



RESTON COMMUNITY CENTER



SUMMARY OF MINUTES RESTON COMMUNITY CENTER BOARD OF GOVERNORS' MEETING NOVEMBER 5, 2007

Present:

- Bill Bouie, Chair
- Karen Cleveland, Vice Chair
- Colin Mills, Secretary
- Carol Ann Bradley
- Beverly Cosham
- Bill Keefe
- Claudine Varesi
- Cathy Vivona

Absent:

Bill Penniman, Treasurer

Staff:

- Bonnie K. Freeman, Executive Director
- Thomas Ward, Deputy Director
- BeBe Nguyen, Director of Communications
- Joe Leary, Aquatics Director
- Leila Gordon, Director of Performing, Fine Arts and Community Events/Acting Deputy Director

Visitors:

- Roger Lowen, former member of the Board
- Gordon Gerson, President of the Reston Masters Swim Team

The Chair called the meeting to order at 8:01 p.m., welcoming the visitors, viewing audience, and the new members of the Board, Bill Keefe, Claudine Varesi, and returning Board member, Beverly Cosham.

Approval of the Agenda:

Bill Bouie, Chair

The Chair added two items to the agenda: New Business after the Staff Presentations and a Closed Session after the Adjournment to discuss a personnel matter.

MOTION #1:

Cathy Vivona moved that the Board approve the amended Agenda. Carol Ann Bradley seconded the motion. The motion was unanimous.

Approval of the October 1, 2007 Board Minutes:

Bill Bouie, Chair

MOTION #2:

Beverly Cosham moved that the Board approve the October 1, 2007 Board Minutes. Colin Mills seconded the motion. The motion passed unanimously.

Approval of the October 1, 2007 Board Actions:

Bill Bouie, Chair

November 5, 2007 Board Minutes cont'd

MOTION #3:

Carol Ann Bradley moved that the Board approve the October 1, 2007 Board Actions. Colin Mills seconded the motion. The motion was unanimous.

Presentation to Departing Board Member and Executive Director:

Bill Bouie, Chair

The Chair said RCC appreciated the contributions of Roger Lowen, who was resigning after three years of service on the RCC Board. He noted that Roger began his tenure on the Board at a critical time and led as a voice of reason, a great compromiser, and a guide who was able to build bridges for RCC during a tumultuous period. On behalf of the Board, the Chair thanked him for his service and dedication to RCC. The Chair presented Roger with a plaque that read: "In appreciation to Roger Lowen for your years of outstanding and dedicated service, 2004-2007, the Reston Community Center Board of Governors." Roger thanked the Chair for his award.

Roger said it had been an honor to serve the Reston community during the last five years: two years on the RCC Governance Review Panel and three years on the Board. He commented that serving on the Board had been extraordinarily satisfying because the members cared about the Reston community and contributed significant time to RCC. Roger noted that working with the staff members had also been satisfying because they were dedicated and competent and equally cared about the community. He thanked the community and the Board for a wonderful experience.

The Chair announced that the Executive Director, Bonnie K. Freeman, was resigning after two years to undertake bigger challenges. He congratulated the executive director on her exciting new career opportunity and said it had been a pleasure working with her. The Chair commented that her tremendous achievements and contributions to the Center would live on vicariously through her and he hoped that she would visit the Center often. He also presented the executive director with a plaque that read: "In appreciation of Bonnie K. Freeman for years of dedicated and outstanding service, 2005-2007, the Reston Community Center Board of Governors." The executive director thanked the Board for her award.

The executive director commented that RCC was a wonderful organization that had an outstanding Board and talented staff members. She said she was very excited about the direction the Center was headed and was pleased with the progress of the HVAC system renovation. The executive director noted that one of her proudest and most notable accomplishments was the completion of the Capital Improvement Plan (CIP), which positioned RCC to expand its footprint in the community and engage in more aggressive and creative programming. She personally thanked the Chair and said he restored dignity to the Board and his vision, openness, and willingness to explore new ideas and take RCC in a new direction was very motivational and inspiring. The executive director also expressed gratitude to the Board and staff for their support and said she was pleased with the status of RCC and its new leadership. She hoped to remain connected to RCC and the Initiative for Public Arts in Reston, the Reston Community Orchestra, and other organizations she had the opportunity to be engaged with.

Chair's Annual Report:

Bill Bouie, Chair. The Chair's annual report was read into the official record. Please see attached report.

Introduction of Visitors:

Bill Bouie, Chair

The Chair welcomed the visitors, Roger Lowen and Gordon Gerson.

