



**Reston Community Center  
Board of Governors Monthly Meeting  
April 4, 2016  
8:00 p.m.  
Meeting Agenda**

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
• Approval of March 7, 2016 Board Minutes (As Reviewed and Approved by the Board Secretary)	
• Approval of March 7, 2016 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 Report	
• March 14 Community Relations and Program/Policy Committee Report	Michelle Moyer & Bill Keefe, Committee Chairs
8:20 – Approval of Committee Report	Beverly Cosham, Chair
8:22 – Board Member Input on Activities Attended	
8:35 – Executive Director’s Report	Deputy Director Tom Ward, on behalf of Executive Director Leila Gordon
8:40 – Old Business	Beverly Cosham, Chair
8:42 – New Business	Beverly Cosham, Chair
8:45 – Adjournment	

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**Reminders:**

<b>Event</b>	<b>Date</b>	<b>Time</b>
Founder’s Week	April 3-10	Various events
Best of Reston	April 7	5:00 p.m. (VIP reception)
Celebration of Robert E. Simon Jr. – Hyatt Regency	April 10	2 – 4:00 p.m.
Long Range Planning Committee Meeting	April 18	6:30 p.m.
Finance Committee Meeting	April 18	7:30 p.m.
Leadership Fairfax Breakfast and Bill Bouie Kate Hanley Award	April 22	7:30 a.m.
May Monthly Meeting	May 2	8:00 p.m.



## SUMMARY OF MINUTES RESTON COMMUNITY CENTER BOARD OF GOVERNORS MEETING MARCH 7, 2016

### Present were:

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

### Attending from the RCC Staff:

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

The Chair called the meeting to order at 8:03 p.m.

### **MOTION #1:**

#### **Approval of the March Agenda, pending April meeting date change to April 4**

John noted that the date of the April monthly meeting should be changed to April 4 on the agenda. Gerald moved that the Agenda be approved following the change. Vicky seconded the motion. The motion passed unanimously.

### **MOTION #2:**

#### **Approval of the February 8, 2016 Board Minutes**

Bill K. moved that the Board approve the February 8, 2016 Board Minutes. Gerald seconded the motion. The motion passed unanimously.

### **MOTION #3:**

#### **Approval of the February 8, 2016 Board Actions**

Bill K. moved that the Board approve the February 8, 2016 Board Actions. Gerald seconded the motion. The motion passed unanimously.

### **Chair's Remarks**

Bev shared the following poem: *Spring Is Just Okay* by Phil Cornish

*Spring has sprung, the time has come, for the greening of the trees  
A time of change, renewal and growth for my allergies  
Like everything else in this great world, Spring has its pluses and minuses  
But its features are quite singular when it comes to my poor sinuses  
A beautiful time of blossoms and buds, new branches and blue skies  
But I can't enjoy them one little bit through my oozing, watery eyes  
A neti pot, a nasal rinse, I'll try them, yes I will  
I'll even take a 24-hour non-drowsy worthless pill  
So listen cheerleaders of flowers and sun, to you I must disclose  
Spring is not great for all of us, especially my nose.*

Bev also reminded everyone to spring ahead this weekend.

### **Introduction of Visitors**

None.

**Citizen Input**

None.

**Committee Reports**

**February 15 Joint Committee Report** – Michelle explained that we had a different approach to this meeting than we have had in the past; Karen Cleveland facilitated a brainstorming session with the public and our partners so that the Board and staff could collect input from the community on the future of RCC. Michelle said the attached report includes lists that capture all of the input we received from the public. The benefit of this exercise was that it encouraged everyone to think beyond their own personal experiences and needs from RCC, and consider the larger picture.

**March 7 Long Range Planning Committee Report** – Michelle explained that the Long Range Planning Committee met earlier in the evening to review the agenda and handouts for the March 14 Community Relations and Program/Policy Joint Committee meeting. The Board reviewed the agenda draft and Leila noted that the report from the February 8 meeting would be distributed as well. She also distributed a new draft of the Strategic Plan to be distributed on March 14. Board reviewed it briefly as Leila explained that blue text represented additions to the plan draft that was distributed at the February 8 meeting. These additions reflect key points from community input, as well as staff response. Leila said that we'll solicit feedback on this Strategic Plan draft on Monday.

**MOTION #4:**

**Approval of the Committee Reports**

Gerald moved that the Board approve the committee reports. Vicky seconded the motion. The motion passed unanimously, with John abstaining since he was absent from the March 7 Long Range Planning meeting.

**Board Member Input on Activities Attended**

Bill K. attended the VOICE/Matt Haimovitz concert and has enjoyed retirement, including swimming more. The Board congratulated him on his retirement.

Bill B. attended many meetings and the john powell event.

Gerald enjoyed the VOICE concert and enjoyed seeing the collective impact of our programming across the county by attending the john powell event in Annandale.

Michelle attended the john powell event, volunteered to support a meal at the Fellowship House, went swimming a bit and attended the Joint Committee meeting.

Lisa attended Lúnasa and the john powell event; she has looked up to Mr. powell for years.

Vicky attended meetings for the Reston Historic Trust and thought john powell was mind-blowing; he offered a different take on our usual perceptions and ways of talking about the issue of race and disproportionality. She noted that *Another Way of Living* is getting some media attention and will be shown at the National Building Museum on March 24 at 6:30 p.m.

Bill P. said New Zealand was amazing and he recommends four weeks to visit it.

John attended the GRACE opening last Friday and enjoyed the exhibit that offered kids' perspectives. He also attended South Lakes High School's Broadway Night of choral singing. Leila noted the Danahers work that show every year.

Bev attended the VOICE/Matt Haimovitz concert and Lúnasa with Tim O'Brien. She performed at the Reston Historic Trust and Museum, attended the john powell event and RCC's Lines of Business presentation. Reston Community Orchestra and the Rotary had a joint fundraiser with a Star Wars theme. She enjoyed the Board of Supervisors' positive response to learning about who we are and what we do. She also attended a very emotional meeting at United Christian Parish that addressed community concerns about excessive police force used with certain populations.

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**Executive Director Report**

Leila outlined the attached report. She was very happy that the Lines of Business presentation went well and that Fairfax County's Lee District Supervisor Jeff McKay said that he often receives requests from his constituents to bring a theatre like RCC's to the Springfield area. Regarding our pursuit of information on solar panels as we consider roof replacement opportunities, it seems that we're currently paying such low prices for energy that there's no economy of scale based on potential savings that would support that model of installation. She noted that Levi Lainhart's last day will be March 18 as he has accepted a new position within the County at the Park Authority Spring Hill Rec Center. Leisure and Learning is busy executing events and planning for summer camps. Summer camp enrollment already exceeds 60 percent of capacity. The Arts and Events team provided tremendous support for the John Powell events; Mr. Powell was phenomenally impressed with Reston. Bill P. asked if there were any handouts for the Powell events. Leila said we'll make them available online (FOLLOW-UP: materials from the John Powell events may be found here: <http://www.restoncommunitycenter.com/attend-shows-events-exhibits/event-detail/2016/02/27/default-calendar/community-conversation-racing-to-justice-RCC> ).

