



**Reston Community Center
Board of Governors Monthly Meeting
November 1, 2021
8:00 p.m.
Meeting Agenda**

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|--|---|
| 8:00 – Call to Order | Beverly Cosham, Chair |
| 8:02 – Approval of Agenda | Beverly Cosham, Chair |
| 8:03 – Approval of Minutes and Board Actions | Beverly Cosham, Chair |
| <ul style="list-style-type: none"> • Approval of October 4, 2021 Board Minutes
(as reviewed and approved by the Board Secretary) • Approval of October 4, 2021 Board Actions
(as reviewed and approved by the Board Secretary) | |
| 8:05 – Chair’s Remarks | Beverly Cosham, Chair |
| 8:08 – Introduction of Visitors | |
| 8:10 – Citizen Input | |
| 8:12 – Committee Reports | Beverly Cosham, Chair |
| <ul style="list-style-type: none"> • Preference Poll Committee – 2021 Report | Paul Thomas, Committee Chair |
| 8:25 – Board Member Input on Activities Attended | |
| Adjournment of 2020-2021 Board | Beverly Cosham, Chair |
| 8:45 – Convening of new Board members | Beverly Cosham, Acting Chair |
| 8:46 – Nominating Committee: Proposed Officer Slate | Bill Keefe, Vicky Wingert
Nominating Committee |
| 8:49 – Election and Seating of Board Chair | Board |
| 8:51 – Seating of New Board Officers | Board Chair |
| 8:53 – New Chair’s Remarks | Board Chair |
| 8:56 – Executive Director’s Report | Leila Gordon, Executive Director |
| 8:58 – Old Business | Board Chair |
| 8:59 – New Business | Board Chair |
| 9:00 – Adjournment | |

Reminders:

Event	Date	Time
Election Day	Nov. 2	All Day
Board Orientation with Walter Alcorn	Nov. 13	9:00 – 11:00 a.m.
PTAS: Akua Allrich and The Tribe	Nov. 20	8:00 p.m.



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
BOARD OF GOVERNORS MEETING
October 4, 2021
8:00 p.m.**

Present:

- Bev Cosham, Chair
- Bill Bouie
- Laurie Dodd
- Bill Penniman
- Lisa Sechrest-Ehrhardt
- Dick Stillson
- Paul Thomas
- Vicky Wingert

Absent and Excused:

- Bill Keefe

Attending from RCC Staff:

- Leila Gordon, Executive Director
- John Blevins, Deputy Director
- Karen Goff, Public Information Officer
- Rebekah Wingert, Videographer

Bev called the meeting to order at 8:07 p.m.

MOTION #1:

Approval of the Agenda

Bill B. moved that the agenda be approved as written. Paul suggested the agenda be amended to add an informal discussion of the 2021 Preference Poll. Paul seconded the motion as amended. The motion passed unanimously.

MOTION #2:

Approval of the September 13, 2021 Board Minutes

Paul moved that the Board approve the September 13, 2021 Board Minutes. Bill B. seconded the motion. The motion passed unanimously, with Bill B. and Bill P. abstaining.

MOTION #3:

Approval of the September 13, 2021 Board Actions

Paul moved that the Board approve the September 13, 2021 Board Actions. Dick seconded the motion. The motion passed unanimously, with Bill B. and Bill P. abstaining.

Chair's Remarks

Bev said she heard about a friend who recently died from COVID-19. She said this poem uses the sun as a metaphor:

Just Wait for the Sun by Lisa Marks

When everything's darkness
And you feel so alone,
When the rain doesn't stop
And you can't make it home,
When it feels all is lost
And you just want to run,
It can't rain forever.
Just wait for the sun.

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When family is pain,
When friends can't be found,
When you just want to scream
But you can't find the sound,
When it's all your fault,
And you feel like you're done,
Just wait for the sun.
The sunshine will come.

The storm always passes.
It won't last forever.
The rain always stops and gives way to good weather.
The brightest and warmest of days still to come.
Please wait for the sun.
The sunshine will come.

People who need you,
People who still love you
Can warm up your soul like the sunshine above you.
You're never alone,
No matter what's done.
Wait for the sun.
Just wait for the sun.

Dark clouds always pass.
I promise you, hun.
We're all waiting with you.

