



# RESTON COMMUNITY CENTER



## SUMMARY OF MINUTES RESTON COMMUNITY CENTER BOARD OF GOVERNORS MEETING JUNE 6, 2011

### Present:

- Beverly Cosham, Chair
- Colin Mills
- Bill Bouie
- Cathy Vivona
- Carol Ann Bradley
- Bill Keefe
- Roger Lowen

### Absent and Excused:

- Bill Penniman
- John Gasson

### Staff:

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

The Chair called the meeting to order at 8:00 p.m.

### **Approval of the Agenda:**

Beverly Cosham, Chair

### **MOTION #1:**

Colin moved that the Agenda be approved as written. Bill B. seconded the motion. The motion passed unanimously.

### **Approval of the May 2, 2011 Board Minutes:**

Beverly Cosham, Chair

### **MOTION #2:**

Colin moved that the Board approve the May 2, 2011 Board Minutes. Bill B. seconded the motion. The motion passed with one abstention from Cathy.

### **Approval of the May 2, 2011 Board Actions:**

Beverly Cosham, Chair

### **MOTION #3:**

Bill B. moved that the Board approve the May 2, 2011 Board Actions. Colin seconded the motion. The motion passed with one abstention from Cathy.

### **Chair's Remarks:**

The Chair congratulated Leila for completing the exempt employee conversion project. Beverly stated that Lord and Lady Fairfax will be recognized. The recipients are Ellen Graves and Steve Gurney.

There were no visitors.

### **Board Member Input on Activities Attended:**

## June 6, 2011 Board of Governors Meeting Minutes

Bill Bouie stated he has attended lots of meetings with more to come.

Carol Ann stated that the Orchestra season is over. She attended the GRACE Fine Arts Festival. Older Americans month was in May, and she went to a well-attended celebration for it here at RCC and provided volunteer support to it at a Reston Interfaith table at the event.

Colin also attended the Fine Arts Festival as well as many meetings.

Cathy was out for a couple weeks in May visiting family and at a regional bridge tournament. She participated in bridge.

Roger visited Akron, OH, where his daughter will be working. He visited a natatorium in a nearby community, Kayobe Falls, and it was a wonderful facility. He stated that it was a selling point for nearby real estate, since it provides services and upgrades the whole community. He stated that a lot of people are attracted to Reston because they value what RCC offers, and this is something we could highlight even more. He also participated in the Reston Sprint Triathlon yesterday and won his division.

Bill K. is participating with Leila in a planning exercise with Hunters Woods shopping center. He has some recently commissioned architectural documents which will help to better understand where the shopping center is and how it could develop. He attended the Task Force meetings along with Bill P. and Colin.

Beverly attended the Volunteer Recognition dinner at RCC. She stated it is amazing how much work the volunteers do for RCC. She was part of a celebration for Gloria Sussman who is a longtime Reston resident who gives music appreciation classes. She has attended her grandson's Little League and flag football games. She attended the GRACE reception for the Fine Arts Festival and the annual meeting and last concert for RCO. Ian Anderson from South Lakes was the guest cellist. She also attended her 20<sup>th</sup> annual Diabetes Gala.

### **Committee Reports:**

Beverly Cosham, Chair

#### **Long Range Planning Committee – May 16, 2011**

Colin Mills, Chair. See attached report. Colin reported that the Board and staff met on May 16, 2011 to ratify the draft of the Five Year Strategic Plan.

#### **MOTION #4:**

Colin moved that the RCC BOG adopt the Strategic Plan. Bill B. seconded the motion. The motion passed unanimously.

#### **Long Range Planning Committee - June 6, 2011**

Colin stated that an additional LRP meeting was held earlier in the evening. At that meeting the BOG reviewed the slides that will be presented at the public hearing which will be on June 20.

#### **MOTION #5:**

Colin made a motion to approve the committee reports. Bill B. seconded the motion. The motion passed unanimously.

### **Executive Director's Report:**

Leila Gordon, Executive Director. See attached report. Leila noted that the grand re-opening for Lake Anne will be on September 10, 2011.

### **Other Business**

Cathy asked for an update on the Reston Master Plan. Bill K. stated there was some concern from the staff about the direction two of the subcommittees took. The steering committee has taken over defining the scope of the process. There will be another series of planning meetings in the fall.

The Chair reminded the public about the Public Hearing on June 20, 2011 where the Annual Report and the Strategic Plan will be presented. It will be held at 6:30 pm in the Community Room at RCC Hunters Woods.

#### **MOTION #6:**

Colin moved that the meeting be adjourned. Carol Ann seconded the motion. The motion passed unanimously.

June 6, 2011 Board of Governors Meeting Minutes

The Chair adjourned the meeting at 8:20 p.m.