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Citizen Input:

Bill Bouie, Chair

Gordon Gerson, President of the Reston Masters Swim Team, requested that he be kept apprised of any RCC activities that may affect the Terry L. Smith Aquatics Center or the swim team since the team no longer had representation on the Board. He also requested that RCC permit him to reserve a meeting room once a month on a Saturday morning, at no cost to the swim team, to help plan the annual Jim McDonnell 1- and 2-Mile Open Water Swim event, which was held on the Sunday of Memorial Day weekend at Lake Audubon, Reston. He reported that in the past three years the event had raised over \$10,000 for the Lymphoma Foundation of America.

The executive director said RCC had already established the precedent for waiving the room request fee and requested that Gordon submit his preferred meeting room dates to Brian Gannon, Facility Booking Manager, to help expedite the reservation process.

Committee Reports

Bill Bouie, Chair

Community Relations Committee (October 15, 2007)

Cathy Vivona, Chair. The report was summarized and submitted for the record. Please see attached report.

Beverly pointed out that "due" should be changed to "do" at the end of the last sentence on page 2 of the report.

Program Policy Committee (October 15, 2007)

Karen Cleveland, Vice Chair. The report was summarized and submitted for the record. Please see attached report.

The Chair reported that he had received the official tallies from the League of Women Voters for this year's Preference Poll. A total of 262 valid ballots, 4 of which were commercial ballots, were received. This total was substantially down from last year. The number of ballots received at each polling location was as follows: Hunters Woods - 29, Lake Anne - 31, North Point - 25, South Lakes - 39, Spectrum - 12, Tall Oaks - 13, and Hunters Woods - 77 walk-ins and Lake Anne - 36 walk-ins.

Cathy said this year's RCC Citizen Survey would gather community input on their awareness and understanding of the Preference Poll process, as well as their ideas about whether they would be amenable to changing RCC's memorandum of understanding to allow for a voting method other than a paper ballot. She commented that this would be a step toward identifying how to encourage greater participation in the Preference Poll.

Bill K. commended the League of Women Voters for a wonderful job handling the Preference Poll process. The executive director noted that RCC would send the League a thank you letter.

Election and Seating of New Board Officers:

Cathy Vivona, Vice Chair of the Nominating Committee

Roger Lowen had been the designated Chair of the Nominating Committee, but since he was no longer on the Board, Cathy conducted the election of the new Board officers.

The Nominating Committee proposed that Bill Bouie return as the Board Chair. There were no other nominations from the Board. Bill Bouie accepted the nomination. Therefore, Bill Bouie was appointed as the Board Chair, by acclamation.

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The Nominating Committee proposed that Colin Mills be the new Board Vice Chair. Beverly Cosham nominated Karen Cleveland as the new Board Vice Chair. There were no other nominations from the Board. The Board voted to appoint Karen Cleveland as the new Board Vice Chair.

The Nominating Committee proposed that Bill Penniman return as the Board Treasurer. There were no other nominations from the Board. Therefore, Bill Penniman was appointed as the Board Treasurer.

The Nominating Committee proposed that Karen Cleveland return as the Board Secretary. Since Karen Cleveland had already been appointed as the new Board Vice Chair, Bill Bouie nominated Colin Mills as the new Board Secretary. Beverly Cosham seconded this nomination. There were no other nominations from the Board. Therefore, Colin Mills was appointed as the new Board Secretary.

New Board officers seated.

The Chair congratulated the new Board. Cathy commented that RCC had an extraordinary Board and outstanding slate of Board officers and said she looked forward to an excellent year ahead. The Chair agreed with her remarks.

The Chair thanked Cathy for her work on the Nominating Committee and conducting the election. Cathy noted that it had been difficult proposing the new slate of Board officers because each member had numerous talents.

Committee Assignments:

Bill Bouie, Chair. The Chair made the following recommendation to the Board for the following assignments to committees:

Community Relations Committee

Cathy Vivona, Chair
Claudine Varesi, Vice Chair
Carol Ann Bradley
Karen Cleveland
Colin Mills

Program Policy Committee

Karen Cleveland, Chair
Bill Keefe, Vice Chair
Carol Ann Bradley
Beverly Cosham
Claudine Varesi

Preference Poll Committee

Colin Mills, Chair
Bill Keefe, Vice Chair
Bill Bouie
Carol Ann Bradley
Beverly Cosham
Claudine Varesi

Long Range Planning Committee

Beverly Cosham, Chair
Colin Mills, Vice Chair
(All members of the Board)

Finance Committee

Bill Penniman, Chair
Cathy Vivona, Vice Chair
Beverly Cosham
Bill Keefe
Colin Mills

