



**SUMMARY OF MINUTES
RESTON COMMUNITY CENTER
BOARD OF GOVERNORS MEETING
SEPTEMBER 21, 2009**

Present:

- Carol Ann Bradley, Chair
- Colin Mills, Secretary
- Bill Penniman
- Bill Bouie, Vice Chair
- Beverly Cosham
- Cathy Vivona, Treasurer
- Bill Keefe

Absent and Excused:

- John Gasson
- Claudine Varesi

Staff:

- Leila Gordon, Executive Director
- Colleen Elliott, Executive Assistant

Visitors:

- None

The Chair called the meeting to order at 7:17 p.m.

Approval of the Agenda:

Carol Ann Bradley, Chair

MOTION #1:

It was moved that the Board approve the agenda as amended to reflect approval of July 13, not June 13, Board actions. The motion was seconded and passed unanimously.

Approval of the July 13, 2009 Board Minutes:

Carol Ann Bradley, Chair

MOTION #2:

It was moved that the Board approve the July 13, 2009 Board Minutes. The motion was seconded and passed unanimously.

Approval of the July 13, 2009 Board Actions:

Carol Ann Bradley, Chair

MOTION #3:

It was moved that the Board approve the July 13, 2009 Board Actions. The motion was seconded and passed unanimously.

Chair's Remarks:

Carol Ann Bradley, Chair

The Chair stated that there were numerous meetings over the summer regarding indoor recreation, including four Reston Association (RA) district meetings and a forum conducted jointly by ARCH and WATCH. On July 23, RA voted 7-2 to remove Brown's Chapel Park from consideration as a site for a consolidated indoor recreation facility. RA and RCC are conducting surveys to see what the community wants in terms of indoor recreation; RA's surveys are still being compiled and will be posted on their website, and RCC will be doing the Community Survey this fall. Carol, Leila and Bill Bouie met with RA's Robin Smyers, Milton Matthews and Larry Butler to reaffirm their interest in continuing to work together on many fronts, as well as next steps for addressing future recreation needs of the community.

The Chair was involved in the selection of the new Executive Assistant. She hosted an art reception featuring her own and Bill Penniman's art work. She has taken several RCC trips including river rafting, which was her favorite. She attended the performance of *The Trial of the Catonsville Nine*.

The Chair thanked Bill Penniman for writing the most recent newsletter entry from the Board of Governors and for his work on the Preference Poll.

Citizens Input

Carol Ann Bradley, Chair

No citizens were present.

Board Member Input on Activities Attended:

Carol Ann Bradley, Chair

Bill Keefe is on a newly re-constituted RA committee to develop a recreation master plan for Reston Association properties. The committee is quickly moving toward a recommendation on a tennis facility, well ahead of schedule. He stated *The Trial of the Catonsville Nine* performance was spectacular and questioned why there were so many empty seats since the show was sold out. Leila explained that some South Lakes High School students were given tickets and did not show. She said a new process would be put in place to prevent this from happening in the future.

Bill said there would be a Grand Opening for the Nature House around Thanksgiving. He saw John Gasson at the triathlon.

Bill Penniman also attended *The Trial of the Catonsville Nine*. He started a new sculpture class. He has spent a lot of time working on the Preference Poll. The e-ballot and mail ballot systems are in place. Carol, Colin, and Bill Bouie are running for re-election.

Cathy attended many RA indoor recreation meetings. She has been playing bridge. She attended the Collector's Choice, formerly the C-Note event, at GRACE. She attended a Supervisor Hudgins-sponsored meeting on the Wiehle Avenue Metro-related Comstock proposal as well as Carol and Bill P.'s art opening.

Bill Bouie thanked the Preference Poll Committee. He is also on RA's recreation master plan committee, along with Bill Keefe. He attended the actors' workshop put on by Tim Robbins and his company at South Lakes High School and said it was great. Bill Keefe requested that a very nice thank you note be sent to Tim Robbins and the actors. It was suggested a signed picture of the high school actors could be sent. Bill Bouie stated Anne Delaney has started with IPAR effective September 1. The Nature House is scheduled to open on November 21.

Colin attended many meetings, including regarding the Reston Master Plan and one regarding planning and zoning, which will have a great impact on the future of Reston for decades to come. In his role as liaison to RCA, he noted that RCA recently held their first Sustainability Awards in the categories of adult,

youth, business, and non-profit organization. RCA is now accepting nominations for the recently revived Citizen of the Year Award.

Beverly also attended *The Trial of the Catonsville Nine*. She attended indoor recreation meetings as well as meetings for the Reston Multicultural Festival to be held on September 26. She attended Carol and Bill P.'s art opening. She complimented Damian's programs, which integrate the performers into the community and schools, and noted that it is good PR for RCC and the CenterStage.

Committee Reports

Carol Ann Bradley, Chair

Ad Hoc Committee on 2009 Community Survey – July 20 and July 27, 2009

Colin Mills, Chair. Please see attached reports.

Ad Hoc Committee on 2009 Community Survey – September 21, 2009

Colin Mills, Chair. The Committee met earlier in the evening to discuss the conceptual outline provided by CSR and amend it to present to the Board.

MOTION #4:

It was moved to approve the conceptual outline submitted by the Center for Survey Research (CSR), as amended by the Ad Hoc 2009 Community Survey Committee. The motion was seconded and passed unanimously.

Finance Committee

Cathy Vivona, Chair. Please see attached FY 2011 budget and fund balance statement.

MOTION #5:

It was moved to accept the FY 2011 budget with the changes noted for interest revenue and GP revenue as compared to the Fund Balance Statement provided at the June Public Hearing and forward the FY 2011 Budget Submission to the Board of Supervisors. The motion was seconded and passed unanimously.

Approval of Committee Reports:

Carol Ann Bradley, Chair

MOTION #6:

It was moved to accept the committee reports. The motion was seconded and passed unanimously.