Introduction of Visitors

None

Citizen Input

None

Bev went off-agenda to say the Board will miss Deputy Director John Blevins, who is leaving RCC October 15 to take a position with Prince William County. John said he will miss the Board and the amazing staff family Leila has put together here. John said it has been an awesome experience and a lot of fun. Leila presented John with a card signed by the Board. She thanked John for everything he has done for RCC. She said our capital project planning has become much more predictable and consistent as a consequence of his tenure.

Committee Reports

September 13 Long Range Planning Committee – Lisa (for Chair Bill B.) said we met on September 13 to review the 2021 – 2026 Strategic Plan draft. The extensive notes are in the binders. We spent time on the Mission, Vision and Values section and made some other changes on pages 3 to 5. There were no major edits overall. Leila said we circulated Draft 3 with the changes approved at the meeting. Dick had some edits (shorter sentences in the background of how the engagement processes occurred). The Board's task tonight is to formally adopt the 2021 – 2026 Strategic Plan as presented and amended.

MOTION #4

Approval of the 2021 – 2026 Strategic Plan as presented and amended.

Paul moved to accept the 2021 – 2026 Strategic Plan as presented and amended. Bill B. seconded the motion. The motion passed unanimously.

Leila said the final plan will be the foundation document for the Strategic Plan meeting in January. There was discussion about how the metrics will be useful to track outcomes. Dick asked if the plan will be sent to the Board of Supervisors. Leila said it will be sent to Hunter Mill Supervisor Walter Alcorn, but it does not go to a vote with the Board of Supervisors. Leila said she will schedule the Board's annual conversation with Supervisor Alcorn for November.

September 27 Finance Committee Meeting – Paul said RCC’s finances and operational expenditures are on schedule. Tax revenue is at about 50 percent of the target, which is on track for this point in the year. In operating, purchase orders encumber money, and those will be spent down as the year progresses. The aquatics project should be closed out very soon, with additional released money expected to come back into the agency fund balance. We will be submitting the FY23 budget transmittal memoranda to the Board of Supervisors. Paul asked if there were any questions. Leila said the fund balance you see tonight will not be the last version the Board will see. There will be changes when the aquatics project closes out. She noted that our reserve categories are fully funded, and we are in excellent fiscal shape.

MOTION #5

Approval of the RCC FY23 Budget Submission and Transmittal Memoranda as presented.

Paul moved that the Board approve the FY23 Budget Submission and Transmittal Memoranda as presented. Bill B. seconded the motion. The motion passed unanimously.

2021 Preference Poll Committee – Paul said voting closed Friday, October 1, with 1,660 ballots cast for an uncontested poll. About half of them came from ZIP code 20191. The results will be sent to Supervisor Alcorn, and appointments will be made by the Board of Supervisors this month. The Preference Poll Committee may make recommendations on future poll processes for uncontested elections. Laurie asked how often that happens. Paul said about half the time. Leila said changes are worth considering as the price of printing and mailing is going up. We should consider if we can find a way around those costs if a poll is uncontested. She is going to check with the Office of the County Attorney. There was discussion about the cost/cost breakdown of the Preference Poll (about \$30,000 annually). Paul said the committee will have a formal meeting after Leila gets clarification.

MOTION #6

Approval of the committee reports.

Bill B. moved to approve the committee reports. Paul seconded the motion. The motion passed unanimously.

Board Member Input on Activities Attended

Bill P. said he has missed RCC BOG meetings because of Reston Master Plan Task Force meetings. He attended the Cornerstones 50th Anniversary Gala. He voted in the Preference Poll and voted early in the general election.

Dick attended the Reston Multicultural Festival (MCF). It was nice to see it return. He attended the Cornerstones Gala and RCC Board committee meetings. He saw The Seldom Scene at the CenterStage on Saturday.

Vicky attended the MCF; it was wonderful to see the diversity of people attending and involved. She also attended the Cornerstones Gala.

Lisa attended the MCF and served as an emcee on the Global Stage. The Chuck Brown Band had everyone dancing. Lisa attended the Cornerstones Gala.

Bill B. attended lots of meetings. He was at the MCF, where he got the day started as an emcee, and he voted. The Park Authority has hired Jai Cole, its first woman director of color. She grew up in Reston and began her career at RCC. Bill has gotten lots of positive feedback about this hire. There have been 16 redistricting meetings since August; the proposed map was finalized last week. Demographic changes are somewhat significant as Fairfax is now a majority minority county. The white population is down 10 points (to 47 percent). There has been major growth in the number of Asian and Hispanic residents. The dispersal of demographic categories across the county has not changed much. The committee is working on its final transmittal memo.