Personnel Committee

Karen Cleveland, Chair
Carol Ann Bradley, Vice Chair
Bill Keefe

Building Committee

Beverly Cosham, Chair
Bill Penniman, Vice Chair
Carol Ann Bradley

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The following Board members were recommended as liaisons to the following organizations:

Board Liaisons

Bill Bouie - Coalition of Reston Organizational Leadership (COROL) and Initiative for Public Arts in Reston (IPAR)

Carol Ann Bradley - Reston Interfaith

Karen Cleveland - Greater Reston Chamber of Commerce

Beverly Cosham - Reston's Multicultural Festival Planning Committee

Bill Keefe - Reston Association

Colin Mills - Reston Citizens Association

Bill Penniman - South Lakes High School and Reston YMCA

Claudine Varesi - Southgate Community Center

Cathy Vivona - Greater Reston Arts Center (GRACE)

The Chair appointed a new Executive Director Search Committee, composed of Karen Cleveland as Chair and Carol Ann Bradley as Vice Chair and members Beverly Cosham, Bill Keefe, and Colin Mills. The committee would work with Fairfax County in soliciting resumes and interviewing candidates for the executive director position and would present the top candidate(s) to the Board for decision. Cathy said she could provide the committee with her knowledge and insight of the selection process.

Chair's Remarks:

Bill Bouie, Chair

The Chair commented that he was excited about the new Board and said everyone brought a unique skill set to the Board and was very open and candid with each other in their exchanges. The experiences contributed by the Board members would help RCC tremendously, especially with the execution of the CIP. In the coming months, the Board would examine issues concerning the Reston Citizens Association, a collaborative relationship with the Reston Association and its implementation of the Recreation Master Plan, and IPAR. The Chair said he was pleased to be the Board Chair again and he looked forward to continuing to work with the Board and staff on RCC's progress and future accomplishments.

The Chair noted that he had learned considerably in the last year from Terry Smith, former longtime Board member who passed away on September 9, 2007. The Chair had talked with Terry about his vision for the Center, which would be a driving force for RCC.

Executive Director's Remarks:

Bonnie K. Freeman, Executive Director

The executive director said she had decided to resign to accept a position with the National Visionary Leadership Project (NLVP), a nonprofit organization co-founded in 2001 by Dr. Camille O. Cosby and Renee Poussaint. The mission of NLVP was to record and preserve, through various educational media, the wisdom of extraordinary African American elders who have shaped American history. Over 200 recordings have been completed so far. NLVP recently entered into a partnership with the Library of Congress to serve as a repository for the recordings, which were an extremely important contribution to not only American society but the entire world. The executive director announced that Derrick A. Bell, Jr., a South Lakes High School student, was a first-place winner of the NVLP high school essay contest at this year's Intergenerational Summit on the State of Black America. The summit identified three visionaries and invited students from all over the country to interact with those individuals, ask questions, and listen to their experiences. The executive director commented that the opportunity to raise money for NVLP to support its numerous initiatives was an honor and privilege. The Board congratulated her and wished her success.

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Staff Presentations

Bill Bouie, Chair

Finance and Administration

Thomas Ward, Deputy Director. The presentation was summarized and submitted for the record. Please see attached outline.

Aquatics

Joe Leary, Aquatics Director. The aquatics director welcomed the two new Board members.

The enrollment demand for the Aquatics programs exceeded the Aquatics Center's capacity due to space limitations and staffing issues. Other aquatics venues in the area had reassessed their pay scales and consequently, RCC was no longer at the front edge for lifeguard salaries. The Comptroller, Executive Director, and Finance Committee needed to address this issue and explore strategies to recruit and retain lifeguards.

Phase III of the HVAC system renovation project was expected to commence next summer. The aquatics director would meet with the Building Committee to finalize the next steps in the decision process for the Natatorium Phase III integration into the overall HVAC project, which would address such issues as the timeline for the Natatorium's closure and the relocation of the Aquatics operations during the renovation.

In response to a question from Karen, the aquatics director indicated that one area aquatics venue paid a 16-year old lifeguard more than RCC paid an equivalent lifeguard with no experience. He also noted that the Fairfax County Park Authority started its lifeguard pay at \$3.50 above RCC's lowest starting pay. Another aquatics entity had implemented a pay scale that started at RCC's base pay, but quickly progressed in increments above 10 percent which the County currently mandated as the maximum allowable pay increase in a fiscal year.