\_\_\_\_\_  
Bill Bouie on behalf of

William Penniman, Board Secretary

July 15, 2011  
Date

**BOARD ACTIONS TAKEN AT BOARD OF GOVERNORS MEETING ON June 6, 2011**

- 11-0606-1 Bd That the Board approve the agenda.**
- 11-0606-2 Bd That the Board approve the May 2, 2011 Board minutes.**
- 11-0606-3 Bd That the Board approve the May 2, 2011 Board actions.**
- 11-0606-4 Bd That the Board adopt the Strategic Plan for 2011-2016.**
- 11-0606-5 Bd That the Board approve the Committee reports.**
- 11-0606-6 Bd That the meeting be adjourned.**

\_\_\_\_\_  
William Penniman, Board Secretary

\_\_\_\_\_  
Date



## MEMORANDUM

**DATE:** May 24, 2011  
**TO:** RCC Board of Governors  
**FROM:** Colin Mills  
Chair, Long Range Planning Committee  
**SUBJECT:** May 16, 2011 Long Range Planning Committee Meeting

The Long Range Planning Committee met on Monday, May 16, 2011. Present were:

- Colin Mills, Chair
- Bill Bouie, Vice Chair
- Carol Bradley
- Bill Penniman
- Beverly Cosham

Absent and excused:

- John Gasson
- Cathy Vivona
- Bill Keefe
- Roger Lowen

Attending from the RCC staff:

- Leila Gordon, Executive Director
- Janet Dopsovic, Executive Assistant

The Chair called the meeting to order at 6:03 p.m.

### **Strategic Planning**

The members reviewed the editorial guidance on the final draft of the Strategic Plan Goals and Objectives, 2011 to 2016, received from members Cathy Vivona, Bill Penniman, and Colin Mills. Edits to the document language were reviewed and accepted. The final draft for submission to the full Board for approval is attached.

**MOTION:** That the final draft of the Reston Community Center Five Year Strategic Plan Goals and Objectives as edited by the Long Range Planning Committee and incorporated in this report be approved and forwarded to the Board of Governors for adoption. Motion made by Bill Bouie; seconded by Bill Penniman. Approved unanimously.

The meeting was adjourned at 6:56 p.m.

# **Reston Community Center Strategic Plan Goals and Objectives 2011 to 2016**

*Enriching Lives. Building Community.*

## **Introduction**

Reston Community Center focused our last Strategic Plan on establishing and attaining appropriate levels of participation in our programs and services. The focus of this five year plan is on how we will address the changing contours of our community. Reston is going to grow substantially in populations; both residential and employee, in the coming five years with the advent of the Metro Silver Line.

Following our Vision, Mission, and Values, we set forth Five Year Goals and Objectives. Our Five Year Goals are designed to address our community's recreational, leisure-time, cultural pursuits and aspirations through facilities, programs and services. Expanding opportunities to enjoy RCC experiences whether by new facilities or other means will be our highest priority. It is essential to our success to communicate and collaborate with the people and businesses of Reston. The high-quality facilities, programs and services we deliver will be sustained by a world-class staff team using the best possible tools to make your interactions with us easy, convenient, and enjoyable. The goals are stated in the present tense as affirmative statements RCC will be able to make at the end of five years or less.

Associated with each goal, we have objectives which we believe will help us to achieve the goal. The objectives are our building blocks toward reaching our goals. At the end of the Goals and Objectives descriptions, there is a Staff Methodology section that describes the means by which the staff will be evaluating and measuring the results of pursuit of the listed objectives.

We hope you see your vision for Reston Community Center in our plan; and we hope that our planned programs and services offer you the enjoyment, good health, and enrichment you want from your community center.

**Vision**

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

**Mission**

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

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

**Values**

In accomplishing our Vision, RCC will be:

- A welcoming community resource committed to improving citizens' quality of life,
- A builder of sense of place and community traditions,
- Celebratory of peoples' traditions, cultural and recreational aspirations,
- An active partner with other Reston Organizations,
- A barrier-free organization - physical, financial, cultural,
- An accepting and open organization,
- A responsible and accountable steward of community resources,
- A respectful organization that supports and nurtures its staff, board, volunteers, constituents and patrons.

## **Facilities**

### **Goal**

Reston Community Center facilities address our mission, expand our capacities, respond to community needs and are aligned with community opportunities and resources.

### **Objectives**

*Objective 1:* To maintain and fully utilize existing facilities at the highest quality with environmentally sound and sustainable maintenance practices.

- Contract effectively
- Re-evaluate space utilization annually to optimize the use of existing facility footprints
- Continue sound capital maintenance planning
- Reduce energy consumption and costs

*Objective 2:* To monitor and leverage opportunities for expansion that are consistent with community needs and demand for new aquatics, performing arts and fitness types of venues.