Paul attended the Finance Committee meeting and the Cornerstones Gala. He missed the MCF as he had South Lakes High School Band responsibilities.

Laurie voted and attended the MCF. She is looking forward to the next PTAS performance, *The Blackest Battle*.

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Bev attended the MCF, the Finance Committee meeting and the Cornerstones Gala. She performed her Meet the Artists concert and attended The Seldom Scene performance.

Executive Director Report

Leila said we are subject to an internal audit every three years. The 2021 audit is winding down. She anticipates a good result. Many projects were completed this year. We had our fall maintenance period. Fred Russo saved us money by being the project manager for the Lake Anne restroom repairs and fixtures replacements (a county vendor quote was approximately \$90,000; Fred brought it in at about \$39,000). The Community Room floor was refinished. The theatre rigging system was replaced, and the back parking lot was resurfaced. She directed the Board to a chart on the back of the report. The chart shows the massive savings in water use and cost because of the new pools.

Patron activity is picking up across the board. We are continuing to offer some hybrid and virtual options. Leila thanked the Board members who served as emcees at the Multicultural Festival. She thanked Rebekah Wingert and Storycatcher Productions for the festival promotional video, as well as beautiful videos for the Cornerstones Gala. The documentary film project about Reston, for which RCC provided major funding, has become a rich resource of archival footage for the videos.

Old Business

None

New Business

Bev appointed Vicky Wingert and Bill Keefe as the Nominating Committee for 2021 – 2022 Board officers. There were no objections.

Leila reminded the Board to RSVP to the Arts Awards on October 15 that are presented by ArtsFairfax. Lisa reminded everyone that Southgate Community Center will be renamed in honor of Cathy Hudgins on October 16. Southgate Day will begin at 11:00 a.m.; the renaming ceremony is at 2:00 p.m. Leila said longtime Southgate Community Center director Ricardo Cabellos will be leaving for a new position in Sterling.

Bev adjourned the meeting at 8:50 p.m.



Lisa Sechrest-Ehrhardt
Board Secretary

10-11-21

Date

BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON OCTOBER 4, 2021

- 21-1004 -1 Bd That the Board approve the Agenda.**
- 21-1004-2 Bd That the Board approve the September 13, 2021 Board Minutes.**
- 21-1004-3 Bd That the Board approve the September 13, 2021 Board Actions.**
- 21-1004-4 Bd That the Board approve the 2021 – 2026 Strategic Plan as presented and amended.**
- 21-1004-5 Bd That the Board approve the FY23 Budget Submission and Transmittal Memoranda**
- 21-1004-6 Bd That the Board approve the committee reports.**



Lisa Sechrest-Ehrhardt
Board Secretary

10-11-21
Date

RESTON COMMUNITY CENTER

Strategic Plan 2021–2026



*Enriching Lives.
Building Community.®*

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About RCC

Vision

Reston Community Center enriches lives and builds community for all of Reston.

Mission

To create positive leisure, cultural and educational experiences that enhance the quality of life for all people living and working in Reston by:

- Providing a broad range of programs in arts, aquatics, recreation, enrichment and lifelong learning.
- Creating and sustaining community traditions through special events, outreach activities and facility rentals.
- Building community through collaboration and celebration.

Values

In accomplishing our mission and vision, Reston Community Center will be:

- A respectful, diverse organization that supports and nurtures its patrons, partners, volunteers, and staff.
- An organization that embraces inclusion and diversity, and actively promotes racial and social justice.
- An accountable steward of Reston's resources, sense of place and community traditions.
- An accepting and open organization free of physical, financial and cultural barriers.

Introduction

The process of crafting a new strategic plan for Reston Community Center, that would guide RCC's work for the years of 2021 to 2026, began in January 2020. At that point, the Board of Governors and staff convened to discuss the trends emerging in our community and the preliminary results of a comprehensive Community Survey that was conducted in 2019. The planning discussion in January focused on developing a methodology for assuring as broad a cross-section of Reston's people as possible would participate in the kickoff event in February. The goal was to launch the community engagement process with particular care to hear from people who don't normally feel "invited" to shape the strategic direction of a community resource and agency.