**Old Business**

John reminded everyone that the NoVa Mini Maker Faire is Sunday, March 13 at South Lakes High School. RCC is an event partner.

**New Business**

Cristin asked if anyone still needed to receive a PDF attachment of the monthly Board package; there were no problems so a link to the documents will be used moving forward. Leila noted that the April 4 Board meeting will be led by Deputy Director Tom Ward as she will be away for her son's wedding.

**MOTION #5**

**To Adjourn the Meeting**

Michelle moved to adjourn the meeting at 8:49 p.m. Lisa seconded the motion. The motion passed unanimously.



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Lisa Sechrest-Ehrhardt,  
Board Secretary

\_\_\_\_April 1, 2016\_\_\_\_\_  
Date

**BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON FEBRUARY 8, 2016**

- 16-0307-1 Bd That the Board approve the Agenda as corrected**
- 16-0307-2 Bd That the Board approve the February 8, 2016 Board Minutes**
- 16-0307-3 Bd That the Board approve the February 8, 2016 Board Actions**
- 16-0307-4 Bd That the Board approve the committee reports**
- 16-0307-5 Bd That the meeting be adjourned.**



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Lisa Sechrest-Ehrhardt,  
Board Secretary

\_\_\_\_ April 1, 2016 \_\_\_\_\_  
Date



**RESTON COMMUNITY CENTER  
BOARD OF GOVERNORS  
JOINT COMMITTEE REPORT  
MARCH 14, 2016**

**Present were:**

- Bev Cosham
- Michelle Moyer
- Bill Keefe
- Vicky Wingert
- Gerald Zavala
- John Mendonça
- Bill Penniman

**Absent and Excused**

- Lisa Sechrest-Ehrhardt
- Bill Bouie

**Attending from the RCC Staff:**

- Leila Gordon, Executive Director
- Cristin Bratt
- PD Michnewicz
- Joe Leary
- Renata Wojcicki
- BeBe Nguyen
- Brian Gannon
- Kevin Danaher
- Cheri Danaher
- Karen Brutsché
- Barbara Wilmer

Michelle welcomed everyone at 6:36 p.m. and explained that tonight is follow-up to the February 8 Community Relations and Program/Policy Joint Committee Meeting. She gave everyone in the room an opportunity to introduce themselves.

Leila explained that we transcribed the ideas that came out of that February 8 meeting. Leila briefly recapped the February 8 meeting; a more fully detailed version was distributed (see attached.) Leila noted that Karen Cleveland facilitated conversations about facilities, community building, programs, and branding/marketing. Internal capacity and financial resources were not considered, as we thought brainstorming about the four key focus areas would be more productive. The group broke into smaller groups with RCC staff members taking notes to report back to the larger group. The results are detailed on the attached meeting report. Leila noted that many of the ideas were more specific actions that RCC or our partners could take. The input gathered from this exercise was used to update the strategic plan, though these individual action items are not framed as objectives in the list. These more specific suggestions are more likely to be incorporated into the methodology that Staff will use to put the finalized Strategic Plan into action. A Strategic Plan draft was distributed and Leila explained that new "objectives" items were detailed in blue. The grids represent more specific action items that may transfer to the staff methodology. She also included "out-of-the-box" ideas that were suggested during the input period, but are not likely to come to fruition under this 5-year plan. She asked everyone to review the strategic plan draft.

Leila reviewed the new additions (in blue) in the draft, as well as the specific suggestions and out-of-the-box ideas for each section of the Strategic Plan. The Facilities section assumed that a new performing arts facility and new recreation center will be realized in Reston in the future since they are outlined in the

## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

most recently adopted Reston Master Plan and are anticipated to be delivered in Reston. The facilities portion of the Strategic Plan therefore focuses on adapting our current facilities to meet other needs not being addressed by a new recreation center and arts center. This includes bringing our programs to off-site locations, and working to make existing RCC facilities more flexible and adaptable.

For Community Building, there was a general desire to grow our community partnerships so that we have greater reach into the community. The community wants RCC to continue to serve the broadest possible cross section of ages and income levels. There was also a desire to share our resources with other organizations so that others could benefit from our outreach efforts in terms of publicizing their activities. Leila cautioned that this suggestion does require more staff resources than we have at present.

For Branding and Messaging, Leila noted that there was some crossover with Community Building in that other organizations would like a community calendar and the ability to tap into RCC's communication resources. She cautioned that our Media Team is working at capacity right now, but that we are very involved with the Reston Marketing Initiative which she believes will address many of the issues that were raised. She also noted a desire for RCC to create an RCC app; another type of communication tool we and the Reston Marketing Initiative will explore. There was a suggestion to update RCC's logo and tagline, but that is not something we're ready to pursue at this time.

Leila noted that Programs was the easiest area for people to generate ideas regarding. Leila announced we are going to be offering online courses through an online portal. We are also exploring expanding our programs outside of our buildings and into the community where people already congregate (schools, condo/apartment buildings, outdoor venues, etc.). New on-site program opportunities will allow us to meet people in the community with programming, but also market our programs and hopefully entice people to join us at one of our facilities. She also announced two new summer concert series pilots will be occurring in July: Fridays at the Wiehle-Reston East Metro station and Sundays in the Park at Reston Town Square Park with the Shenandoah Conservatory.

Under Internal Capacity, we hope to improve ease of technological connection to RCC: e.g. the aforementioned app, improved enrollment/purchasing, and other support. We want to assure equitable access is available to all programs, services and facilities and to make our customer satisfaction process as easy as possible. In terms of Financial Resources, the Board's charge to staff a few years ago was to restore a balanced budget profile, which we did beginning in FY15. Prior to that, we spent more than we were collecting in terms of taxes and revenue, which was a deliberate decision because those were challenging years for family budgets. We used our reserve to support offerings without cutting back on them or raising prices. We did an environmental scan a few years ago to determine what our colleagues were doing in terms of prices and fees. We look at our offerings as a launching pad for people; we want people to come to RCC to explore new ideas and opportunities, which they can then pursue more deeply with other providers. That will continue to guide us in terms of how we price.

We've maintained a pricing ceiling for our Facility Rentals that is significantly below Park Authority pricing for similar facilities. We will not ever be in a 1:1 relationship with our colleagues in the nonprofit or public sector because of our special tax district status. Leila noted that a new Facility Rental fee schedule was introduced last month and is now in effect as of September bookings. She also announced that there will be no increases to Aquatics patron pricing or other drop-in pricing this year. Rather, we're going to pursue new program revenue by increasing participation instead of by raising prices. She noted that we achieved budget balance for FY15 and that we're projecting a similar result for FY16. She said she anticipates revising FY17 and building an FY18 budget so that we're balanced there as well. Leila noted that we really need to stay in balance because we have to have a responsible outlook on maintaining some level of reserves for capital and maintenance.

Leila asked the Board if they had any questions on the Strategic Master Plan Draft; there were none. Leila opened questions up to the public.