The aquatics director attended the International World Aquatic Babies and Children Conference in St. Petersburg, Florida, from October 21 through 23, where he had heard informative presentations from schools in New Zealand, China, the United Kingdom, South America, Canada, the United States, and other places that used the Infant Swimming Resource (ISR) program. During the second half of the week, the aquatics director had met with the ISR group in Orlando and had a long, in-depth discussion and review of its procedures, policies, and techniques. The aquatics director would attend the Program Policy Committee's November 19th meeting to give a presentation of his findings and discuss the next steps.

Bill K. mentioned the tragic incident of a five-year-old girl who drowned on August 31, 2007 in a swimming pool at the Life Time Fitness center in Centreville and said this had prompted Life Time to reconsider its lifeguard program. The aquatics director replied that typically any time a drowning incident or fatality occurred at an aquatics venue, representatives from every aquatics facility within a 50-mile radius were informed of it within four hours because there was potential for them to be called upon for media witnesses. The aquatics director reported that he would attend a banquet of Loudoun County's Department of Parks, Recreation and Community Services this month to learn about the Poseidon overhead surveillance camera system, which isolated, identified, and warned staff that a body had stopped moving in the water for a period of time. Unfortunately, this system would not work successfully at the RCC pool because it was too shallow and had too much movement.

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Performing, Fine Arts and Community Events (PAFA/CE)

General Programs

Leila Gordon, Director of Performing, Fine Arts and Community Events (PAFA/CE). The director of PAFA/CE apologized on behalf of Eileen Boone, Director of General Programs, who was chaperoning the fully-subscribed College Campus Tour to Virginia Commonwealth University, Virginia Union University, Virginia Tech University, and Radford University, in place of the Teen Program Director, Nakish Jordan, who was ill. The presentation was summarized and submitted for the record. Please see attached outline.

The executive director requested that the director of PAFA/CE discuss the plans for the Reston Dr. Martin Luther King, Jr. Birthday Celebration. The director of PAFA/CE said the celebration would commence on Thursday, January 17, 2008 at South Lakes High School with a joint assembly program with South Lakes High School and Langston Hughes Middle School students, which would feature a nationally-renowned speaker to inspire the students to get engaged in civic processes.

On Saturday, January 19, at 6:00 p.m. the Reston Community Orchestra would present a concert program, with Beverly Cosham as a featured song stylist, dedicated to the music of the Civil Rights Movement and the ideals that Dr. King stood for. On Sunday, January 20, at 4:00 p.m. the Martin Luther King, Jr. Christian Church would present their annual joint Voices of Inspiration concert at the Northern Virginia Hebrew Congregation, which focused on the interfaith aspects of the music and people who informed the Civil Rights Movement.

On Monday, January 21, Reston would kick off the day's celebration at 8:00 a.m. with a Commemorative March beginning at the Southgate Community Center and culminating at the Hunters Woods Village Center. Parents of school-age children (first through sixth grade) would have the opportunity to register their children to participate in activities that were based on the history of Dr. King and the Civil Rights Movement at the Southgate Community Center from 8:30 a.m. until 1:30 p.m.

Also on January 21 at RCC Hunters Woods, the keynote speaker will be Kojo Nnamdi, host of *The Kojo Nnamdi Show*, a live public radio program produced by WAMU 88.5 FM, American University Radio, airing from noon to 2:00 p.m. weekdays. Kojo will also lead and moderate an Immigration Issues Forum. Reston Interfaith will coordinate an Affordable Housing and Homelessness Simulation Experience targeted to teens and adults who wanted to learn the challenges faced by people living on the brink of losing their home or in a homeless situation and examine ways the community could help support affordable housing and reduce the number of homeless people in the community. Another workshop, Non-Violent Conflict Resolution and Civil Rights Experience Dialog, will focus on the history of the Civil Rights Movement and using non-violent conflict resolution techniques to solve and address problems. The second historical framework workshop, Quilting Project and History Discussion, will be a culmination of a Teen program focused on how quilt-making was used throughout American history to convey messages about the Underground Railroad through the Civil Rights Movement, visualize stories, and pass down messages from generation to generation. The program participants will display for the first time the quilt they had created over the fall.

RCC will also present the annual Dr. Martin Luther King, Jr. Day Community Service Awards. Award recipients will be nominated by the community in three categories: less than 21 years of age, over 21 years of age, and an organization or business that had advanced the ideals of Dr. King and the Civil Rights Movement.

The director of PAFA/CE thanked Carol Ann Bradley, designated Board liaison with the Dr. Martin Luther King, Jr. Day Steering Committee, for her dedication and service to make the event successful.

