



Reston Community Center
Board of Governors Monthly Meeting
November 7, 2016
8:00 p.m.
Meeting Agenda

8:00 – Call to Order	Beverly Cosham, Chair
8:01 – Approval of Agenda	Beverly Cosham, Chair
8:02 – Approval of Minutes and Board Actions	Beverly Cosham, Chair
<ul style="list-style-type: none"> • Approval of October 3, 2016 Board Minutes (As Reviewed and Approved by the Board Secretary) • Approval of October 3, 2016 Board Actions (As Reviewed and Approved by the Board Secretary) 	
8:04 – Chair’s Remarks	Beverly Cosham, Chair
8:06 – Introduction of Visitors	
8:10 – Citizen Input	
8:18 – Board Member Input on Activities Attended	
8:28 – Old Business: Preference Poll 2016 Report	Bill Penniman, Committee Chair
Adjournment of 2015-2016 Board	Beverly Cosham, Chair
8:30 – Convening of New Board Members	Beverly Cosham, Acting Chair
8:32 – Nominating Committee: Proposed Officer Slate	Vicky Wingert, Bill Bouie Nominating Committee
8:35 – Election and Seating of Board Chair	Board
8:38 – Seating of New Board Officers	Board Chair
8:40 – New Chair’s Remarks	Board Chair
8:45 – New Business	Board Chair
8:50 – Executive Director’s Report	Leila Gordon, Executive Director
9:15 – Adjournment	

Reminders:

Event	Date	Time.
Annual Orientation Meeting with Supervisor Cathy Hudgins	November 19	9:00 a.m.
December Monthly Meeting	December 5	8:00 p.m.
Annual Strategic Planning Session	January 6	2 p.m. - 4 p.m.
	January 7	10 a.m. - 2 p.m.

Professional Touring Artist Series – reminder to release tickets if not using.



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
BOARD OF GOVERNORS MEETING
OCTOBER 3, 2016**

Present were:

- Bev Cosham, Chair
- Bill Bouie
- Vicky Wingert
- Gerald Zavala
- John Mendonça
- Lisa Sechrest-Ehrhardt
- Pill Penniman
- Bill Keefe

Absent & Excused:

- Michelle Moyer

Attending from the RCC Staff:

- Leila Gordon, Executive Director
- Cristin Bratt, Public Information Officer

The Chair called the meeting to order at 8:08 p.m.

MOTION #1:

Approval of the October Agenda

Gerald moved that the Agenda be approved. Bill B. seconded the motion. The motion passed unanimously.

MOTION #2:

Approval of the September 12, 2016 Board Minutes

Bill B. moved that the Board approve the September 12, 2016 Board Minutes. Gerald seconded the motion. The motion passed unanimously.

MOTION #3:

Approval of the September 12, 2016 Board Actions

Bill B. moved that the Board approve the September 12, 2016 Board Actions. Vicky seconded the motion. The motion passed unanimously.

Chair's Remarks

Bev welcomed the fall season but said she thinks winter will be here sooner than we'd like.

Introduction of Visitors

Alexander Turner said that he is the Chief Precinct Officer for the Reston Community Center polling location in the upcoming election. He noted that this is a tense election and he is anticipating a very busy day at the polls on November 8. He asked the Board for permission to come in immediately after the November 7 Board meeting adjourns in order to set up for the next day. Leila said she doesn't see a reason why that can't happen and asked that he coordinate with Facilities Manager Brian Gannon. Mr. Turner agreed and also said RCC's staff has been outstanding on helping facilitate elections. He thanked the Board for any efforts by staff and board to support his team's early set-up.

Robert Anguizola of Reston Soccer Association introduced himself. Leila explained that in recognition of departing board members' service to the community, the Board of Governors donates \$100 per year of service to the organization of their choice. John has selected Reston Soccer Association to receive a \$300 donation on his behalf. Leila presented Robert with the check. John also announced that he will be matching this gift if RSA raises another \$400 to put \$1,000 toward scholarships at RSA.