**Tammy Petrine, Reston resident**, asked if Bob Simon had left the RCC Lake Anne facility to RCC following his death in 2015. Leila said that the RCC Lake Anne lease is written such that in a certain number of years, RCC would have the option to buy that facility for a dollar. She noted that it's a little tricky because a County agency cannot purchase a facility that is subject to a condominium restriction. If RCC were to exercise that option, we'd have to do that through our non-profit (Friends of RCC), which

## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

would also bring up some legal complications. She noted that it was a difficult lease to execute in the first place due to the condo relationship, but the County and Bob Simon were able to negotiate something that worked for both sides. Note: Subsequent research of the lease in question reveals it is currently in a 10-year initial lease period; at the end of this period (2020); RCC may renew the lease 4 consecutive times for 5-year periods. The option to take title occurs on April 30, 2039.

**Anne Drissel, Reston resident**, said she's lived here for 12 years but this is the first time she's been to an RCC meeting because she's never heard about them before. She also noted that she is a "senior" but until recently, she worked full-time so daytime programs were not helpful; she does intend to continue to work. She said she has repeatedly asked for programs that are targeted for active, working seniors. She said they are an overlooked group and the programming has not caught up to them. She urged RCC to pay attention to this group. She said she plans to live to 109 and wants cool and interesting things to do; she does not want people to presume she is disabled and going to bed early.

**Karen Brutsche, 55+ Program Director**, responded to Anne Drissel and said this issue is very important to her because she also falls into the active/employed senior category. She noted that she is Chair-Elect on a senior resource group and it's the most important topic among her peers. She noted that she does program specifically for the senior workforce. Classes are often programmed from 7:00 p.m. - 9:00 p.m. on weeknights. However, she said these classes are often under-enrolled and canceled. She also plans many trips on the weekends, but those trips are often under-enrolled as well. She said that she has received feedback that even though people want these programs, the reality is that they are busy running errands at night or on the weekends and can't squeeze these classes/trips in. Karen said she shares similar frustrations because she tries to program for the employed senior community, but often has to cancel the courses because our minimums are not met. She also offered to meet with Anne on any ideas she might have. Leila added that all Professional Touring Artist Series performances are on the evenings or weekends.

**Lloyd Kinzer, Reston resident**, said he has associations with both the Reston Chorale and Reston Community Orchestra, but is here tonight as a member of RA's Tetra taskforce. He said they are struggling with programming because they are trying to plan activities that are complementary with RCC, not competitive. He advocated for a community calendar that would allow all organizations to see the various activities planned. He noted that this past weekend, Reston Chorale and Reston Community Orchestra both had concerts at the exact same time, which nobody noticed because they were at different venues. He hoped a community calendar could address issues like this earlier in the process. Leila noted that with a community as active and engaged as ours, we will always have conflicts, despite the creation of any community calendar.

**Afeefa Syeed, of Al Fatih Academy**, said that she grew up with RCC programs and even had her wedding reception here. She's excited to be here discussing strategic planning. She noted that they recently took students to a Fairfax County summit on peace. She would love to bring that concept here to Reston and have a similar program on peace here. She wants to bring the messages of inclusiveness and peace into other schools and nonprofit organizations and even to RCC. She also said that she has worked at USAID and thinks she can offer some expertise on how to leverage something beneficial into larger community and global models. She concluded by saying that she is excited to be a part of the conversation and to bring a non-profit perspective, resources, and experience.

Bill P. told Afeefa and the larger group never to wait for us to call you. If you have an idea or suggestion, please just come to a meeting or come to a Board or staff member any time of the year. Leila noted that she'd like Afeefa to be a part of the Opportunity Neighborhood/Community effort that will launch soon in Reston and will follow up with Afeefa regarding that.

**Tammy Petrine, of Reston 20/20**, thanked the RCC staff and Board for their commitment and excellence and noted that Executive Director Leila Gordon is an excellent administrator. She read from a prepared statement, which is presented in its entirety as an attachment to this report.

**Sandra Deleon, Reston resident**, said she has four children in high school; John is their soccer coach. She thanked RCC for the many programs they have for youth. She told a story of running into her son out on the paths in Reston when he was supposed to be in school. She was shocked and when she spoke with him later that day, she told him that he had to work to gain her trust back. She noted that this incident



## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

bothers her because she does everything a parent should do: she has been involved with PTA for four years and is very involved at the school. She's disappointed that she doesn't see the Hispanic community adequately represented at PTA meetings. She is proud that her son will be entering South Lakes High School's culinary program and again thanked RCC for the programs they offer her family. She also noted that she does not feel that anyone in the room is "old" and hopes everyone thinks of themselves as young. She also noted that she teaches preschool (children ages 3-5) and always needs volunteers to read to the students. Volunteers live longer lives.

**Helen Pafumi, Artistic Director of HUB Theatre**, indicated that she has led this company since their inception seven years ago. They have offices on Wiehle and Sunset but is disappointed that they have not yet been able to perform in Reston except for staged readings at the Greater Reston Arts Center. There are challenges with the CenterStage calendar and their needs and- because of this, they have to consider themselves a Fairfax County company, though they want to be a Reston company. She noted that HUB does really good work, has been recognized on a national level, and would really like to come home to Reston. She expressed a desire to include a 200-seat black box space in a new performing arts facility. She said this is not in lieu of a bigger facility that others have advocated for, but rather could be an additional practice space that could also be used as a black box theatre. She fully respects the balance of dreams and budgets as she has to do it all the time at The Hub; she tells artists to dream big and then it's her job to figure out how to do it. She noted that she has done copious amounts of research on a performing arts facility and included this in a report she sent to the Board following the February 8 meeting that she was unavailable for. Leila indicated that we never received that report but will be happy to include her input in the public record if she could send it again. She added that "where the arts live, so does a booming economy." She sees her company as a service organization because they bring perspective to the cultural landscape. They also employ people because they are professional; they pay artists, many of whom live here in Reston. She encouraged everyone to consider including a more flexible black box space in a new venue and said that if HUB was invited to use the space, they would bring an ever-growing treasure trove of technology because they own it and use it 24/7 instead of renting such 3-4 times a year.

**Ed Robichaud, Reston resident and RCC instructor**, asked for clarification on the Lake Anne lease term. Leila said it does not expire for another 10-15 years and Michelle pointed out that the Strategic Plan does not look that far into the future. Leila noted that we have no intention of leaving our Lake Anne space, but will need to carefully proceed with that arrangement at the end of the lease. Bob Simon left instructions for the building to be sold to RCC for one dollar at the expiration of the lease. [See clarification Note above regarding the actual lease terms.] Leila said that due to government restrictions, RCC would not be able to purchase the property itself. Friends of RCC (a non-profit organization) would therefore need to be the official buyer. Ed asked if that organization was still viable. Leila said yes and that they are filing a 990S every year. Leila said they are still a legally recognized organization, but are not extremely active at the moment because RCC has sufficient user- and tax-base-generated revenue and does not need to rely on Friends of RCC to generate financial support. Ed also noted that he likes the idea of programmed events at the Wiehle-Reston East Metro. He encouraged programs at Dogwood and Southgate. Leila said we both program and partner with other organizations to present in those spaces. Ed suggested that the garage rooftops could be program options, similar to how the Hong Kong garage rooftops come alive at night. He noted that nobody parks or works up on the garage tops so its underutilized real estate for evenings and weekends.