- Examine partnership options (Reston Association, Park Authority, private sector/development process)
- Explore opportunities in the transit corridor and at Reston Village Centers
- Identify and plan for required funding resources

## **Collaboration and Outreach**

### **Goal**

Reston Community Center collaborates to improve our and other Reston organizations' effectiveness, to build community, and to strengthen our identity. RCC outreach and collaboration support our mission, serve Reston, and enhance our value to the community.

### **Objectives**

*Objective 1:* To identify community projects, initiatives, and/or programs that are aligned with Reston Community Center priorities.

- Regularly communicate with potential Reston partners
- Examine near and long term impacts on staff, facilities, and budget
- Assure efforts are related to RCC mission
- Broaden the spectrum of partners involved

*Objective 2:* To achieve recognition and appreciation for Reston Community Center involvement in community and outreach efforts.

- Develop mutually beneficial cross-marketing opportunities
- Celebrate and include partners as appropriate in our publications and outreach materials
- Provide needed content for other partner communication efforts

## **Communications**

### **Goal**

Reston Community Center is not just known, it is understood to be a key component of Reston's wellbeing. RCC reaches and engages a broad cross-section of the residential and business communities in Reston by using effective tools and best practices.

## **Objectives**

*Objective 1:* To establish a new Reston Community Center web site.

- Multi-modal and multi-lingual
- Dynamic, appealing, and interesting with streaming audio and video capabilities
- E-Commerce friendly to enable patrons to conduct RCC transactions in an online environment
- Enables data collection and patron feedback
- Incorporates social media
- Includes intranet (restricted access) pages for employees, Board members
- Incorporates volunteer registration software (Fairfax County)
- Is downloadable as Smartphone/web tablet application
- Includes a standard “Community Resources” page

*Objective 2:* To embrace, engage and utilize list-serves and social media tools to better inform patrons.

- Increase electronic communication formats to include standard and emerging social media outlets such as Facebook, Twitter, etc.
- Leverage teen fluency in new media to advance program information
- Outreach to business community through electronic newsletters/bulletins
- Encourage patrons to re-post, GPS-identify involvement or attendance, etc.

*Objective 3:* To participate in community-wide communication efforts consistent with Reston Community Center’s mission and resources.

- Identify potential RCC roles and efforts
- Assure appropriate RCC and partner recognition and identities are conveyed

## **Programs**

### **Goal**

Reston Community Center programs evolve and adapt to a changing community to reach more people living and working in Reston. RCC programs serve diverse interests and are high quality, well attended and affordable.

### **Objectives**

*Objective 1:* To diversify program formats and seek non-RCC facilities where appropriate to reduce waitlists for and increase awareness of Reston Community Center offerings.

- Offer more one-time or short-duration programs to increase opportunities
- Offer programs in more settings to reach various parts of the community
- Seek program partners

*Objective 2:* To assess, refine, and evaluate programs to broaden and deepen their impact.

- Utilize evaluation tools and formats that are easy for patron participation
- Connect comment and input methods to RCC web site and RCC Contact
- Establish evaluation sampling cycles to assure broad knowledge of program performance across seasons

## **Internal Capacity**

### **Goal**

Reston Community Center employees are highly skilled, creative, responsive, motivated, collaborative and celebrated. RCC systems are effective, efficient, continuously improving, user-friendly, sustainable, and embrace state of the art technology.

### **Objectives**

*Objective 1:* To evaluate existing business systems and establish best practices in the utilization of business systems by RCC employees for the benefit of patrons.

- Utilize County and Agency software systems for finance, human resources, and purchasing fully and effectively
- Solicit feedback from patrons on desired capabilities
- Increase electronic transactions each year by at least 10% to more than 50% of registration, ticketing, and facility reservation requests

*Objective 2:* To establish and sustain a training approach that provides all RCC employees with the skills needed to perform their jobs with excellence and career development opportunities to improve their performance and potential.

- Utilize County, Agency and career training ladders
- Reward achievement
- Reduce errors, improve service delivery

## **Staff Methodology**

To meet the Goals and Objectives of the Reston Community Center Five Year Strategic Plan, the staff will measure successful efforts related to the objectives by using associated criteria for success. In general, there are measures that will tell us that our direction and activities are sound. There are also specific objective outcomes that can be measured and they are outlined below for the respective Goal areas. The staff will reevaluate and make recommendations on objectives and activities associated with them to the Board of Governors in the annual Program and Budget related Board Committee meetings in March each year, and to the community in the Annual Report.

### **General Evaluation and Measurement Tools**

1. Patron feedback and comments/inputs.
2. Participation data.
3. Financial performance.

### **Facilities**

Outcomes:

1. Community participation in explorations of new facilities.
2. Capacity utilization of existing RCC facilities to support programs and staff requirements.
3. Agreements for new program space and/or new facility development.
4. Adoption of strategies aligned with environmental best practices and reduced energy consumption.
5. Reduction in wait lists.