October 3, 2016 Board of Governors Monthly Meeting Minutes

Leila also presented John with a plaque on behalf of RCC. He received an “unofficial” gift from her and the rest of the Board as appreciation for his friendship. She noted that board members and staff learned a lot from John and benefitted from his astute oversight of our financial documentation; we are immensely grateful for his contributions.

Citizen Input

None.

Committee Reports

None

Board Member Input on Activities Attended

Bill Keefe attended the Kathy Mattea concert, Multicultural Festival and a luncheon with three Reston Association board members and their CEO. He also attended the Ryder Cup.

Bill B. attended the Multicultural Festival, IPAR meetings and the luncheon with RA board members. He said the Park Authority is collecting public input on what users would like to see in future indoor recreation centers. This included a two-hour session with Supervisor Cathy Hudgins. We can expect future recreation center buildings or refurbishments to include integrated human services as they relate to education, senior citizens, etc. as these facilities will be about more than parks and recreation.

Gerald attended IPAR meetings, the GRACE artist dinner, Billy Collins and Turtle Island Quartet. He thinks this Professional Touring Artist Series (PTAS) season is fantastic so far.

Lisa attended the Multicultural Festival and thought the naturalization ceremony was wonderful. She was near the Lake House during the open house and it seemed to be well attended. People are still complaining to her about parking fees coming to Reston Town Center.

Vicky attended Reston Historic Trust meetings and the Multicultural Festival. It was great to see so many people from different cultures and places, and so many different faces; it is so important at this time to underscore those important values in this community.

Bill P. attended the Multicultural Festival, Turtle Island Quartet, Billy Collins and the Planning & Zoning meeting.

John attended Kathy Mattea and has been busy coaching his boys' soccer team; the team is undefeated through four games.

Bev attended Turtle Island Quartet, Kathy Mattea, Billy Collins, the Multicultural festival, Candidates Forum and also opened the Osher Lifelong Learning Institute (OLLI) Meet the Artists Series with her concert. She was also fortunate to have tickets to and visit the new Smithsonian Museum for African American History and Culture.

Executive Director Report

Leila gave an overview of the Preference Poll, including that 21 commercial entities voted. The Candidates Forum was live streamed on Facebook; the post had 869 visits and the video itself was viewed 121 times. The latter number is greater than the cumulative in-person attendance over the past few years. The community room lighting project is complete and both the Community Room and the CenterStage work lights have now been converted to LED lighting, which significantly reduces heat output. We hosted an Arts Council of Fairfax County board meeting on the stage in September and it felt like a different space than the usually-warm theatre that Leila has worked in for decades. The roof replacement project is ongoing. Staff met with Charlottesville-based company Secure Futures and are currently pursuing follow-up items to that meeting. Staff is investigating the impact to the warranty that installation of solar panels on the new roof membrane could have as well as legal intersections with county purchasing requirements. She said if we are able to navigate those hurdles, we'll have a good plan on how to proceed. She noted that the young owners of the company were very impressed with RCC's LED lighting conversions, loved our recycle bins and our ongoing commitment to move forward in an environmentally friendly way.

October 3, 2016 Board of Governors Monthly Meeting Minutes

Leila also noted the pool seal is not holding again. Staff is investigating solutions and trying to avoid a pool closure. This ongoing problem suggests to her that we may be accelerating the shell replacement project. Staff is also working on the Board's initiative to subsidize access to our learn-to-swim program.

Leila said 6,000 visitors joined us at the Multicultural festival. The Billy Collins event tickets were sold out for CenterStage and 84 tickets for the simulcast in the Community Room were sold. We sold 100 copies of his books, which he stayed to autograph. Eileen Boone and Karen Brutsché participated in a community day event at The Harrison with 200 people in attendance; we continue to pursue programming in that venue. Our recent mailing to Reston employers resulted in a meeting between Eileen and a developer at Reston Town Center West; Eileen discussed leisure opportunities at RCC for their employees. We also registered our fourth e-Learning student; she reminded board members that we receive 40 percent of the revenue just for providing the registration portal. Our Langston Hughes Middle School program started and we expect to serve approximately 100 kids per week. Our showing of the *Screenagers* documentary in the CenterStage resulted in an almost-full house. We have added a second screening in March on a weekend afternoon in response to demand. RCC Rides provided 100 rides in September but had to decline 42 requests; we continue to look for drivers. Leila also attended the kickoff for The Reston Chorale's 50th anniversary season.