**Anita Damron, RCC instructor**, arrived late and apologized for missing the earlier part of the meeting. She advocated for a new glass studio and said she saw that mentioned in the Strategic Plan draft available online. She said glasswork is really popular in terms of arts and crafts and is the busiest building at the Lorton workhouse; it offers fused, stained and mosaics. She explained the different types of glass and said RCC is not able to offer hot glass/bead making. RCC has cold working glass that is done in the woodshop and they do their fusing offsite. She noted the class prices have tripled in recent years but are still filling regularly, though they are starting to lose students to art schools with more capabilities. She would really appreciate a dedicated glasswork space that includes a kiln. She thinks it would pay for itself in a few years and might also be able to be rented. She offered to answer any questions.

The meeting ended at 8:10 p.m.

**Additional Public Comment Provided Before/After the Meeting:**

**Gail Jordon, Reston Resident**, submitted the following comments on March 10:

I believe that the RCC board needs to further consider that you are pricing out seniors who have always lived here. Reston is not totally made up of very wealthy people. There are many of us attempting to survive on SS and whatever. There needs to be a stop somewhere. The Reston that many of us moved into is not the Reston that exists now. There is very little resemblance to what once was and it is disheartening. Consider who you are dealing with. - A long-time Resident

(Response from Leila): Thank you for your input to our Strategic Planning process. We are indeed sensitive to the cost of programs we offer and for that reason we are keeping our Aquatics pricing where it is for the upcoming year. In addition to that we will be increasing the allotment amount for our Fee Waiver-qualified patrons. We do consider the economic impact of our pricing and strive to offer them at price points that remain accessible to the broadest possible audience. Many programs offered for our 55+ patrons are free or priced under \$20. If there are specific programs you feel are being priced beyond an appropriate level, please don't hesitate to let me know. Your input will be included in our records. Thank you for sending it.



**Reston Community Center  
Board of Governors – Combined Community Relations and Program/Policy Committees  
March 14, 2016  
6:30 p.m. – 8:00 p.m.**

**AGENDA**

**Introductions/Recap of February 8 Meeting**

- Around the room identify Board and Staff members
- February 8 Meeting Highlights – Handout: Meeting Summary

**Strategic Plan Document**

- Interim Plan – Leila Gordon
- Staff Analysis – Staff
- Board comments/questions – Board

**Public Input**

- Organizations: Three Minutes
- Individuals: One Minute

**Next Steps**



**RESTON COMMUNITY CENTER  
BOARD OF GOVERNORS  
JOINT COMMITTEE REPORT  
FEBRUARY 8, 2016**

**Present were:**

- Bev Cosham
- Bill Bouie
- Lisa Sechrest-Ehrhardt
- Michelle Moyer
- Bill Keefe
- Gerald Zavala
- John Mendonça

**Absent and Excused**

- Bill Penniman
- Vicky Wingert

**Attending from the RCC Staff:**

- Leila Gordon, Executive Director
- Cristin Bratt
- Thomas Ward
- Eileen Boone
- PD Michnewicz
- Joe Leary
- Pam Leary
- Renata Wojcicki
- BeBe Nguyen
- Brian Gannon
- Harun Rashid
- Kevin Danaher
- Cheri Danaher
- Karen Brutsché
- Adam Newland
- Barbara Wilmer

Leila welcomed everyone at 6:40 p.m. and introduced Board chair Beverly Cosham. Bev thanked everyone for joining us to provide input and then introduced Bill Keefe and Michelle Moyer. Michelle introduced herself as chair of the Program/Policy Committee. She welcomed everyone and explained that we are nearing the end of our current Strategic Plan and are working to develop one that will take us from 2016 to 2021. She said the process kicked off in January with Board/staff discussions and continues tonight as we seek input from partners, patrons and the community. The Board and staff will return in March with a new draft that will incorporate public input along with the Board and staff's analysis. Depending on feedback in March, we will then either re-draft or refine the plan and ready it for presentation to the community at our Annual Public Hearing for Programs and Budget in June.

Bill K. introduced himself as chair of the Community Relations Committee. He added that Board and staff will be participating in tonight's conversation, but will mostly be listening to ideas and suggestions. He noted that there are copies of the plan draft available at the check-in table; he encouraged everyone to review the details. He said that this meeting's format will be a slight departure from previous years. In previous years, partners and our community members have joined us to share their experiences with RCC so that we can learn what is working and what more we could do for the community. We are still interested in hearing those thoughts in the context of tonight's conversations or via e-mail, but we really want to engage in collaborative discussions where everyone present envisions what we will be doing and how things will work five years from now. The Board is seeking feedback on how we can prepare for the decade ahead of us.

## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

Leila noted that a 2016 Facility Rental Fee Schedule is also available at the check-in table. It shows our anticipated changes to rental rates, effective September 1, 2016. These are based on a multi-year plan to bring fees into better alignment with the fees charged by comparable agencies. She doesn't believe they will be a surprise to any of our partners since we have discussed the rates with the partners over the past few years. She encouraged everyone to consider the rates in a more philosophical way and to send any specific comments on the fee schedule or other items to [RCCContact@fairfaxcounty.gov](mailto:RCCContact@fairfaxcounty.gov).

Leila introduced Karen Cleveland to facilitate the evening. Karen asked everyone to think five years and further into the future and try to answer the following questions:

- How do you or your organization work with RCC?
- How can you partner with RCC to realize your dreams and goals?

She asked everyone to think big and not consider financial constraints. She noted that when the Board and staff engaged in this similar exercise in January, there were five pillars considered: Facilities, Community Building, Programs, and Branding/Marketing. She noted that the fifth pillar focuses on finances and internal capacity – items which the Board and staff will consider once we have received input on the other four categories. Karen noted that the attendees will be broken into groups, each with a staff member to take notes. The groups will receive 10 minutes to consider each of the four pillars, before reporting back to the larger group. We will then compile a large list to be considered in drafting a new plan.

**Tammy Petrine, Reston resident,** asked Bill B. when the community can expect a Herndon/Reston recreation center from the Park Authority. Bill B. said we'll have a better idea by the end of 2016. He explained that Fairfax County is currently going through the planning process for Reston Town Center North. Phase 2 of that process will include the recreation center. He said he would guess that the new center will open in 2022-2023, but also noted that that is an aggressive timeframe. Tammy also asked if anyone knew the results of the proffer law being considered in the Virginia General Assembly; the law would place limits on the proffer system state-wide. Bill K. said that it was approved in the Senate earlier that day, but with a fair number of changes that will necessitate further approval. Bill B. noted that Fairfax and most other counties in the area have voiced their disapproval of the changes that would occur under this law.

Karen asked everyone to consider the facts that a recreation center is coming to Reston and that the Reston Master Plan includes plans for a performing arts center. She would like everyone to assume that both of these are going to happen and therefore consider what else RCC should consider.

**Susan Meeks-Versteeg of Reston Chorale** asked if we could include the potential performing arts center in our discussion if they had particular thoughts about it that were applicable to one of the four pillars. Leila said yes.

**Tammi Petrine** asked if RCC would be running a new performing arts venue. Leila said that the short answer is that we don't know until it comes to fruition. However, it is within our mission to run a performing arts center; that would not require changing our Vision, Mission, and Values.

Leila thanked the RCC staff that were present before Karen invited everyone to consider the four pillars. The collective results of the meeting are included below.