Executive Director's Report:

Leila Gordon, Executive Director. The report was summarized and submitted for the record. Please see attached report.

In response to a question about the fuel leak, Leila explained Virginia Dominion Power is not responsible for the leak; the leak was caused by the sloppy work of another contractor that failed to properly replace the gravel and then place an appropriate barrier between the Virginia Dominion Power ground rod (put in the ground in 1978) and our fuel return line, which is why the line was ultimately punctured by the ground rod. That offending contractor is no longer in business. RCC is working through all of the appropriate channels to rectify the problem and the expense of mitigation will be partially offset by funds for such occurrences from a state fund designated for this purpose.

Bill Penniman stated that the performing arts programs in the community and schools should be publicized. Leila stated that local coverage of the Tim Robbins event was provided after the fact because of our media release, and due to restrictions could not be covered by the press as it was occurring. Similar activities will be announced via our media releases. In addition, she recently met with

the new Assistant Superintendent for Cluster VIII, Dr. Fabio Zuluaga, who was thrilled about RCC's programs in Reston schools and participation in the Latchkey Youth Initiative.

Old Business

Beverly recalled that during the summer, RCC had a major Zumba event at Hunters Woods school with approximately 100 participants.

New Business

Beverly stated that North County should be made aware of what South County is doing. There was a one year anniversary celebration of the Work House at Lorton. She suggested a field trip to the site, where there is great art work and a jazz series on Saturday afternoons. She will provide flyers.

Cathy stated that she was given very positive feedback from the moderator of the Wednesday Duplicate Bridge group, who was invited to the Community Room users' meeting and greatly appreciated the invitation and the chance to offer input to the upcoming renovations to the Community Room.

Everyone was reminded that the Reston Multicultural Festival is on Saturday, September 26 at Lake Anne Plaza from 11:00 a.m. to 5:00 p.m.

Adjournment

MOTION #7:

It was moved that the meeting be adjourned. The motion was seconded and passed unanimously.

The Chair adjourned the meeting at 7:48 p.m.

Colin Mills, Board Secretary

Date

**RESTON COMMUNITY CENTER
BOARD ACTIONS
TAKEN AT BOARD OF GOVERNORS' MEETING ON SEPTEMBER 21, 2009**

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|------------------|-----------|---|
| 09-9-21-1 | Bd | That the Board approve the Agenda. |
| 09-9-21-2 | Bd | That the Board approve the July 13, 2009 Board Minutes. |
| 09-9-21-3 | Bd | That the Board approve the July 13, 2009 Board Actions. |
| 09-9-21-4 | Bd | That the Board approve the amended conceptual outline to return to CSR. |
| 09-9-21-5 | Bd | That the Board accept the FY 2011 budget with the changes made to the fund statement to forward to the Board of Supervisors. |
| 09-9-21-6 | Bd | That the Board approve the Committee Reports. |
| 09-9-21-7 | Bd | That the meeting be adjourned. |

Colin Mills, Board Secretary

Date



MEMORANDUM

DATE: July 28, 2009

TO: RCC Board of Governors

FROM: Colin Mills
Chair, Community Relations Committee and
Ad Hoc Committee on 2009 Community Survey

SUBJECT: July 20, 2009 Ad Hoc Committee on 2009 Community Survey Meeting

The Ad Hoc Committee on 2009 Community Survey met on Monday, July 20, 2009. Present were:

- Colin Mills, Chair, Community Relations Committee
- Carol Ann Bradley, RCC Board Chair
- Beverly Cosham
- Bill Penniman

Attending from the RCC staff was:

- Leila Gordon, RCC Executive Director
- Tom Ward, RCC Deputy Director

Also attending was visitor, Amy Justice, Co-Chair of the Coalition to Save Brown's Chapel, 1459 Waterfront Road, Reston, Virginia 20194.

The Committee Chair officially called the meeting to order at 6:07 p.m.

The Chair stated that this Committee was tasked with developing an outline of issues to be considered in this year's RCC Community Survey. Once completed, this outline will be submitted to the Center for Survey Research (CSR) of the University of Virginia staff, who will then craft survey questions based on the outline and present them to the Committee for its review and feedback. The survey is expected to be conducted mid-September, although it may be sooner or later depending on the course of review. The Chair then asked Leila to explain what kind of information CSR expected from the Committee.

Leila said CSR sought information from the Committee regarding the specific topics it wanted to receive community opinions on. The draft outline includes topics that have surfaced in the Reston Association (RA) district community input meetings, RCC's enrollment patterns, and the level of demand in the community for particular programs and activities. The outline also includes questions about the community's priorities with regard to the kind of recreation facility or facilities desired and the financing of new amenities. Please see attached outline.

Leila explained that the primary objectives of the survey are to learn about the community's priorities for particular recreational facilities and amenities and to determine, presuming that revenues from SD5 taxes substantially increase due to redevelopment and the expansion of Metrorail, whether the community

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prefers a new facility at the current tax rate or a reduction in the tax rate if revenues exceed requirements to maintain current levels of RCC offerings.

The Chair said that, in his opinion, one of the most important priorities for the survey is that it did not either intentionally or unintentionally appear to favor a certain outcome, whether that is building a particular recreation center or other type of facility in a specific location or not building a recreation center at all. RCC should not appear to be trying to solicit a particular answer from the community, but the Center should instead be attempting to obtain an open and honest solicitation of opinions to identify the community's priorities and preferences for recreation in Reston. RCC can then balance this community input with an assessment of the Center's resources and needs, and proceed accordingly.

The Chair opened the floor to discussion among Committee members.

Beverly recommended the following as one of the first questions in the survey: What do you know about SD5? This question can be in conjunction with the following: Have you ever used the Center? If the response is "no," the interviewer can proceed to a series of questions that follow from this response in order to eliminate redundancy. The survey should not begin with asking about what the respondent thinks of the RCC because this presumes that he or she is aware of the Center. Leila agreed, but pointed out that considerable data from past surveys show that a substantial majority of the community is aware of the RCC. However, the survey can include questions regarding the extent of the community's knowledge about the RCC.