John asked if we had connected with the Bozzuto development for programming. Leila said we provided yoga/meditation demos for about 30 participants. She also noted that The Harrison event had about 200 attendees, but we were not the only community organization there. There was discussion about RCC's reach into these new properties. Leila noted that the new concert series at Reston Town Square Park was very successful and will likely be expanded next year. The new series at Wiehle-Reston East metro had fewer participants, but Leila expects that number will increase as more retail and dining vendors move into the space. Leila said these concerts do not generate a lot of financial return, but the presence and fulfillment of our mission – and the opportunity to get in front of people who are new to the community – is really valuable. Bill P. asked Bill B. about energy management at Fairfax County Park Authority. Bill B. said last year's efforts yielded a 68 percent reduction. To achieve this, they have worked with a specialist who has focused on everything from parking lots to lighting fixtures in their pools.

Old Business

John asked about the get-together with Reston Association's board members. Leila said that we shared our concerns on programming and they explained their process for adopting new programs. They intend to pursue revenue at the Lake House and to offer programs that their members request. She expects more conversations and continued efforts to coordinate. She said RA offered Bill K. a seat on their parks and recreation advisory committee and that she hopes they will be forthcoming with that. John said he declined an invitation to be a part of the group reviewing RA's finances. He didn't think it was the right opportunity for him or the best approach to the issues.

New Business

Bill K. said the light along the front paths to RCC Hunters Woods is pretty dim. Leila will look into it and said the next opportunity to discuss lighting will be as part of RA's lighting improvement review and design guidelines issuance.

John asked if there was security video footage of the front door damage. Leila said there was footage that showed the incident, but the person involved was wearing a hooded sweatshirt and hat so no identification could be made. It was one person who very deliberately picked up a rock, walked up to our building, heaved it through the doors and walked away; it occurred at 1:30 a.m. Leila said she's worked here since 1983 and it's the first time that our front doors were vandalized like that. She also noted that there were no encounters or incidents with staff around that time for which this may have been retaliation. Leila also noted that we've had remarkable support from people who gather in our lobby since we started having conversations and working with them on a more personal basis.

Leila also noted that we had three candidates included in this year's Preference Poll and all three candidates' names will be forwarded to the Board of Supervisors for approval.

Bev appointed Vicky and Bill B. to the Nominating Committee and asked them to present a slate of offices when the new Board of Governors is seated November 7.

October 3, 2016 Board of Governors Monthly Meeting Minutes

MOTION #4

To Adjourn the Meeting

Gerald moved to adjourn the meeting at 8:47 p.m. Bill B. seconded the motion. The motion passed unanimously.



Lisa Sechrest-Ehrhardt,
Board Secretary

Date October 27, 2016 _____

BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON OCTOBER 3, 2016

- 16-1003-1 Bd That the Board approve the Agenda**
- 16-1003-2 Bd That the Board approve the September 12, 2016 Board Minutes**
- 16-1003-3 Bd That the Board approve the September 12, 2016 Board Actions**
- 16-1003-4 Bd That the meeting be adjourned.**



Lisa Sechrest-Ehrhardt,
Board Secretary

October 27, 2016
Date



**Reston Community Center Board of Governors
2016 Preference Poll Committee Chair Report
November, 2016**

Overview

This year’s Preference Poll presented the community with three candidates for the three open seats on the Board. Michelle Moyer and Beverly Cosham (incumbents) ran. Paul D. Thomas ran and will fill the seat being vacated by John Mendonça who chose to end his Board service at the completion of his term. Candidates expressed similar views on the need for RCC to be strategic in responding to the growth occurring in the community and to continue its mission focus on diversity of programs and services as well inclusivity that embraces the entire community.