### **Facilities (the below is a list of desired features of current and future RCC facilities):**

- Engage partners and the community in planning new facilities instead of leaving it to an outside group. Existing key stakeholders' needs and thoughts should be carefully considered.
- Desire for cross-pollination of all groups using facilities; could be a draw to the community and economically advantageous for the wider community.
- Be more flexible with programming so that we can respond to changes in community's needs (such as providing activities/programs on FCPS snow days).
- Make RCC facilities more accessible to those without transportation or convenient access.
- *All facilities should include flexible, multi-use space that accommodates all ages.*
  - State-of-the-art technology and training for anyone using that technology.
  - Soundproof rooms.
  - Retractable panels/curtains.

## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

- Consideration of the many different groups using the space.
- Include more storage options.
- Ample parking.
- Make facilities (or parts of facilities) targeted to specific age groups:
  - Provide a place for teens to create and perform music.
  - Therapeutic/indoor play features to appeal to children, such as a soft play area.
- *Improve and enhance existing facilities:*
  - Reconstruct certain parts of the center so they are more accommodating of certain age groups.
  - More visible presence of RCC from the Hunters Woods Plaza.
  - Continue to improve and enhance the Community Room acoustics if new performing arts center is a few years away.
  - Provide more comfortable chairs.
  - Expansion of RCC facilities since they are already bursting at the seams.
  - Pool should include customized programs and temperatures for the ages using it.
  - Improve HVAC in Jo Ann Rose Gallery. (noise)
  - Muffle woodshop noise so it doesn't interfere with rehearsals.
- *Considerations for expansion outside of current facilities:*
  - Inflatable outdoor amphitheater/acoustic shell.
  - Floating stage at Lake Anne.
  - Partner with GRACE for space.
  - Establish more of a presence at Reston Town Center (class space or meeting rooms).
  - Redevelopment at LA has stopped and how does that affect RCC LA now? Is that an opportunity for us in the future?
- *Performing arts venue should include:*
  - A concert hall specifically designed for music and dance.
  - Practice space.
  - Soundproof rooms.
  - Visual arts space.
  - Concessions.
  - Affordable, integrated arts programs.
  - Ample parking.

### **Community Building**

- RCC excels in community building.
- Transportation issues. How can we reach out to all members of community?
- Opportunity Neighborhood. Cross-agency approach to cradle-to-career. Making sure every child everywhere has a good start and is sustained until they are independent. One of the key points is that Reston thinks of itself as a community and not a targeted neighborhood. Using all resources to be in place where they need to be to meet their needs. Leila pushing for Opportunity Community instead of Opportunity Neighborhood.
- Innovative and collaborative projects. Build community with a shared project (like *We Make Reston* or other public art projects; they really do build community, even though they are one-time events).
- Any facility that we might imagine should be a community-friendly place.
- Reach out to new residents and immigrants in their languages.
- Target youth, teens, and seniors.
- Reach out more aggressively to non-English speaking communities and low-income populations.
- Need to use more innovative platforms (Twitter, Instagram, Snapchat) to engage the public.
- Don't lose current partnerships in efforts to make new partnerships.
- Create partnerships with Federal agencies (such as USGS).
- Accommodate low income groups.
- Create a "community without walls" by placing RCC programs in other community centers, schools, condo buildings.
- Increase volunteer opportunities.
- Increase transportation options (school-aged students).
- Partner with PTsAs, scout troops, non-profits, FCPS.

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- How could regular RCC renters buy in to what the community center offers? Could they get marketing services from the RCC team for a fee? Could they get in on the goodness of the community center even more?
- New metro station – leverage kiosks?
- Create central calendars that include partner events.
- More opportunities for diversity in age and culture.
- Attention to partners/collaborate with membership/non-profit organizations.
- Facilitate conversations among like arts-discipline groups.
- Cross programming/group collaboration.
- Meetups for arts groups.
- More publicity.
- Continue to build on current partnerships.
- Keep reaching out to newcomers and different demographics.
- Community calendar.
- RCC app to make things more accessible on the spur of the moment.
- Reach out to clusters and homeowners associations: how can we aid in their programming?
- GMU, Marymount and business community partnerships.
- FCPS region 1 office as well as private schools.
- Local service organizations - Kiwanis, Lions, scouts, clubs.

### Programs

- TECHNOLOGY.
- Mobile app.
- Online options.
- Bring our programs to the community/offsite programming.
- Google Analytics to analyze website traffic and determine who our customers are.
- Reach out to the business community.
- Work with our partners to increase reach into the community.
- Convenience on demand.
- Technology to have virtual meetings (Leila noted that Skype meetings are prevented by the Virginia Freedom of Information Act at this time).
- Childcare during adult programs.
- Go to the schools to get their input.
- Use Ethics Day to connect with teens.
  - Survey LHMS teens and parents.
- Create Youth Advisory Board to have them develop their programs.
- Meetups (general and the arts).
- Focus on new media/new technology and trends that are on the cutting edge. Look ahead to what's coming. Do not fall behind the curve.
- Programs that would connect business and community with middle schools (career exploration/mentoring):
  - Suggestions: Camp employment-readiness programs for high school students, programs for veterans
- Special needs families' - programming, home school communities - programming, stress reduction.
- Non-profit orgs teach 3D printing to at-risk communities; Partner with similar organizations that offer that type of programming.
- Specific programming – adults and youth: stress reduction.
- Youth – tutoring, expanding visual arts and performing arts programming
- Being coordinating entity for youth sports programming. No central entity that coordinates registration for all of these. Would love to have a clearinghouse for community sports organizations.
- Re-start intramural programs; more community-based sports leagues (track, cycling, wrestling). Use high school students to coach middle school students.
- RCC-sponsored family night with exciting activities; rotate to each school. Use as a good opportunity to do a needs assessment.

## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

- More mentoring and tutoring programs to connect high school and elementary school students.
- Shorten season promotional efforts so events can be planned more spontaneously.
- Take classes and programs to the teens.
- Community assessment should go on the road to get more input (family input).
- More targeted film series (maker film series, similar to IPAR).
- Take programs to businesses: lunch performances, yoga, use a floating stage at Lake Anne.
- Reston Chorale/SLHS chorus partnerships.
- Take programs related to current RCC programs to schools.
- More salsa dancing (programs that bring diverse groups together).
- Foreign language programs at elementary schools.
- GRACE: space can provide more programming opportunities in the visual arts.
- More contact with professional artists in communities.
- Skills classes for teens.
- Having classes that are typically given during the day also offered during the evening.
- Gaming/creative dance/kickball/social hour.
- Teen Task Force.
- Affinity marketing: Find those pockets of niche kids (such as chess players) to help build community.

### **Branding and Marketing**

- What happened to Destination Reston? Leila explained that it is still happening and is called Reston Marketing Initiative.
- People will always be confused by Reston's alphabet soup.
- Market Reston more aggressively.
- Centralized calendar owned by RCC.
- Help people avoid conflicting dates.
- Collective impact – organizations pitch in on centralized idea without losing their own identity. Example: 50/100/25 idea.
- Dynamic app.
- Easier more user-friendly registration process.
- Increase testimonials of happy patrons on website and Yelp.
- New RCC logo.
- Business community.
- Metro: flashing sign at station with programming options. Location-triggered phone alerts.
- "Supported by RCC" tagline for partners.
- Better name recognition.
- Banner ads on other websites.
- Technology.
- Partner affinity groups.
- Better brand recognition.
- Help redirect people to correct organization.
- Keep track/in touch with the community.