Bill P. said the survey should also seek input from the community on new ways for RCC to provide information to the public. This input can help the Center develop new policies on how to reach more people. Beverly agreed, but noted that her main focus was to find out what the community knows about the SD5 tax rate. Leila explained that a set of questions presented in the 2001 Community Survey had referenced the SD5 tax rate and the preamble to those questions included a brief statement about the purpose of the tax rate and how it was calculated based on assessed real estate value. One question asked whether respondents would favor maintaining the tax rate to continue existing RCC programs, reducing the rate, or increasing the rate. Therefore, there is already a framework for questions regarding this topic.

In response to a question from Carol Ann, Beverly said the beginning of the survey should focus on gathering input about respondents' knowledge of SD5 and informing those who are unaware of the tax district. The questions related to recreation can follow this section.

Bill P. noted that one of the focuses of the survey is the idea of an indoor recreation center and whether people think the community would benefit from this facility, what amenities would they be interested in, and whether they would support a new facility at the current SD5 tax rate or a change in the rate. A separate question could gather people's reactions to a list of specific locations for the facility, and if a list is not available, then the question could seek people's input on different concepts that they may be willing to trade off for a new facility or vice versa.

Carol Ann inquired as to whether the survey should include a question about alternative indoor recreation options such as covering existing pools. Bill P. replied that this would be inappropriate, since that was strictly an RA issue.

The Chair welcomed visitor Amy Justice and thanked her for attending this meeting. He requested that she raise her hand if she had any remarks so she could be recognized to speak.

There being no further comments and questions, the Chair asked that Leila review the draft outline, noting that Committee members can discuss each topic area.

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Leila explained that the "Community Recreation Priorities" section of the outline listed specific elements of a recreation facility that respondents would rank in terms of most to least needed. The first element, Indoor Aquatics venue with a 50-meter competition pool, could specify that the venue contains a traditional pool used for competition, lessons, and lap swimming, instead of "a 50-meter competition pool." Each element can be more descriptive about what it supports. For example, the second element, "Gymnasium space for sports", could specify that it supports a variety of sports. The third element, "Indoor Aquatics venue with a recreation-features pool", could indicate that it is for family recreational swimming. Other kinds of features can be incorporated into this list.

Bill P. suggested that weight room and fitness equipment amenities be added to the list of priorities.

Leila noted that Cathy Vivona had also suggested to her that indoor tennis courts be included in this list.

Leila recommended adding an option of "nothing more than currently exists" to this list. Bill P. said he thought that when people were asked whether they support or oppose such a facility, this type of answer may be revealed at that time.

Responding to a question from Leila, Bill P. assumed that people would be asked about their position on a new indoor recreation center after they were asked about their priorities on different types of facilities. Relevant questions could be: Do you think Reston would benefit from the addition of an indoor recreation center? If Reston would benefit from an indoor recreation center, would you support it? These questions can then be tied to the question about whether a facility could be constructed within the existing SD5 tax rate or with a small increase. The exact wording of these questions should be deferred to CSR's expertise.

Leila said she believed that the SD5 tax rate question should be at the end of the survey because after respondents considered whether they wanted a new facility and the types of features they might want in it, they should also consider the quality of the facility if they want it as this would have an impact on the tax rate. Bill P. agreed and said that respondents should also be asked whether they would support a new facility if it provided a community benefit.

Answering a question from Beverly, Leila noted that CSR used a rating scale where a numeric code was assigned to each rank. Carol Ann read Question 10 from the 2007 Community Survey as an example:

How familiar are you with the facilities and programs of the Reston Community Center?

Would you say you are:

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not at all familiar
- 4 Never heard of RCC
- 5 DON'T KNOW
- 6 REFUSED

Leila also noted that most of the survey questions have between five to six choices. CSR staff will rehearse the survey with selected respondents to make sure that there are no glitches.

Bill P. recommended including an open-ended response question for respondents to offer other ideas for recreational amenities. Leila concurred with this recommendation.

Leila stated that based on a suggestion from a visitor at the RCC Board meeting on July 13, she will ask CSR if there was a way to include open-ended responses in each corresponding section or area of concern. For example, at the end of the "Community Recreation Priorities" section, respondents can be asked if there were any other features not listed that they would like in a new facility.

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Leila explained that the "Travel/Distance to Rec Facilities" section of the outline seeks input about how much value people place on proximity to recreation facilities or how far people are willing to travel to meet their recreational needs. She then inquired as to whether this topic was worth exploring in the survey.

Bill P. suggested that CSR be asked to evaluate the appropriateness of this topic area. Leila agreed and said respondents could be asked whether it would be more convenient for them to have a single amenity within a neighborhood or aggregate amenities within one location. Other questions relating to travel and convenience include: "Would you want a facility near a major thoroughfare?" "How important to you is access to the facility? Would you prefer a facility located adjacent to a Metro station?" Bill P. said the latter question should not be asked because land near a Metro station would be too expensive. The Chair commented that placing this facility as far away from a Metro station as possible would encourage more usage from SD5 residents.

Bill P. suggested asking respondents to rate how important would it be for them to have multiple options available at one location as opposed to several different facilities in Reston. Tom pointed out that the B&D study had analyzed distances people traveled to particular recreation facilities. The survey should inquire about the distances people currently travel and are willing to travel to participate in a recreation facility. If respondents indicate that they are willing to travel 30 miles and there are appropriate amenities within that area, then the survey could inquire about the value of these amenities and whether there are a sufficient number of amenities that currently serve the public. Thus, the survey should ask these questions in order to test the hypotheses and underlying assumptions that were presented in the B&D analysis. Bill P. recommended asking B&D if meaningful answers would be derived from posing such questions and asking CSR about how to word these questions.