Participation dropped a bit from last year’s poll (likely because there was no competition for the three seats). In 2016, 1,568 ballots were cast from the 27,429 sent. A substantially higher number of commercial addresses were received from our community supporter Joe Ritchey this year – approximately 900 more than in last year’s lists – which may have contributed to a participation level this year of 21 businesses. Last year, no businesses voted and our high water mark for a highly contested poll was 31 in 2013. (That year was the last year the indoor rec center issue consumed community interest and still represents the high water mark of participation – 2,221.)

The effort to tighten the print shop coordination with our published dates for the Poll was more successful this year. In addition, the implementation of Facebook Live Streaming for the Candidates Forum generated substantially greater attention to the Forum.

Voting by Zip Code

- 20190 – 448
- 20191 – 797
- 20194 – 322
- 22182 – 1 (five addresses on Little Run Farm Ct. in Vienna made it onto the poll list this year).

Ballots dropped into boxes at RCC facilities divided by location:

- RCC Hunters Woods – 54
- RCC Lake Anne – 33

Votenet reported receiving 699 mailed ballots and 782 ballots were entered online directly by voters. With the added “online” tallies entered by the League of Women Voters the poll involved a total of 1,568 ballots or 5.72% of the total mailed.

No invalid ballots were received; a total of 3 replacement ballots were requested.

Voting Results by Candidate (Rounded)

Candidate	Votes Received	Percent of Total Ballots (1,568)	Percent of Total Votes Cast (4,047)
Beverly Cosham	1,327	85%	33%
Michelle Moyer	1,342	86%	33%
Paul D. Thomas	1,378	88%	34%

Recommendations

The Board's decision to adjust the calendar to permit a longer timeframe for the printing of the ballots and related materials was effective again this year. However, as with last year, the ballots arrived in mailboxes earlier than we anticipated due to the zealous efforts of the print shop to accomplish that. The contingency measures in place to manage that possibility worked again and there was only a two-day head start this year on voting due to the coordination.

Recommended schedule:

Consistent with this year's scheduling pattern, the 2017 Candidates Forum would occur in the week that balloting opens. Balloting would conclude in sufficient time to permit the Board of Supervisors to make appointments in time for RCC's November Board of Governors meeting.

August 1-15	Candidate Filing (aligned to Fall Registration period; two weeks; Tuesday to Tuesday)
August 15	Candidate photo and orientation (Tuesday)
September 8 – September 29	Voting is Friday to Friday for three weeks; to 5 p.m. on September 29.
TBD based on performance schedule	Candidates Forum – CenterStage floor replacement project next year may mean use of a different location again.

Continue these strategies:

1. Have at a minimum one Board member or the Preference Poll Committee Chair attend the Candidates Orientation meeting so that the Board perspective can be provided to the candidates.
2. Provide rules and procedures adopted in 2015 for the campaigning component.
3. Include the full calendar of events on the printed/mailed ballots so the date and time of the Candidates Forum is available in that location.
4. Promote the Candidates Forum broadly as a video experience. Change the script slightly to support solely video/Live Streaming of the forum if there are no attendees, and include the web address viewing the Forum; the web address is www.rctv28.com.
5. Establish a posted procedure for dropping off ballots prior to the start of the balloting period if the ballots hit mailboxes before the official start of online voting.
6. Put out ballot boxes concurrently with the receipt in mailboxes of ballots should that precede the time the election is "turned on" in the Votenet database; the Votenet button and voting will be "turned on" at the same time. Signage and instructions will indicate that voters may drop the ballots in them, but not leave ballots on our service counters or hand them to our staff. Signage will indicate the regular business hours in which the ballot boxes will be available.

Considerations/Staff Recommendations:

Focus marketing on digital and electronic communications platforms. As a result of printing/mailing costs, using additional print media outreach is not cost-efficient. Streamlined messages this year improved the impact of Constant Contact; adding Facebook Live Streaming of the Forum could be given advance focus.