Karen reminded everyone that we'll return March 14 with a draft of the new Strategic Plan. Someone asked if that date was realistic given how much material was covered this evening. Leila noted that there were a lot of very specific suggestions. The Strategic Plan will not get into these details, but will rather present high-level goals that encourage RCC to head in the direction that will allow us to reach those specific elements.

Someone asked if these Facility Rental rates are set. Leila said they will go into effect in September but she welcomes community input. We are moving toward a goal of charging 75 percent of what our counterparts are charging for similar space.

### **Public comment:**

**Lloyd Kinzer of the Reston Chorale** noted that he thought the Community Building category meant literal facility construction and said that title may be somewhat confusing.



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**Laura Kowalski of Reston Association** noted that RA enjoys and values its relationship with RCC and hopes to continue to work and collaborate together. This was an exciting session.

Leila thanked everyone for their time and ideas and said that the Board and staff appreciate everything that our partners and patrons contribute to RCC and the community. She looks forward to an exciting few months as we plan for our future.

The meeting concluded at 8:15 p.m.

### **Additional Public Comment Provided Before/After the Meeting:**

**Nancy Boyd-Mattern, residency unconfirmed**, provided the following comments on February 10:

As the vision for a new performing arts center continues and as a long-time resident of Reston, I hope that it will be used as a facility where our local dance, music and theatre performers/artists can put on exciting, quality performances throughout the year as well as regional and national performance groups. As a strong supporter of dance and how this particular art helps to meet the needs of our community as it educates, entertains and enriches the lives of the residents of Reston and the surrounding region, I desire that you see the need for its existence as part of and in planning for the uses of the new performing arts center.

**Julia Reddick of the Reston Conservatory Ballet** provided the following comments on February 10:

I am writing to you about the Reston Performing Arts Center and my deep desire for the Center to include facilities that are conducive to ballet and dance. My school, the Reston Conservatory was founded in 1972. Our goal has been to develop the individual student to the best of their individual ability while enhancing their joy of movement. With that I nurture the love of the arts, and of course dance. To that end I have had many students over the years (guess at a number) who have longed to attend the ballet but DC is too far to drive and too expensive to afford. I strongly believe that the community would benefit greatly if they had local access to a facility that could feed into the local love of the arts and in particular, dance. I stand by to work with you any way that I can and eagerly look forward to the new facility. We are fortunate to have such opportunities.

**Anne Delaney of Initiative for Public Art – Reston** submitted comments regarding the Strategic Plan draft (see attachment, which also includes Leila Gordon's responses) on February 15.

**Beth Lavach, residency unconfirmed**, submitted the following comments on February 17:

I am writing to urge you to include facilities that can incorporate ballet into the theatre. I grew up in CT and was fortunate enough to be raised by parents that have taught me the benefit of the arts-the opera, the ballet and theatre. When I moved to DC I moved my family out of the city and into Fairfax County. I have been surprised that there are very few theaters in this area that present dance.

**Joshua Redford, President of Reston Community Players**, submitted the following comments on behalf of RCP on February 25:

I was unable to attend the last Strategic Planning Committee Meeting for RCC but I was able to gather some information from our board members regarding plans to build a new theater. Below is a wish list that we would welcome in a new theater.

- Deeper wings for storage and manipulation of scenery
- No more than 500 seats with a balcony
- Prominent location with foot traffic - Many people don't even know where the CenterStage is currently located
- Orchestra pit to accommodate large orchestras
- Trap door on the stage
- Tracks on the stage for moving scenery
- 6" space between pipes to allow for more flying options

## February 8, 2016 Community Relations and Program/Policy Joint Committee Meeting

- Higher grid
- Straight edge to stage
- Adjustable floor height for orchestra pit
- A sound area in the house to achieve better sound balance
- Concession space
- Separate lobby entrance to theater to limit distractions during performances from other Community Center visitors and functions.
- Dressing rooms with mirrors
- Live video and audio feed to backstage

Let me know if there is anything else you require from us at this time to make sure our interests are met as well.

(Response from Leila Gordon): Thank you for sending this information. It will be included in our public record of input to RCC's strategic planning process. A new facility for music/dance/performing arts purposes is in the Reston Master Plan for the community's future – and if/when the planning and development processes arise to realize the facility, there will be conversations about the specifications for it. These types of features would be considered in that framework.

## INTRODUCTION: Reston Community Center Strategic Plan 2016-2021 – Engagement Document

Reston Community Center seeks community involvement in crafting the next RCC Five Year Strategic Plan. Building on the success of the plan currently concluding, we look to the future with renewed commitment to these overarching principles of our work in the coming years:

- RCC will expand access to cultural and recreational amenities, programs and services.
- RCC will leverage the strength of RCC partnerships and collaborations with other Reston and Fairfax County agencies or organizations to serve the community.
- RCC will remain flexible in responding to changing trends and emerging community needs.
- RCC will deliver programs and services with superb and skilled staff using the best practices for stewardship of Reston’s investment to maintain the public’s trust.

The Strategic Plan will incorporate goals and objectives in the following focus areas:

- **Facilities**
- **Community Building**
- **Branding and Messaging**
- **Programs**
- **Internal Capacity and Financial Planning**

Board and senior staff leaders proposed goals and potential objectives for each of these areas and obtained input from our constituents and the public. In February and March of 2016 we invite our community to respond to these ideas and help us refine and craft a final Strategic Plan. On February 8 at 6:30 p.m., RCC’s partners, patrons and interested participants discussed and refined goals/objectives for the five focus areas. A refined draft of the Strategic Plan with those results considered is presented at a second meeting on March 14 at 6:30 p.m. to invite Board/staff discussion and further comments. By May, RCC will have a new Strategic Plan to inform the FY17/18 Budget and Three Year Capital Improvement Plan that will be presented at RCC’s Annual Public Hearing in June.

