LIAISON TO FRIENDS OF MCC

Ms. Herrick reported that Friends of MCC now has 49 paid members; \$34,908.63 in checking account; \$24,520.94 in money market fund. Discussion at a Sept. 9 meeting focused on the role of Friends of MCC. MCC is not able to receive monies if the donor would like to have prominent advertising and name recognition. Mr. Sachs approached Ms. Closs and Ms. Herrick about Friends becoming more of a conduit for funding large projects. Some legal issues were brought up about how much Friends could receive; how long it could hold the funds; and tax implications. Questions arose as to whether Friends would be expected to actively seek and identify sponsorships... form relationships with individuals or groups... and if donors would be expected to continue to give in the future. This represents an added responsibility and major obligation for members. Discussion on this topic will continue. Some members enjoy Friends being low-key (such as wine and beer at Octoberfest). It was suggested that Friends of MCC needs a major project, perhaps funding a bus for short daytime events; this would increase awareness in the community. They discussed updating the Friends of MCC web site, and mentioning upcoming events sponsored by MCC: ArtFest and McLean 5K.

An extended discussion followed about the meaning of "sponsorships;" how monies can be donated to support projects at MCC; the reality of increased marketing demand and interest by local companies in donating to MCC; and the appropriate role of auxiliary community groups such as Friends of MCC.

Question: Why can't a grant be given to MCC? It must be given to a non-profit.

Question: In other meeting Minutes, I read about the discussion on sponsorship that was tabled – saying "NO." But is this separate? Are they still asking for "sponsorships" through Friends of MCC?

Background clarification by Mr. Sachs: There is discomfort about MCC being in a role of soliciting or asking for donations for projects. That is not our place. McLean Day is different because of the breadth of it and the fact that the board has adopted a policy on sponsorships for McLean Day, specifically. The caution now is that similar interest has been expressed by companies to be able to "sponsor" other MCC events, such as PetFest; July 4th fireworks. This is uncomfortable and why Mr. Sachs brought it to the attention of the board and to Friends of MCC. **We don't know where to go with emerging corporate interest and demand.** It shouldn't be MCC itself; but it may be something that Friends of MCC could somehow package – to consider something that would benefit the company by their donation monies going through Friends of MCC, utilizing 'bucket' funds that Friends already has set up (that's their mission). However, it's unclear how that would translate into the concept of actual 'sponsorship' of an event, with the corporation receiving due credit and public visibility for their contribution/donation.

Question: How do you see that as being any different? If we're not comfortable with sponsorship of the McLean Community Center directly, how do we see it as being O.K. going through another 'hand' [Friends of MCC.] How is that any different? Giant Food: instead of giving money directly to MCC, they give it to Friends, and then Friends gives that money to MCC? The difference is in how the funds are used. Friends of MCC's expressed purpose is to be this type of conduit. They purchase something tangible for MCC that benefits the community – such as a bus; kiosk; Bob Alden's portrait. It's a non-cash donation.

Opinions expressed: But that's different than what you're talking about. With sponsorship money funneling through Friends, the question is: How would the money be used? Would there be a large sign posted, naming the sponsor ("Giant Food") at the facility? Friends of MCC was very concerned about that aspect.

Opinions expressed: The way I understood it, what MCC didn't want was having PetCo "sponsoring" PetFest—and taking over the entire event with a big corporate identity, and a very commercial feeling. We want it to be a community-run event. Now, if PetCo (and other companies) were willing to give money to MCC through Friends of MCC, there would be less visibility and no actual company names would be Listed. However, there would then be less incentive to give because they would not be receiving corporate emphasis and visibility.

Clarification by Mr. Sachs: Unless there were a big project to focus on, gearing donations toward a large, highly-visible community project - such as the Alden Theatre balcony. That large project needed community support and funding. Appropriate recognition is given when the project is completed, of who contributed.

Question: So, contributions for the balcony could not go directly to MCC- they had to be filtered through Friends of MCC? Yes. Correct.

Question: Is the mission of Friends of MCC strictly for facility improvements, or could it go toward augmenting the scholarships that are offered to the youth who recently participated in Macdonald Arts Competition? Are there specific parameters? No specific parameters; they could...

Question: Besides McLean Community Foundation, what other entities have given contributions to Friends of MCC?

Opinions expressed: Probably everything in McLean! If Friends of MCC decided to purchase a bus, local businesses and other major donors could choose to contribute. Friends would pool the money and buy the bus. But the other situation is where a sponsor gives \$15K for an event and then they want their banner hoisted – such monies would funnel through Friends of MCC. Like other similar auxiliary non-profit groups, Friends would serve as a conduit for donation monies. But then you have the consequence of a strong push for corporate advertising. That's not what McLean Community Center is about – it doesn't fit our mission and goals. This is a community center and we are not doing corporate advertising. We are being a good steward of the budget, receiving significant tax revenues. MCC is not out there actively raising money from other business sources.

Opinions expressed: Yet... the fact is, that somebody still wants to give money! The interest is there. You're not going to turn them down and say that you don't want their \$15K. So what do you do? **MCC is not going to go out and solicit for an event. And Friends of MCC is not going to go out and solicit contributions for an event. But what do you do when somebody wants to give money?** It's awkward because many local non-profits are scraping for every donation dollar they can find; MCC shouldn't be perceived as competing with those groups. Giant Food may prefer to support MCC by giving to an event – because they know it will be a high-quality venue and many people will attend. However, that's not MCC's mission. We're funded to provide meaningful events to the community – that's what we're doing. MCC shouldn't be perceived as the 'recipient' side of an equation. **MCC shouldn't be regarded as an entity that engages in solicitation to have people donate to fund our events. That's not our place.**

PUBLIC COMMENT: Question from Ms. Lim: Is MCC a non-profit?

No – MCC is a government agency of Fairfax County.

COMMENT by Ms. Lim: So the distinction is: "Friends of MCC" is a non-profit that people can donate to

Clarification by Mr. Sachs: “Friends of...” type of auxiliary groups are a conduit for donation monies (such as Friends of the National Zoo or Friends of the Kennedy Center). However, Friends of MCC is specifically concerned about not actively promoting a business or corporation.

Summary by Chair Waters: We will inform Safeway (or other organizations) that they are certainly welcome to donate money; however, MCC will not put up an advertising banner. However, realistically, corporations will not want to give money if they are not going to receive that kind of recognition. MCC does solicit for sponsorships and put up banners for McLean Day; but for everything else - NO. That’s not what we envision.

Opinions expressed: Friends of MCC needs clarification that MCC is not asking them to go out and solicit for donations or sponsorships. Mr. Sachs initiated discussion of the issue because people do approach him with a desire to give money; however, MCC can’t accept it directly.

OLD / NEW BUSINESS

Ms. Waters encouraged everyone to come out and cheer people on at the McLean 5K on Sat. 10/5. It’s a fun morning! The running course starts at the Balducci’s shopping center and goes through downtown McLean.

ADJOURNMENT

Nothing else was mentioned as a topic for discussion.

With no further business, Chair Waters adjourned the meeting at 8:45 p.m.

Respectfully Submitted, Holly Novak - Executive Assistant to the Governing Board