The University of Virginia Center for Survey Research presented an outline of the 2019 Community Survey results and methodology in February 2020. More than 200 people were supported with interpretation, discussion facilitators and other hospitality efforts designed to assure a diverse cross-section of the community was able to participate. Those attending discussed the survey results as well as what priorities should guide a new strategic plan for RCC.

While the community engagement efforts to shape the plan priorities were interrupted by the onset of the COVID-19 pandemic in mid-March 2020, Board and staff restarted the planning process in April 2021. Consideration was given to both absorbing and incorporating the lessons of the pandemic, and to addressing the other upheaval of 2020 – the fight for racial and social justice. A follow-up SurveyMonkey inquiry was developed to test the broad concerns of the 2019 Community Survey against how people were feeling in the context of all that had happened in 2020. The short survey was delivered to the public in the summer of 2021 with a total of 267 participants providing open-ended comments across the six areas of investigation (feelings about RCC, facilities, equity, programs and services, and communications.)

The results of the SurveyMonkey and 2019 Community Survey were consistent. The University of Virginia Survey for Center Research presented an in-depth look at the statistical reliability of the 2019 methodology, and RCC staff provided conclusions about patterns of input to the SurveyMonkey at a community meeting in July 2021. The event was videotaped and posted to RCC's YouTube channel for community members to view. In August, RCC staff conducted two focus group discussions of the same topics with staff and residents involved with the Reston Opportunity Neighborhood program to ensure that their perspective was considered as the plan was drafted. Nine people who work across the program's neighborhood services spectrum were interviewed.

The plan elements that follow are the culmination of the research and engagement processes described above, and they reflect the lived experiences of 2020. Each contributes to the comprehensive sweep of the RCC 2021-2026 Strategic Plan goals and objectives. Strategies to achieve those goals and objectives are included within each of the six pillar areas to provide a platform for meaningful annual evaluation of whether the objectives are being realized. RCC's Board of Governors and staff will engage the community often to ensure that the goals and objectives continue to be aligned with the aspirations of Reston's people. The desired successes will depend equally on the energy with which RCC pursues its plan and the involvement of the community. The exciting future this plan suggests is waiting – it's time to move forward together.

STRATEGIC PLAN: Pillar I – Facilities

Goal: RCC engages the community in planning for existing and new facilities to create or maintain RCC buildings that are flexible, technologically advanced, accessible, beautiful and environmentally friendly.

Objectives:

- To support planning a new Reston venue for performing and other arts, that will be built with contributions from other funding partners and can be sustainably operated.
- To ensure that existing RCC facilities are well maintained and updated regularly as needed with improvements that will make them more accessible, useful and environmentally sound.
- To consider how RCC facilities can serve community needs and interests by regularly engaging with the community and partners on how they can be used.

OUTCOMES (Success Metrics):

- Ensure meetings and engagement define a program for a new arts venue and what role (if any) RCC can or should play in realizing it.
- The agency maintenance and facility improvements software tool, Asset Essentials, is used to initiate routine repairs and long-range planning for facility maintenance and improvements.
- Regular maintenance calendars result in fully functional equipment and facilities.
- Engagement results in responsive, prompt changes or additions to the agency's Capital Improvement and Maintenance Plans.
- Facility improvements are made in each RCC building.

STRATEGIC PLAN: Pillar II – Equity

Goal: RCC embodies the principles delineated in the One Fairfax Policy by putting equity at the forefront of meeting community needs and serves the people and neighborhoods of Reston through allocation of resources according to those needs and informed understanding of the community's diverse interests.

Objectives:

- To participate as an active and engaged partner in Reston Opportunity Neighborhood (RestON).
- To regularly conduct outreach to the community that is welcoming, flexible and respectful.
- To assess barriers to the full enjoyment of leisure-time activities and implement strategies to eliminate those barriers.

OUTCOMES (Success Metrics):

- RCC provides meaningful content delivery to all neighborhoods served by Reston Opportunity Neighborhood (RestON).
- Newcomers, residents who have significant economic burdens, and non-English-speaking people are included in opinion-gathering (including surveys) and engagement meetings.
- Adaptations to content and services delivery are made on the basis of feedback from patrons or input from under-served communities.
- The RCC Fee Waiver program is robustly used.
- RCC content includes materials, artists, thought leaders, writers and teachers who illuminate the history of structural racism in the United States, tell stories of people whose voices have been excluded from representation, offer culturally authentic expressions of their roots, and who help bridge differences and celebrate diversity of perspectives.