### Facilities: GOAL

*RCC facilities are improved to be flexible, technologically advanced, beautiful and environmentally friendly. RCC facilities are considered within the context of other community assets and planning for facilities.*

Potential Objectives:

- To conduct market and feasibility studies to determine optimum facility functions that will serve a growing and changing community. RCC’s competitive context is becoming more complex and RCC facilities should be considered within increasing numbers of public and private options for recreation and cultural pursuits.
- *To include existing users and community considerations as renovations and facility enhancements are contemplated and implemented.*
- To evaluate existing RCC facilities for their potential to meet market demands suitable to RCC’s mission.
- To maintain and renovate existing RCC facilities in responsive approaches to community needs.
- *To incorporate and continuously update technology in activity rooms that supports program and rental patron needs.*

### Community Ideas:

Concessions	Integrated arts features	Rehearsal space
Teen specific +/- All ages	Flexible H2O temps for all ages	Affordable

Higher external visibility	Flexible space configurations	Add levels to HW
Indoor play features	Soundproofing/acoustic improvements	Therapeutic Rec Space
Storage space	Partner space	Rock-climbing
Glass Studio		

### Staff Inputs/Assessments

- **Technological assets in all spaces:**
  - **Should remain current and have replacement schedules.**
  - **Advance user know-how with training on equipment.**
  - **Communicate efficiently to patrons in public areas.**
- **Renovations should promote environmental goals.**
- **Existing facilities should be adapted with agility in mind as well as specialization so drop-in and program specialties can be incorporated such as play features, glass art/crafting, acoustical flexibility, co-locating, storage features.**
- **Aquatics renovations should incorporate technology that supports as much water temp flexibility as possible; and enhance air quality. Renovations might incorporate play features for family enjoyment; features that support therapeutic use of the water.**

### OUT OF THE BOX: New facility space at Reston Town Center

#### Community Building: GOAL

*RCC reaches the broadest possible levels of participation in civic life by seeking and implementing strategic partnerships with other Reston/County organizations. RCC's approach to collaboration is managed within an institutional framework that strengthens the partners involved, leverages their respective strengths and is consistent with Reston's founding values.*

#### Potential Objectives:

- To coordinate efforts that assure Reston businesses have broad knowledge of RCC programs and services and how those may appeal to employees and visitors.
- To identify and implement systems and resources that intersect with community initiatives that are supported by RCC's mission and coordinated with our partners.
- To be particularly attentive to cultural, health and wellness concerns developing in the community.
- To reach out to new neighbors and under-served areas of the broader community with programs and services delivered where people are and to leverage those experiences to inspire these "micro-communities" to engage more deeply with the broader community.
- To support development of a community calendar of important event and activity dates in conjunction with the Reston Marketing Initiative.

#### Community Ideas:

Support transportation to/from RCC programs	Do more shared projects	Participate in Opportunity Neighborhood/Community
Establish relationships with higher education institutions	Deepen relationships with schools, hospital, service orgs	Facilitate volunteerism

### Staff Inputs/Assessments

- Where they are multi-year in nature, partner relationships should be formalized.
- Sustain RCC’s commitment to serving all ages and leisure-time pursuits; staff planning should seek opportunities to partner to achieve diversity of programs and services.

### Branding and Messaging: GOAL

*RCC is recognized as an essential ingredient of the Reston lifestyle. RCC is a trusted community partner in achieving broad civic engagement and efforts that enhance the community’s cultural, recreational and leisure-time experiences.*

Potential Objectives:

- To build on market and needs analysis results to target marketing to appropriate audiences.
- To highlight RCC’s strengths and positive impacts on community life.
- To increase awareness of RCC through external and internal branding and marketing strategies that reinforce a distinctly “RCC” image.
- To use all available platforms to communicate – including digital, multi-language, and traditional print.
- To develop and deploy an “app” for RCC and Reston – to be used on the spur of the moment by residents, employees or visitors to participate or enroll.
- To coordinate marketing across and among partner platforms.
- To use communications tools that are fully accessible.
- To ensure messaging consistently reflects our vision, mission and values.

### Community Ideas

Leverage collective effort: Reston Marketing Initiative	Connect communications to businesses messaging	Have Metro-triggered alerts pushed out on RCC “app”
Affinity marketing options for partners	Publicize “happy” testimonials about RCC	Promote interior facilities, e.g. the CenterStage, Terry L. Smith Aquatics Center, etc.

### Staff Inputs/Assessments

- Connecting with and to partner information platforms and messages requires rigor and development of criteria and content templates.
- Expanding RCC branding and messaging to serve partners beyond current levels will require greater capacity in terms of planning and implementation.

### OUT OF THE BOX: New RCC logo/tagline.

### Programs: GOAL

*RCC programs evolve and adapt to a changing community; programs are delivered both in RCC facilities and other community settings to assure RCC offers programs where people are living, working and playing. RCC programs serve diverse interests and are high quality, well attended and affordable.*

Potential Objectives:

- To develop a model that is used to bring programming into neighborhoods and private settings such as multi-family dwellings and businesses.
- To use market analysis/needs assessment results to inform programming design and decision-making.
- To preserve the broadest possible access to offerings.

- To balance services to small communities within Reston with programming that knits the entire community together and fosters a sense of belonging to the community as a whole.
- To explore the potential for RCC to sponsor intramural sports leagues for ages 12 and older.

### Community Ideas

Programs delivered at businesses	Young adult meet-ups for arts events	Businesses connected to schools
On-demand +/- virtual programs	Certification programs	Iron Chef with SLHS culinary program
Programs for special needs children	Home school youth programs	Continue community dialogs about diversity and other issues
Stress reduction	Local family nights at Reston elementary schools; “cool” stuff to do	More arts offerings; GRACE; PTAS; new media
New trades, e.g. 3-D printing	Shorten season program planning cycle	Tutoring

### Internal Capacity and Financial Planning: GOAL

*RCC achieves accreditation from the National Recreation and Parks Association (NRPA) demonstrating that we employ best practices with sound governance and stewardship principles to deliver the optimum results for our community. RCC financial planning considers facility development impacts within a ten-year time horizon.*

#### Potential Objectives:

- To assure that equitable access and practices are principles applied to programs, services and facilities.
- To add tools, processes and systems approaches that are consistent with NRPA accreditation requirements to existing policies, procedures and governing documents already in place.
- To employ user-friendly online enrollment and/or purchasing options.
- To develop and deploy easy-to-use feedback loops for programs and services evaluation.
- To consider long-term facility-related demands and other relevant factors in financial planning for Capital Projects, core budget considerations and reserves management.

March 14, 2016

Dear STD #5 Board of Governors:

I attended the RCC public meeting on Feb. 8<sup>th</sup>, 2016 with fellow Restonians to ponder possibilities for the future of RCC.

I was uncomfortable from the outset of that brainstorming session with facilitator Karen Cleveland's instruction 'not to worry about the cost of anything; just let your imaginations be free to dream. Let the board figure out how to pay for things' or words to that effect.

Much has happened in the meantime to make me even more aware that the 'dreamer path' is not a wise one for Restonians as we look forward.