## **Communication**

### Outcomes:

1. Electronic or web-based purchasing increases to at least 20% of all point of sale transactions by 2013 and continues to grow thereafter.
2. Counters are embedded in the web site and “visits” recorded.
3. Numbers of “fans”, “followers”, “friends” via social media reaches 1,000 (cumulatively) within two years of page launches and continue to grow each subsequent year.
4. We connect specific activity to social media “action” prompts that can be tracked in participation records.
5. RCC programs, activities and events register as GPS “check-ins” across social media platforms.

## **Outreach and Collaboration**

### Tests for successful partnerships and collaborations:

1. Does the community benefit?
2. Are efforts related to RCC’s Mission?
3. Does this offer an opportunity to address a gap in RCC programs or services?
4. Is it a highly visible undertaking?
5. Can it be managed without adversely impacting other RCC programs and services?
6. Does the outreach/collaboration produce good results that people acknowledge?

## **Programs**

### Outcomes:

1. Participation rates (percent of capacities identified as appropriate program targets) remain at current levels and/or increase if possible.
2. Number of program options for patrons increases in cost neutral processes.
3. Number of enrollment opportunities increases.
4. Waitlist numbers are reduced.
5. Programming achieves awards, recognitions, positive feedback and public response.

## **Internal Capacity**

### Outcomes:

1. Business processes require less time and energy consumption.
2. Employee personnel and business processes have minimal error rates.
3. Retraining requirements are reduced.
4. Employee morale is high, turnover is minimal.
5. Patron feedback is positive.



# RESTON COMMUNITY CENTER



## MEMORANDUM

**DATE:** June 13, 2011  
**TO:** RCC Board of Governors  
**FROM:** Colin Mills  
Chair, Long Range Planning Committee  
**SUBJECT:** June 6, 2011 Long Range Planning Committee Meeting

The Long Range Planning Committee met on Monday, June 6, 2011. Present were:

- Colin Mills, Chair
- Bill Bouie
- Carol Bradley
- Beverly Cosham
- Bill Keefe
- Roger Lowen
- Cathy Vivona

Absent and excused:

- John Gasson
- Bill Penniman

Attending from the RCC staff:

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

The Chair called the meeting to order at 7:00 pm.

Leila stated that the committee would discuss the draft presentation for the Public Hearing for Programs and Budget meeting to be held at 6:30 on June 20, 2011 at RCC Hunters Woods. She also stated that there would not be a postcard mailing regarding the meeting. It will be advertised through the local press and the RCC website. Leila does not anticipate any dramatic issues arising at the meeting. A lot of input was received in February regarding the Strategic Plan.

Leila stated that the format of the presentation is the same as last year. It will go through FY11 Highlights, Strategic Plan including Programs and Lake Anne expansion, Budget, Capital Improvement Plan, Capital Maintenance Projects, FY13 Budget Calendar, and finally will be opened up for Public Comment. Colin will handle the budget section of the presentation.

Cathy noted that Leila included some projects, such as ADA compliant doors and a white roof, which have been under discussion for three years. Leila responded that some ADA updates need to be done, including changing the location of the water fountains. She also stated that the elevator is not ADA compliant, but RCC can most likely get an exception because it would cost tens of thousands of dollars to adjust it. Regarding the doors, she mentioned that it is more complicated than it initially seemed to do the drawings and complete the project, and there is also a question of timing to do the installation, based on weather. Regarding the white roof, it was decided to wait until the roof needs to be replaced anyway, likely in FY14 or FY15, and get a white roof at that time.

Bill Keefe requested that the addition of the antenna be added to the slides.

Leila stated that she would email the budget slides to the Board as soon as the May figures are available.

## June 6, 2011 Board of Governors Meeting Minutes

Carol Ann asked what has happened with Dogwood. Leila stated that she has earmarked funding for the project and is waiting to hear back from her contact at the school. Leila will try to get something more concrete before the Public Hearing.

Leila noted several new programs that will debut soon. The film series is scheduled to kick off in the fall on Tuesday nights. The Green programming will also kick off in the fall. There will be music at three of the pools this summer. The first pilot project with Aging in Reston will be an opt-in carpool option for Seniors with their programs.

Copies of the Annual Report, which will include the Strategic Plan, will be available at the Hearing.

Leila stated that there will need to be a Preference Poll Committee meeting this month to approve the procedures for the Preference Poll. The RFP for the electronic voting contractor needs to be reviewed and approved, and the Preference Poll process needs to be approved. The full Board will not need to approve it after the Preference Poll Committee approves it. The Preference Poll Committee will take place at 6:15 on June 20, 2011, immediately preceding the Public Hearing.

The Chair adjourned the meeting at 7:30 pm.