Tom said another topic to consider is whether respondents are talking about themselves participating in recreation activities and facilities or if they are actually talking about their child or a member of their extended family. For example, respondents may say that they would personally never take advantage of a new facility but since they have children at home and if such a facility was programmed for children or had certain amenities then it would be important to them. Leila replied that a set of programming questions relating to age cohorts would be relevant in this case. One such question could be: How important is it to you to have programs in the community that serve preschoolers, youth, teens, adults, or seniors? Bill P. commented that people may support programs that serve a particular age cohort because they believe this would benefit the community. Therefore, this question should be worded in a way that elicits a fair response in principle and not specifically as it applies to the respondent.

Leila explained that the "Financing" section of the outline explores the degree to which people might want RCC to pursue a new facility on its own or in collaboration with others, whether it was RA, Fairfax County, or the private sector.

Bill P. inquired as to whether options related to art studio space should be explored in the survey. In the 2007 Community Survey, additional art studios received the highest positive response at 66%. This survey can provide an opportunity to gain a better understanding of the community's views on art studios. Leila explained that RCC's Capital Improvement Plan included funding for a needs assessment and architectural and engineering studies for enhancements to fine arts space at RCC Lake Anne. Bill P. said that was a different kind of assessment and suggested that if time permits, questions be included in the survey to learn more about the community's preferences for options related to art studio space. Leila agreed with this suggestion.

Bill P. questioned the relevance of asking how people feel about open green space in Reston, since it is not in RCC's control. He recommended instead that the survey ask whether people would be willing to make a tradeoff of a parking lot, open space, or other feature for an indoor recreation center. The Chair pointed out that asking about how people feel about other recreational amenities in Reston would enable

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RCC to gain a sense of people's relative priorities regarding recreation. Bill P. concurred and said CSR would be able to craft this question to elicit responses in a useful manner.

Bill P., Beverly, the Chair, and Leila briefly discussed whether people should be asked if they would support a new recreation center if it were located at specific locations under consideration (e.g. Brown's Chapel Park, Baron Cameron Park), or if the locations should be kept generic (i.e. parkland; property zoned for commercial, retail, or recreation uses; property owned by a private or public entity). *(Note: On July 23, the RA Board voted 7-2 in favor of a motion to not build an indoor recreation center on Brown's Chapel Park. Therefore, this site is officially off the table for discussion).*

Leila recognized Amy, who indicated that she had a comment.

Amy, speaking on behalf of the Coalition to Save Brown's Chapel, strongly recommended that people be made aware of the tradeoffs of green space and parkland in order to build a recreation center. She pointed out respondents who express interest in weight room, fitness, and gymnasium facilities probably are currently using such facilities. Therefore, people should also be asked what would entice them to use the new facility instead. For instance, as a member of the Reston YMCA, Amy said it would be unlikely that she would switch to the new facility unless she had a really compelling reason to do so.

Bill P. said that if he was asked whether he would switch from the facility he currently uses to a new recreation center, he would want the following questions answered first: Where is the center going to be located? What amenities will be in the center?

Amy pointed out that another tradeoff for a new facility is increase in taxes to support the cost. Bill P. replied that the survey would include a question that addresses this issue.

In response to a question from Amy, Leila said RCC can only appropriate and spend according to its mission to provide for recreation, leisure, and cultural pursuits for the benefit of Reston. RA's primary mission is to provide for outdoor recreation in Reston. RCC has not been asked by RA to supplement its amenities. Additionally, RCC does not own any land. It is not the intention of the RCC to intrude on the missions of other Reston organizations, but to provide them support if requested.

The Chair noted that the Committee would continue this discussion at its next meeting on Monday, July 27, at 6 p.m.

Replying to a question from Beverly, Leila noted that she will refine the outline so that it reflects the areas of concern and outcomes that were discussed this evening, and she will distribute the revised outline to Committee members for further discussion on July 27. After additional changes are made to the outline based on the July 27 meeting, it will be sent to CSR staff, who will then craft the survey instrument. As had occurred in the past, CSR may inform the Committee that the concerns were too numerous and they need to be pared down in order to have a meaningful survey.

At Amy's request, Bill P. gave her a copy of the draft outline.

There being no further business, the meeting adjourned at 6:56 p.m.

Community Survey Concerns/Questions

Reston Community Center – Identity

July, 2009

Introductory information about RCC, what programs, facilities, and services are offered. Ask the basic questions about familiarity with RCC, use of RCC, satisfaction with RCC programs, customer service. Inquire about whether or not participant has attended community meetings or read about Reston indoor recreation during the summer.

Community Recreation Priorities

We know from our registration data that our programs are extremely popular and for the most part, programs in aquatics and fitness, across all age cohorts, are fully subscribed and have substantial wait lists. We have been exploring partnering with the Reston Association (RA) to see if we can underwrite the construction financing if RA provides the appropriately zoned property in which to locate new or rehabilitated facility or facilities. We want to know from the community, its priorities for acquiring the following:

1. Indoor Aquatics venue with a 50-meter competition pool
2. Gymnasium space for sports
3. Indoor Aquatics venue with a recreation-features pool
4. More fitness classrooms for fitness and well-being classes such as aerobics, Pilates, yoga, etc.
5. More community meeting room space for organizations and individuals for meetings, social use, and life-long learning programs.

There are other recreational amenities in Reston. We would be interested in knowing how people feel about:

1. Open green space for passive recreation
2. Open green space used for active recreation and parking (i.e. baseball, soccer, football)
3. Additional performing and fine arts facilities
4. RCC providing scholarship support for enrollment of youth/teens in other Reston providers' programs (YMCA, RA camps, youth/teen sports leagues, etc.)

We would be interested in how people would prioritize all the above.