STRATEGIC PLAN: Pillar III – Community Connections

Goal: RCC provides resources for Reston people and organizations that forge meaningful relationships to create a greater sense of belonging and community cohesion. RCC helps newcomers understand the community values upon which Reston was founded and appreciate Reston’s unique history.

Objectives:

- To implement and sustain collaborative efforts with other Reston organizations.
- To identify community and county initiatives that relate to RCC’s mission and provide resources that contribute to their success.
- To reach out to new neighborhoods and under-served areas of the broader community with content that can be delivered to people where they are and that will then inspire those who participate to engage more deeply with the community as a whole.
- To implement a community calendar of important events in conjunction with civic and non-profit partners that will help inform people of the rich array of opportunities to enjoy Reston experiences.
- To foster ongoing development of leadership in the community and help maintain the rich array of Reston nonprofit organizations that serve the community.

OUTCOMES (Success Metrics):

- RCC has meaningful opportunities for community engagement related to the RCC mission and Fairfax County Countywide Strategic Plan goals and objectives.
- RCC has a regular and well-known calendar of engagement events to support programs and services planning and budget development.
- RCC Board and staff members are involved in community planning initiatives.
- RCC has a full menu of offsite programs occurring year-round in new neighborhoods, complexes and plazas as well as neighborhoods lacking in resources or infrastructure – all offerings, regardless of where located, are high quality.
- RCC evaluates partnerships and sponsorships annually to ensure these continue to serve the agency and community as designed.
- Offsite programming and community initiative participation also serve as vehicles to promote deeper involvement with RCC in leadership roles, or to make connections to other Reston organizations for newcomers and young people.

STRATEGIC PLAN: Pillar IV – Programs and Services

Goal: RCC programs evolve and adapt to a changing community; programs and content should be delivered in both RCC facilities and where people live, work and play. RCC programs and services address diverse interests, ages, cultures and ethnicities; they are high quality, innovative, well attended and affordable.

Objectives:

- To preserve the broadest possible access to RCC programs and services.
- To create and use engagement strategies that inform the design and implementation of RCC programs and services.
- To establish reliable and well-used patron feedback mechanisms to ensure constant evaluation of patron satisfaction.
- To use data to inform program planning and development.

- To have staff participate in professional organizations that provide resources for the fields of RCC concern: aquatics, arts, leisure and learning, and facility services.

OUTCOMES (Success Metrics):

- Customer satisfaction survey results consistently achieve “Agree/Strongly Agree” response rates of 90% or more.
- People of diverse interests and backgrounds participate.
- Participation in RCC programs and services increases across all areas.
- Program cancelation rates decrease.

STRATEGIC PLAN: Pillar V – Communications

Goal: RCC is recognized as an essential community asset for achieving a high quality of life in Reston. RCC marketing, publications, digital footprints, and media-related outputs are compelling, broadly shared, accessible to all and reliable. RCC is a trusted community partner for advancing knowledge of Reston and its lifestyle assets to assure the broadest possible enjoyment of those.

Objectives:

- To have recognizable images, a widely known logo, branding and messaging that are consistent across our platforms and well-known to community audiences.
- To consistently communicate with multiple tools (e.g., multi-lingual options, accessible web content, regular communications vehicles, and a well-established social media presence) that will collectively appeal to different consumers.
- To deploy a new website that is mobile device-friendly, easily used and broadly accessed to engage with patrons, make RCC purchases, and offer a comprehensive community calendar solution for Reston nonprofits and civic organizations.

OUTCOMES (Success Metrics):

- RCC examines its logo, spirit line and related language and imagery to determine whether or not they need refreshing or change.
- New media tools are developed and implemented to broaden RCC’s reach (e.g., blogs, vlogs, livestreaming, etc.)
- A new responsive RCC website is established with a comprehensive community calendar embedded in it.
- Language translation is available to RCC patrons who visit RCC facilities and use the RCC website.
- RCC social media platform metrics are examined regularly, and successful strategies are implemented to grow engagement on those platforms as measured by engagement reports and statistics.

STRATEGIC PLAN: Pillar VI – Stewardship and Accreditation

Goal: RCC maintains its accreditation by the Commission on Accreditation of Park and Recreation Agencies (CAPRA) and achieves re-accreditation in 2025. RCC planning and operations are responsibly undertaken with community input, sustainable practices, sound fiscal management and consistent use of data to inform decision-making. As a Fairfax County agency, RCC complies with all requirements of such public service entities with respect to administration and management of its resources.