- The Governor has signed a proffer bill that substantially alters the way development-driven infrastructure is financed, forcing a greater reliance on taxes to sustain quality of life.
- Our Supervisor, Cathy Hudgins, has voted for a \$1.13 tax rate on residential real estate, a four cents per \$100 valuation increase. She was conflicted about not approving a five cent increase that would've funded the FCPS system better, but was aware that some in her constituency could ill afford the penny increase.
- Our VA Supreme Court has added an ultra-conservative member who is not likely to vote favorably on liberal land use problems.
- Completion of Silver Line phase 2 will be delayed for at least a year, adding \$76 million to its cost, due to MWAA's decision to completely redo the environmental design to comply with the latest EPA guidelines. This adds considerable expense to the project in terms of dollars and stress on Reston Infrastructure that our community funds in perpetuity by corridor tax districts and DTR tolls (at a rate to commuters of 10K pre-tax dollars for Reston to the beltway travel only.)
- VDOT, Governor and BOS are forging ahead with a plan to add yet another commuter expense by adding inside the beltway tolls on I66. These will amount to \$14 more/day round-trip for single occupancy vehicles.
- Commuting by Metro has become fraught with uncertainty due to over taxing of Metro capacity, poor maintenance and even worse basic design. All stations except Wiehle and one Tysons station have lost significant ridership. The 8-car trains (new 7000 models) the Silver line were promised and that DTR tolls pay for are non-existent because 1. The manufacturer has not delivered but a few (Not to worry, they are only 1.5 years past the delivery deadline at this point.); 2. Metro has not tested the few that are here & 3. The electrical sub-stations for the Silver Line were not constructed to handle the load of an 8-car train. No, you cannot make this stuff up! To add insult to injury, the daily commuter cost of Metro Silver Line is more expensive than the old bus to the Orange line as is vehicle parking.
- To pay for the infrastructure made necessary by the development of the corridor, there will be a "new" tax district created. The only question is where the boundaries will be. They could well be the same as STD #5; they could be the corridor only, they could be a hybrid of both or the entire county could fund it – fairest but highly unlikely. The County estimates the cost of the street infrastructure to be 2.6 BILLION. Reston 2020 estimates the correct cost, including transit, will actually be \$3.2 Billion in 2016 dollars and \$5 Billion over 40 yrs. in future dollars. Restonians will be paying that bill entirely unless the county agrees share the burden.
- The Reston Master Plan as adopted, does not in any way provide enough park land or athletic facilities for the new residents of the corridor—even using its minimalist "urban framework." Reston 2020 has been fighting this battle since the beginning of the planning process and lost miserably. For example, Sandy Stallman of the FCPA stated at the Task Force meetings that the corridor would not be getting the 30 playing fields mandated by suburban guidelines for expected population but would have "urban" guidelines which called for 15 fields. However, she further stated that because the corridor was surrounded by 'such a rich tapestry of recreational amenities' only 3 fields would be located within the confines of the corridor (location TBD) BTW, since FCPA only has two Reston amenities within walking distance of the corridor (S.L Drive soccer/baseball park and the

little baseball field just north of Home Depot), she had to be referencing RA facilities which are privately funded by RA membership!

- RA Membership is not guaranteed for corridor residents. One cut-rate RA dues deal was worked out for BLVD but other corridor developments and their status are as yet unknown. Current RA facilities are inadequate for existing residents and are 40- 50 years old. So FCPA has much on its plate to accommodate the approved developments in the corridor and TCN. At least these areas qualify under TSA parameters to demand proffers. Future redevelopments within Reston beyond the station areas will not. Therefore it is likely that RA dues will increase to cover the costs of maintaining what we have and providing what is required for new residents outside the corridor.
- After 50 years, FCPA has finally promised to build a new Hunter Mill indoor rec center in TCN. This is 6 years out at least. At least this will bring some county funds into Reston to spread recreation costs to the whole county vs. Reston only.
- Our schools are massively overcrowded with continuing funding challenges.
- Our library system, with RR library being the biggest and busiest in the entire county, is being gutted by a deadly dictum from top Co. officials. Librarians are short staffed and are instructed to continue discarding all books at a criminally fast rates regardless of condition or expense of book. These books are NOT being replaced. Last year's library budget represents 0.07% of the total county budget. This years will be even less unless we band together to stop this grotesquely short-sighted budget maneuvering.

My point in providing this dismal overview of events is to underscore the intense financial strain that FFX Co is experiencing. Nowhere does the tax burden for "dreams" exact a more onerous toll than in Reston, a community that relishes education, learning, diversity and neighborly kindnesses. We have a community vision of living together in peace and harmony. Through RCC and RA scholarships, Cornerstones, the Closet and a vast array of other good works, we already organically subsidize the less fortunate amongst us.

But, as the local economy flounders, high paying jobs are scarcer. Now many more families require two breadwinners and often multiple jobs just to make ends meet. Young people are unable to move out of family homes. A significant portion of our population is graying and living on retirement incomes. The proportion of needy is increasing while our middle class is being stretched to the limit.

I implore you, the RCC Board of Governors, to address these realities by reducing our STD #5 \$.47/\$100 value RE tax surcharge which effectively makes our total FFX Co. tax bill \$1.1137 now. McLean's STD #1 rate is \$ .022. With almost zero needy/free lunch families, Mclean is a much wealthier community than Reston (33% free or reduced price lunch students) yet it pays less than 50% of our tax surcharge. (Shamefully for FCPA, McLean also has had its FCPA deluxe indoor rec center for over 30 years while much needier Reston has been paying the bills for everyone else in the county.)

In addition, there must be a meeting with RA to pare down from both organizations duplicate services and marginally enrolled activities. Reston families have too big a financial burden on the horizon to be considering many of the dream amenities envisioned.

We are facing a huge economic chasm where wants must be superseded by needs. We cannot afford to waste the scarce funds at our disposal on "dreams."

Thank you.

Tammi Petrine

Reston 2020 Co-Chair





## Executive Director Report March 2016

### Administration

During the past month, administrative teams worked on the following project areas:

- Discussions with Departments of Information Technology and Finance to provide for new credit card processing software/licensing that will interface with our RecTrac software appropriately when we upgrade to its most recent version.
- RCC's Sitefinity website license upgrade.
- Preparation of agency Capital Project and Capital Maintenance plans to present to the Board of Governors as the FY18 Budget is developed.
- Calendaring of projects that will be associated with the maintenance period in August 2016.
- Review and adjustments to RCC's new program guide format and related planning layers.
- Preparation/initiation of hiring processes associated with the vacant Financial Specialist position.

Discussion between the RCC Executive Director and Reston Association (RA) President/CEO, Cate Fulkerson, is occurring to explore issues surrounding our organizational relationship – this is being undertaken in light of comments received at the March Joint Committee meeting of March 14 in the context of RA planning for its new "Lake House" facility. There will be a more complete briefing at the Board's Long Range Planning Committee meeting on April 18.

### Programs

The Aquatics department is currently advertising the position for the Assistant Aquatics Director for Programs; we anticipate interviewing for that position in late April or early May.

Arts and Events is entering a very busy spring cycle of programs well positioned to reach its participation and revenue targets for FY16. They have been immersed in the planning for the upcoming Founder's Week activities and a fair number of them will require hands-on logistics support if not outright event management and execution.

Leisure and Learning teams have had a very successful March. The first Flea Market event attracted 404 participants. Egg-normous Egg-hunt "fielded" 500-plus enthusiastic celebrants despite extremely chilly weather. Diva Central is experiencing its highest level of donated dresses yet. The Spring Break camps were offered this year in a week-long format. Given that the Teen offering did not meet its minimum enrollment requirement, the approach next year will require less intensive "planning/commitment" and be offered in a day-by-day enrollment structure to see if that improves that age cohort's participation. The camp for the younger aged participants did occur.

### Executive Director

Meetings/activities: Lines of Business presentation and materials; Initiative for Public Art – Reston; Human Services Leadership Team; Arts Council/Master Arts Plan Task Force; Opportunity Neighborhood – Reston; Reston Marketing Initiative; Reston Town Center Association; Founder's Week planning.

I'd like to extend my appreciation to the whole staff team for their support for my time away from the office to celebrate the wedding of our youngest son this week.