Construction

We also want to know how people feel about the construction of any facility with regard to prioritizing these aspects:

1. An environmentally sensitive design and construction; for example, LEED certified at the silver or gold level.
2. An aesthetically pleasing design that incorporates community participation and public art features.
3. A design that creates a cost-effective, environmentally sensitive facility from an operational standpoint.
4. A design and construction process that is as inexpensive as possible even if it sacrifices aesthetics and LEED features.

Financing

We want to know the community's priorities with regard to the financing of new amenities:

1. Should new facility or facilities be built in partnership by RCC with RA, thus making preferred use exclusive to Reston?
2. Should new facility or facilities be built in partnership with Fairfax County with construction costs assumed by RCC and Fairfax County contributes property?
3. Should the community wait until Fairfax County builds a facility for new amenities?
4. Should nothing be built by RA, RCC or Fairfax County, and only private enterprise be the source of new facilities or amenities?

We want to know how the community feels about the potential use of growing revenues related to small district 5. Assuming that the current economic downturn ends within the next two-three years, and added revenues come with new development associated with metro stations and related development, how do you want the RCC Board of Governors to address this potential revenue growth associated with the 4.7 cent tax assessment? [requires an explanation somewhere of the tax assessment]

1. Do you favor expansion of facilities, services, and programs if expanded resources at the current tax rate permit?
2. Do you favor maintaining existing facilities, services, and programs and reducing the current tax rate if revenues exceed requirements to maintain current levels of RCC offerings?

Travel/Distance to Rec Facilities

We want to know if people prefer having a central facility located in Reston or several different facilities in Reston. We want to inquire if existing facilities in Reston and/or beyond Reston meet their current recreational needs.

Economic Access to Recreation

We want to know if people believe new facilities and programs should:

1. Be paid for entirely by those who use or enroll in them.
2. Be subsidized to some degree by the revenues from the tax district.
3. What types of access programs should be provided: scholarships for those in need, free or highly subsidized programs for seniors, free, or highly subsidized programs for teens, etc.

Comments

We continue to want people to be able to offer their comments – does it make sense to leave open-ended responses to the end of the survey, or have an option for comment at the end of each “section?”

Distribution of Responses

We want as much as possible, survey results that reflect as much of the socio-economic and ethnic diversity of Reston. In addition, it will be important for the Board to understand the “geography” of the responses (neighborhoods, zip codes).



MEMORANDUM

DATE: August 3, 2009
TO: RCC Board of Governors
FROM: Colin Mills
Chair, Ad Hoc Community Survey Committee
SUBJECT: July 27, 2009 Ad Hoc Committee on 2009 Community Survey Meeting

The Ad Hoc Committee on 2009 Community Survey met on Monday, July 27, 2009. Present were:

- Colin Mills, Chair, Ad Hoc Community Survey Committee
- Carol Ann Bradley, Board Chair
- Bill Bouie
- Beverly Cosham
- Bill Penniman

Attending from the RCC staff was:

- Leila Gordon, RCC Executive Director
- Tom Ward, RCC Deputy Director

Also attending was visitor, Robin Smyers, Reston Association President and Lake Anne/Tall Oaks District Director.

The Community Relations Committee Chair officially called the meeting to order at 6:22 p.m.

Leila presented the revised outline of concerns to be considered in this year's RCC Community Survey that reflected the input received at the Committee's July 20th meeting. Please see attached outline. She then asked Committee members to let her know if any topic areas were missing or were inaccurately reflected.

The Committee recommended that the following topics be removed from consideration in the survey:

- Indoor tennis courts
- Tradeoffs or priorities of different approaches

Bill B. said that the survey should focus on the potential offerings that RCC would be able to provide on its own, not inclusive of any of the previous discussions between RCC and the Reston Association (RA), given that RA has taken a new approach to the topic.

Leila noted that since Brown's Chapel Park is now "off the table" in any plans for an indoor recreation facility in Reston, the survey should focus on the hierarchy of the community's recreation priorities and needs and how to best realize those in abstract rather than concrete terms.

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Beverly pointed out that the outline did not include additional performing and fine arts facilities as part of the priorities list.

In response to a question from Bill P., the Chair suggested that the survey first ask respondents to identify which of the listed features or amenities they would prefer in a new indoor recreation center if one was built by RCC. The survey should next ask respondents to rank the features or amenities they prefer in order of priority.

Committee members and staff discussed the description of the three indoor pool categories listed under the "Community Recreation Priorities" topic area of the outline.

It was the consensus of the Committee to change the first category to read: "Indoor 50-meter pool for competition, lap swimming, diving, recreation, and lessons" and the second category to read: "Indoor zero-depth entry pool for family recreation."

The Committee also decided to ask the University of Virginia Center for Survey Research (CSR) staff on how to list the various types of recreation features to be prioritized by survey respondents.

Discussion ensued among the Committee members and staff regarding the extent of background information that should be included in the survey. Leila pointed out that the advance letter that would be mailed to the households that were part of the sample would explain the purpose of the survey. The survey would also include an introductory description of the RCC, its mission, and the type of information sought in the survey. CSR will make sure that respondents have enough information to answer the questions intelligently.

Tom explained that the survey should focus on the community's needs upfront, independent of RCC, and their current participation in recreation. Later in the survey, the focus should be on the issue of whether RCC should construct a new facility and if so, how the facility should be paid for.

Bill B. recommended that the survey include public art as a potential component of the new facility, noting that this would reflect RCC's relationship with the Initiative for Public Art Reston (IPAR) and support the objective of the Public Art Master Plan that any new facility in Reston must have some type of art component. Tom questioned whether this issue should be included in the survey because if a recreation facility were to be constructed, art would become a design aspect, such as a sculpture garden or gallery, and possibly also a program aspect. This feature would be an expense relative to building a public facility and would be integrated in a design process with community involvement.