Objectives:

- To ensure that equity, accessibility and environmentally sound practices inform all facility planning, projects, maintenance and repair efforts.
- To ensure that the best practices required of Fairfax County agencies and enumerated by the CAPRA accreditation standards are routinely reviewed, followed, updated and in alignment with RCC functions.
- To consistently deliver programs and services that meet with patron satisfaction and to provide regular meaningful ways to measure that satisfaction.
- To pursue the objectives of the Fairfax County Countywide Strategic Plan that are aligned with RCC's mission.

OUTCOMES (Success Metrics):

- RCC's accreditation materials are reviewed annually or in concert with required review cycles and are updated as needed.
- RCC's planning documents are reviewed annually and updated as needed.
- RCC's budget, fiscal reports and financial/human resources operations are clear, transparent, follow all required reporting formats and adhere to deadlines.
- RCC financial and performance reports are delivered on a regular basis.
- When scheduled, agency audits produce reports of few to no findings.
- RCC submits data as needed to Fairfax County departments monitoring Countywide Strategic Plan metrics as requested.
- RCC feedback mechanisms provide results affirming high levels of customer satisfaction and participation.

METHODOLOGY

To meet the goals and objectives of Reston Community Center's Strategic Plan 2021-2026, the Board of Governors and staff establish annual budgets, program plans, plan review processes and data collection practices. The data collected includes:

- Participation counts
- Customer satisfaction surveys
- Patron inputs from comment/suggestion cards
- Patron inquiries or input to RCCContact@fairfaxcounty.gov

Annual budget and program planning considers RCC's strategic planning goals and objectives. The staff evaluates the results of the prior year efforts and presents those to the Board of Governors in a two-day planning session to assess success or discuss obstacles to achievement of the plan metrics. That two-day meeting is held in January. From February to June, the Board and staff engage with the community to discuss progress, assess the validity of the goals and objectives, adapt if needed, and develop the budget and other resources needed to continue progress. At the June Annual Public Hearing for Programs and Budget, the plan progress is outlined, and a budget presentation is made. Following input from the community, the Board provides direction to staff on preparation of the agency budget.

Staff review programming and services delivery on an ongoing basis to ensure that these elements are considered:

- Pricing and cost recovery consistent with the RCC Policy Framework.
- Variety across age cohorts.

- Diversity of content.
- Delivery of programs and services to the entire community.
- Equitable resourcing where barriers related to racial or ethnic status, economic means, disabilities or other factors inhibit the ability of patrons to participate.

Beyond these general approaches to achieving the Strategic Plan objectives, particular strategies are identified for each Pillar of the Strategic Plan that will provide evidence of success.

CONCLUSION

The success or failure of any plan depends on the active monitoring of it by all stakeholders. RCC seeks the participation of the community both in developing a strategic plan and in executing the strategies to ensure that its goals and objectives are achieved. The Board of Governors and staff turn to the coming five years with excitement and a commitment to fostering a shared, positive vision of Reston and its diverse neighborhoods, businesses and organizations.

Together, we can continue the success of this exceptional community in becoming the vision of its founder, Robert E. Simon Jr. His dream for Reston was that it be a place where everyone could realize their full potential and thereby make a meaningful contribution to a thriving community. Reston Community Center remains committed to being a catalyst for that dream to become reality.



RESTON COMMUNITY CENTER

Reston Community Center Board of Governors 2021 Preference Poll Committee Chair Report November 1, 2021

Overview

This year’s Preference Poll presented the community with three incumbent candidates for the three open seats on the Board. Incumbents Bill Bouie, Lisa Sechrest-Ehrhardt and Dick Stillson. 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 as inclusivity that embraces the entire community.

The effort to tighten the print shop coordination with our published dates for the Poll was again successful this year, the challenges of the US Post Office system notwithstanding. Ballots were arriving in mailboxes within 24 hours of the “official” start of voting. In addition, the implementation of Facebook Live Streaming for the Candidates Forum again generated attention, although (likely due to the uncontested nature of the Poll) not as much as in the past.