Bill P. noted that in the 2007 Community Survey, the majority of respondents supported additional art studio space. Therefore, he suggested that this survey include follow-up questions related to this feature. Leila explained that RCC's Capital Improvement Plan (CIP) includes funding for significant improvements that will specifically house and better support existing community arts offerings in the Community Room at RCC Hunters Woods. The CIP also deals with a needs assessment at RCC Lake Anne and a refinement of the understanding of what was meant by those responses in support for additional art studios. While RCC has very strong data to support the investigation of aquatics and fitness options that exceed the Center's current capacities, it would be a more challenging proposition to produce similar data for some current community arts offerings and Professional Touring Artists series events. The arts education classes offer similar demand data to those of aquatics and fitness, however.

Answering a question from Bill P., Leila explained that her concern with including in the survey questions related to art studio space was that the immediate desire for this survey is recreation and a new facility and it was very unlikely that a facility containing an aquatics amenity, a gymnasium, fitness classrooms, and meeting space will also house a performing or fine arts component. CSR can be asked whether there is a way to further understand those responses from the 2007 Community Survey within the

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context of this survey without creating a problem for the results or overloading the survey. This issue may need to be addressed with a different method.

Leila reminded the Committee members that they will have an opportunity to review the draft survey questions prior to the commencement of the telephone interviews.

Bill B. invited guest Robin Smyers, Reston Association President and Lake Anne/Tall Oaks District Director, to contribute to the discussion.

In response to a question from Beverly, Leila said yoga space can be added in the classrooms element for consideration in the survey.

In reference to "Financing" question #3: "Wait until County resources permit the County to build new facilities?", Bill B. said that people should be informed that it would be at least 20 years before a new recreation facility in Reston would be part of the County's discussions on Park bond issues.

Bill B. expressed the need for RCC to continually emphasize that 40% - plus of RCC's revenue comes from commercial entities within Small District 5 (SD5), and RCC should relay support for this segment of the community. The Chair said that although he agreed that RCC should be conveying this message publicly, it should not necessarily be through this survey instrument.

Leila pointed out that RCC should not swerve in any way from its commitment not to raise the SD5 tax rate.

In reply to a question from Bill P., the Chair noted that if the survey asked whether respondents think that the SD5 tax rate should be increased, it could be misconstrued that RCC is planning to raise the rate.

Tom described three financing choices:

- 1) Do not provide any new amenities,
- 2) Use SD5 resources to provide new recreation options if the tax base expands in the future, or
- 3) Use a ratio of user fees to tax to finance a new facility.

Tom noted that the Brailsford & Dunlavey (B & D) study described a financing model wherein 80% of the cost of operating a new facility will be from user fees and 20% will be subsidized.

Answering a question from Bill P., Leila agreed that the survey should not specify financial assumptions that may not apply if a different facility or model is pursued. However, the current financial data from the B&D study and the RCC budget and resources would suggest the need for a higher-than-current ratio of user fee to subsidy on RCC offerings in the near future. RCC programs, facilities, and pricing may need to be revisited when planning for a new facility commences. At such time, subsidy ratios and the program mix could be evaluated. The Chair concurred and pointed out that the RCC Board deals with these issues as an ongoing responsibility, and would not need this survey to inform that decision process.

Bill B. again stated that the importance of the commercial base is tremendous. He reiterated the need to emphasize that the survey is only being taken among a random sampling of the residential portion of the community and is, therefore, missing a significant portion of the RCC tax revenue base. Leila replied that this issue is worth exploring through the Greater Reston Chamber of Commerce and other methods. Leila said she is strongly opposed to asking whether survey respondents would be willing to increase their tax obligation to achieve a new facility. The Committee agreed with this sentiment.

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Responding to a question from Bill P., Leila said that the community is not supposed to decide RCC's subsidy ratio, since that was a Board policy. The Committee concurred with this statement.

Tom pointed out that the ability to utilize user fees, whether it was through rental of a 50-meter pool, daily user fees, or other mechanisms, in order to generate revenue to offset operating costs is a relevant issue. Therefore, survey respondents should be asked if they were a potential user of this facility and if they would be willing to pay a user fee or fees.

Bill P. suggested that under the "Economic Access to Recreation" topic area of the outline, "...subsidized to some degree..." be changed to "...supported to some degree...."

Leila asked that the Committee members examine each of the different areas and identify which one is the most important for them to know by December/January. The survey results will help create a framework for the RCC Board to establish a more robust or detailed CIP moving forward. The decision of whether the RCC will proceed on a path toward a new freestanding, comprehensive facility should be the focus of this survey. To the extent that there are other operational issues, such as the ratio of fees to the tax or other kinds of issues, these may be secondary to the need to know whether the community will support a new consolidated recreation facility within some defined period of time, and if so, what elements should be in the facility and under what conditions should RCC move forward.

There was a discussion among Committee members and staff about the wording of question #2: Do you favor maintaining existing facilities, services, and programs and reducing the current tax rate if revenues exceed requirements to maintain current levels of RCC offerings? (This question is at the end of the "Financing" topic area of the outline.) The discussion also explored whether a question should be added asking if the tax rate should be increased to meet the growing demand for RCC offerings.

Leila noted that with respect to financing, it was the consensus of the Committee to craft a question that describes adding to facilities and offerings that meet expansion of demand within the current SD5 tax rate.

Bill B. recommended that all references to LEED be deleted from the "Construction" topic area of the outline, since some people may not be aware of this term, which stands for Leadership in Energy and Environmental Design. Leila said CSR will refine the wording of the options listed under this topic area.

Referring to the "Economic Access to Recreation" topic area, Bill P. suggested that survey respondents only be asked whether they think users who do not live or work in Reston should pay higher user fees than those who do. Following discussion, Leila noted that this issue should receive a lower priority for inclusion in the survey as this is the central premise of existing policies and fee guidelines for RCC.

Regarding the "Travel/Distance to Rec Facilities" topic area, Bill P. inquired as to whether the travel distance would be measured in minutes or miles. He said, in his opinion, minutes were more relevant.