Voting by Zip Code

- 20190 – 498
- 20191 – 823
- 20194 – 338
- Provisional ballots provided: 1

Ballots dropped into boxes at RCC facilities divided by location:

- RCC Hunters Woods – 51
- RCC Lake Anne – 42 (including one provisional ballot)
- There were no invalid ballots dropped in boxes this year.
- Total Valid Dropped Ballots – 93

Commercial Ballots Cast – 39

Of the Election America tallied “online” ballots, 93 votes were inputted by the League of Women Voters and another 872 were inputted directly by individual voters. A total of 788 paper ballots were received by Election America and inputted by them.

Voting Results by Candidate (Rounded)

Candidate Name	Votes	Percentage of Total Votes Cast
Bill Bouie	1,439	34.1%
Lisa Sechrest-Ehrhardt	1,396	33.1%
Dick Stillson	1,382	32.8%

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. The alignment with the printing schedule worked well. This was the first year that the Candidate Forum was held prior to the voting period opening, but given the uncontested nature of this year’s poll, it would be difficult to draw any firm conclusions about whether or not that had a benefit with respect to participation in the poll.

Because of the increasing costs associated with printing and mailing, staff was asked to research the potential for a less print-intensive, postage-intensive process that could be instituted if there is not a contested Preference Poll to save funds. Leila discussed this with John Burton, Assistant to the County Attorney, who handles governance issues related to the County’s tax districts. Mr. Burton examined RCC’s Memorandum of Understanding with the Board of Supervisors and delivered his views to Leila as follows:

The MOU allows the Board considerable latitude in the design and execution of the Preference Poll, except that “[t]he means and method of the Preference Poll shall be determined by the Board of Governors and shall be constituted in

such a manner as to facilitate voting, to permit a secure process that assures only those who are eligible participate, and to assure that the results of said voting are tallied independently of the members of the Board of Governors, candidates, candidates' supporters, and Reston Community Center employees." MOU Section 4(A). In Mr. Burton's view, this prevents RCC from using a cheaper alternative such as a postcard to mail out USERID and PIN information because it fails the test of security required by the MOU. Providing a postcard with instructions to visit RCC facilities to obtain a ballot didn't pass the security threshold either from the respect of providing an "independent process."

Another suggestion, that the Preference Poll be bypassed altogether and that the Hunter Mill District Supervisor simply make the appointments based on the three candidates who would have filed for the three seats, would require a change to the MOU. This seems like an inadvisable path; typically, MOU revisions are only undertaken for significant issues and since the occasions of uncontested Preference Polls are wholly unpredictable, it doesn't seem to rise to that level such that revision of the MOU is needed.

There are other process improvements that can be made if the annual event is uncontested. If all the candidates are incumbents, we'd have no need for an Orientation meeting or the Candidates Forum. Dispensing with these events when all candidates are incumbents would reduce costs associated with the staffing of these events. If we decide to make these provisions, we'd only have to add the possibility of uncontested Preference Polls and these related changes to the Candidate Handbook.

Recommended schedule:

The overall timing of the process is aligned with the other layers of the Board's calendar and the heightened interest in RCC that is driven by the period of registration for fall programming. Thus, the Candidate Filing and related dates should not change.

August 1 – 15	Candidate Filing (aligned to Fall Registration period; two weeks; in 2022 that's a Monday-to-Monday timeframe.)
August 15	Candidate photo and orientation (Monday)
September 9 – 30	Voting is Friday to Friday for three weeks; September 9 to September 30 at 5:00 p.m. Mailed ballots must be received by 5:00 on September 29.
TBD based on programming schedule	Candidates Forum – Will return to the CenterStage during the week of September 6 (Tuesday) to September 9 (Friday).

Continue these strategies:

1. Have a minimum of one Board member or the Preference Poll Committee Chair attend the Candidates Orientation meeting if it's required so that the Board perspective can be provided to the candidates. If the Preference Poll is uncontested, cancel the Orientation. Having that in the materials from the outset will make the cancelation a bit more efficient.
2. Provide rules and procedures for the campaigning component; these were modified slightly for the COVID-19 situation – if that is no longer a factor in 2022's cycle, we would eliminate mention of it.
3. Include the date and time of the Candidates Forum with the printed mailed materials.
4. Promote the Candidates Forum broadly as a video experience. Use a script that supports video/Live Streaming of the forum.
5. Continue putting out ballot boxes concurrently with the start of online voting. Signage and instructions will indicate that voters may drop the ballots in them, but that they should 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.