The Chair recommended that "or several different facilities in Reston" be deleted from the first sentence under the "Travel/Distance to Rec Facilities" topic area. The Committee agreed with this recommendation.

Leila reviewed the following main questions to be addressed in the survey:

- 1) Do people want a new indoor recreation facility in Reston?
- 2) What types of recreation features do people want inside such a facility?
- 3) How do people want to pay for such a facility (e.g. resources in SD5)?

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Leila explained that if the community wants a new comprehensive indoor recreation facility and has specified which elements should be included in it, RCC can proceed to evaluate the associated operational issues involving construction, location, user fees, classes, and other factors.

Beverly noted that the survey should also incorporate the questions listed under the "Personal Behaviors Related to Recreation" topic area so that RCC can learn about the number of SD5 residents and their family members who currently use recreation and/or fitness facilities. Leila agreed. Tom said survey respondents should also be asked how likely they or members of their family would use a new recreation center.

A brief discussion ensued about the Southgate Community Center.

Leila explained that regardless of the outcome of the survey, RCC has to address the growing need for recreation in Reston, which would require RCC to continuously explore partnerships with other Reston organizations, such as Southgate Community Center, RA, and YMCA, to offer programming at their facilities, and/or in conjunction with them.

In reply to a question from the Chair, Leila said she would ask CSR staff to discuss with the Committee about how open-ended comments can be organized within the report, such as whether the comments should be listed at the end of each section as opposed to compiled together in a separate appendix. CSR staff can also inform the Committee as to whether there might be ways to integrate some of the lower priority issues discussed at their meetings into the three main issues above outlined.

The Chair said he was very pleased with the progress so far. Excellent public points were made about the importance of the Center and RCC's larger strategy for serving the recreational needs of the people in Reston. He anticipates that when the survey is conducted this fall, people will understand the primary goal of the survey and the desired outcome. He expressed his hope that the points raised in the Committee discussion will be raised again during further public meetings and conversations on the subject. The Chair also commended the Committee on its work refining the survey outline.

Robin noted that the responses to the survey conducted during the RA district community input meetings are being compiled and would be shared with the RCC Board and posted on the RA Web site at <http://www.reston.org>. The RA received numerous open-ended comments from its survey instrument, which had been developed by B&D.

Answering a question from Bill P., Robin explained that RA staff verified that every submitted survey had a name and address to prevent multiple counting of surveys from the same individual. The summary report of the survey results will be distributed to the RCC Board as soon as it was ready for posting to the RA Web site.

There being no further business, the meeting adjourned at 7:32 p.m.

Reston Community Center – Identity

Introductory information about RCC, what programs, facilities, and services are offered. Ask the basic questions about familiarity with RCC, use of RCC, satisfaction with RCC programs, customer service. Inquire about whether or not participant has attended community meetings or read about Reston indoor recreation during the summer.

How would you like to receive information about RCC? (Electronic, mailed guides, web site, local media such as newspapers.)

Community Recreation Priorities

The mission of Reston Community Center is to provide recreational, cultural, and leisure-time opportunities primarily for the benefit of those living and working in Reston. RCC is considering whether future needs and resources can support a new indoor recreation center for the community that offers multiple types of recreation features. RCC is interested in learning about community priorities. Please rank in terms of most to least needed, or tell us if each is not needed at all:

1. Indoor pool for competition, lap swimming, and lessons
2. Indoor pool for family recreational swimming
3. Indoor pool for therapeutic swimming
4. Gymnasium for a variety of sports and practices
5. Fitness classrooms for activities like aerobics, Pilates, Zumba, dance, and similar classes.
6. More community meeting room space for organizations and individuals for meetings, social use, and life-long learning programs.
7. Indoor tennis courts, (how many?)
8. Cardio and weight training

(Include if time permits: Options related to art studio space—refine understanding from last survey)

Tradeoffs or Priorities of different approaches:

It was expressed that it would be useful to know if people have to make a trade-off of say, open space for a consolidated facility, or convenience of all-in-one for use of existing facilities that get converted to year-round use, how would they respond? These should be discussed solely in terms of our mission—recreation, culture, leisure time opportunities—as opposed to human services, infrastructure and the like—as we can only appropriate and spend according to our mission.

Financing

We want to know the community's priorities with regard to the financing of new amenities:

1. Use small district 5 resources to provide new recreation options if the tax base expands in the future?
2. Use a combination of County and small district 5 resources?
3. Wait until County resources permit the County to build new facilities?

We want to know how the community feels about the potential use of growing revenues related to small district 5. Assuming that the current economic downturn ends within the next two-three years, and added revenues come with new development associated with metro stations and related development, how do you want the RCC Board of Governors to address this potential revenue growth associated with the 4.7 cent tax assessment? [requires an explanation somewhere of the tax assessment]

1. Do you favor expansion of facilities, services, and programs if expanded resources at the current tax rate permit?
2. Do you favor maintaining existing facilities, services, and programs and reducing the current tax rate if revenues exceed requirements to maintain current levels of RCC offerings?

Construction

We also want to know how people feel about the construction of any facility with regard to prioritizing these aspects:

1. An environmentally sensitive design and construction; for example, LEED certified at the silver or gold level.
2. An aesthetically pleasing design that incorporates community participation and public art features.
3. A design that creates a cost-effective, environmentally sensitive facility from an operational standpoint.
4. A design and construction process that is as inexpensive as possible even if it sacrifices aesthetics and LEED features.

Travel/Distance to Rec Facilities

We want to know if people prefer having a central facility located in Reston or several different facilities in Reston.

We want to inquire if people use existing facilities in Reston and/or beyond Reston to meet their current recreational needs.

How should new facilities be located with respect to population centers/public transportation?

Personal Behaviors Related to Recreation

We want to know if there are differences in priorities between those who use recreation facilities, what those are, and those who may not and why...so:

1. Do you currently use recreation and/or fitness facilities, and if so, what kind, public? Private?
2. What are the barriers to use of such facilities if you want to use them?
3. What determines your choice of public or private amenities (would it be price, location, convenience, others you socialize with there?)

Economic Access to Recreation

We want to know if people believe new facilities and programs should:

1. Be paid for entirely by those who use or enroll in them.
2. Be subsidized to some degree by the revenues from the tax district.
3. What types of access programs should be provided: scholarships for those in need, free or highly subsidized programs for seniors, free, or highly subsidized programs for teens, etc.

Recreation Service Priorities

We want to know if people have priorities for who should have subsidized access to programs/facilities.

Should public recreation facilities, services, and programs serve primarily:

1. Youth
2. Teens
3. Adults
4. Seniors
5. Families

Comments

We continue to want people to be able to offer their comments – does it make sense to leave open-ended responses to the end of the survey, or have an option for comment at the end of each “section?”

Distribution of Responses

We want as much as possible, survey results that reflect as much of the socio-economic and ethnic diversity of Reston. In addition, it will be important for the Board to understand the “geography” of the responses (neighborhoods, zip codes).



Executive Director Report for July - August 2009

Administration

Facility/Maintenance

We spent much of the past several weeks working on a fuel return line issue that had an impact on the Snakeden Branch stream behind our Hunters Woods building. Many steps, state and local agencies, and issues were involved. The mitigation is underway and we will recover the costs associated with mitigation through a state fund established for such accidental occurrences. Additionally, the period at the end of August and beginning of September is set aside to complete a number of annual maintenance projects; these include completion of the reinstallation of the Customer Service Desk downstairs in the Terry L. Smith Aquatics Center, painting and patching in both of our facilities, equipment cleaning and repairs, etc. The first steps in the A/E study for the community room have been completed including the focus group meeting with our founding partner organizations.

Finance/Customer Service/Media

Online registration has been catching on with our patrons. Despite some glitches (as to be expected) we are enrolling an increasing number of people online through Web Trac. Similarly, we are enjoying online ticket sales for Professional Touring Artist Series events for the first time and are happy to have very positive feedback on this new service. Finally, the Balanced Scorecard Project to integrate all three customer service locations has been resoundingly successful, resulting in the ability for patrons to register at all three desks now. The impact of so many new Point of Sale options and types of transactions has also led to start-up headaches for our Finance team, but they are working quickly and with the excellent cooperation from Customer Service and Box Office teams to resolve problems and reconcile our deposits.

We are ready for our new Preference Poll format and process thanks to great efforts by our entire Administrative team in establishing the vendor relationship, procedures, announcements and marketing materials, mailing, and other related issues. Special thanks go to Bill Penniman for being so readily available to consult and advise us on all Preference Poll issues.

Finally, at the Virginia Recreation and Parks Society annual conference last week, RCC received the 2008 Award for **Best Promotional Effort – Circular/Flyer** for the piece we created to advertise the locations of programs for our RCC "On the Road" campaign. Eileen Boone worked with the media department to submit the winning nomination.

Personnel

We have added two new members to our team of merit employees; Colleen Elliott, our new Executive Assistant, and Jennifer Vought, our new Assistant Aquatics Director.

Programs

Arts and Events

The new season is off to a running start with a sold-out performance by The Actors Gang, and a wonderful master class was given to SLHS students by that company and its Artistic Director, Tim Robbins. The Ninth Annual Reston Multicultural Festival will be held in its new timeslot on the calendar on Saturday, September 26th, and we are hoping to have wonderful weather. Arts Education classes are underway and are filling at our traditional rate.

Over the summer we had another successful run of Young Actors Theater. Our Take A Break concerts at Lake Anne played to an average of over 200 people and only one of the 10 performances was shortened due to rain. Our Family Fun Entertainment Series at Reston Town Center (a new program this summer) had 5 performances that played to an average audience of 150 people. One performance was rained out.

General Programs

This past summer we offered 35 sessions of various camp programs for youth ages 6-17 and filled 556 seats (89%). Additionally, \$20,240 in scholarship funds was provided to children and teens participating in Camp Goodtimes, Road Rulz and various specialty camp offerings.

To date, the GP Department has filled 2,765 seats in 227 various classes, trips and workshops. There are programs waiting to commence between the months of October and December and the staff will continue to work on enhancing enrollment in these programs to deter cancellations. At this time, a total of 9 programs have been canceled due to low enrollment.

Aquatics

The summer season ended with a total of 6,239 patrons visiting the TLS Aquatic Center during July and August. The annual maintenance closure went smoothly with the last of the punch list items from the 2008 renovation being addressed. We also started the conversion of the incandescent underwater lights to "green technology" LED lamps. The visual difference is astounding. The remaining fixtures will be converted as the lamps become available from the vendor.

The fall registration period is off to a great start with 90% enrollment for classes. After the first week of lessons, we have 608 patrons on wait lists and 1037 enrolled.

Executive Director Outreach

Meetings/Events: Carol, Bill Bouie, Bill Penniman, Cathy Vivona and I attended multiple district meetings of the Reston Association sessions to discuss the indoor recreation facility over the months of June and July. IPAR had its September Board meeting on the 15th. I have met with Reston Town Center Association executive director, Barbara Rovin, and Board member, Denise Hogan and will present information at their October Board meeting about our contributions to the activities at Reston Town Center. I am working with GP Director Eileen Boone and representatives from RA and the YMCA to coordinate planning and resources for traditional summer day camp offerings in Reston. We will present our proposals to the Board in October. Matt Brennan, the newly installed President of the Greater Reston Chamber of Commerce, and I have discussed RCC hosting a chamber event in upcoming months here at the Center. Reston Interfaith and RCC will also be partnering on program efforts in the coming winter/spring season of our offerings. Finally, I have attended the Wiehle Avenue/Comstock proposal community meeting, and the orientation to the Land Use College. I will attend the final two sessions of that activity.