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Marketing and Public Relations Strategies

Nguyen, BeBe, Director of Communications. The director of communications commended Cindy Fortuno, Media Specialist, for her outstanding work designing the 2008 Winter/Spring Program Guide. The presentation was summarized and submitted for the record. Please see attached outline.

After concluding her presentation, the director of communications mentioned that after the HVAC project was complete, she would embark on enhancements to the physical signage of both RCC facilities.

New Business:

Bill Bouie, Chair

The Chair distributed copies of a letter dated October 23, 2007, addressed to him from Kenneth R. Plum, Virginia House of Delegates, and Janet D. Howell, Virginia State Senate, requesting that by December 15, 2007, the Board submit an official letter or resolution indicating its position on the referendum and the proposed charter to incorporate Reston as a town. Attached to the letter was the draft bill and town charter proposal. The Chair read the letter into the official record.

The Chair noted that he, the deputy director, and the director of PAFA/CE had attended a meeting with Hunter Mill District Supervisor Catherine Hudgins, Delegate Plum, Senator Howell, and representatives of the Reston Citizens Association (RCA) on October 30 to discuss the results of RCA's petition drive and town charter and referendum proposal. He noted that Colin Mills, designated Board liaison with RCA, would be able to provide clarifying documentation to the Board if needed.

The Chair scheduled a Long Range Planning Committee meeting on December 3, 2007 at 6:30 p.m. to discuss the impacts of the proposed town charter and referendum on RCC.

Responding to a question from Bill K., the Chair said RCA was currently gathering information and requesting that the various organizations included in the charter submit their position.

The Chair noted that if any Board members had questions in the interim, he or Colin Mills could provide them with further information. The Chair reported that RCC had not been asked previously to participate in this discussion and two years ago the Board, with Joe Lombardo as the Chair, had passed a resolution to not support the concept of a town.

Colin said he had requested Mike Corrigan, President of RCA, provide the Board with copies of the October 30th slide presentation. He noted that the RCA website also provided a significant amount of information.

MOTION #4

Colin Mills moved that the meeting be adjourned. Bill Bouie seconded the motion. The motion passed unanimously.

The meeting adjourned at 9:51 p.m.

Following adjournment, the Board went into a closed session to discuss a personnel matter.

Colin Mills, Board Secretary

Date

**RESTON COMMUNITY CENTER
BOARD ACTIONS
TAKEN AT BOARD OF GOVERNORS' MEETING ON NOVEMBER 5, 2007**

- | | | |
|-------------------|-----------|------------------------------------------------------------------|
| 07-11-05-1 | Bd | That the Board approve the amended Agenda. |
| 07-11-05-2 | Bd | That the Board approve the October 1, 2007 Board Minutes. |
| 07-11-05-3 | Bd | That the Board approve the October 1, 2007 Board Actions. |
| 07-11-05-4 | Bd | That the meeting be adjourned. |

Colin Mills, Board Secretary

Date



2007 RCC Board Chair Remarks

Traditionally, during the first meeting of the new board year, the chair gives a detailed Year in Review that highlights the board's and staff's accomplishments during the past 12 months. However, this year we have invited members of the senior management team to give a brief overview of their department's accomplishments over the last year and to answer any questions about their plans for the coming year.

That said, there *is* one item I would like to mention, which I believe is quite possibly our most significant accomplishment this year; the completion of a five-year Capital Improvement plan or CIP. The CIP will serve as the short-term and long-range blueprint for the board to allocate resources for enhanced program offerings, to identify future capital needs that are communicated by residents of Tax District #5, and to guide the resource management decisions for each of our lines of business (Performing, Fine Arts & Community Events, General Programs, Aquatics and Facility Rentals).

Back to the staff, if you have paid attention to the Reston media, you know this has been an extremely busy year for us. We launched several marketing and public relations strategies for the center, which you will hear more about from our Director of Communications, Bebe Nguyen a little later. In addition, under the direction of our executive director, the board and staff spent months finalizing the plans for our HVAC replacement project. Also program attendance has been robust and, Leila Gordon and Joe Leary will briefly talk about the rates of enrollment in RCC programs and events that fall under their purview. Finally, Tom Ward, Deputy Director will summarize finance and administration. As you listen to staff report on each unique business area, you will notice a theme begin to emerge.

Every RCC program, activity, partnership and affiliation, ties directly to our strategic plan, which was adopted by the board two years ago. It has only been within the last 12 months that we have been able to focus – really focus our efforts on directly aligning our day-to-day operations with our strategic plan, which outlines our mission, vision, values and strategic objectives. Again, the evidence of that will be heard as you listen to our amazing group of staff this evening.

In closing, I would like to say that it has been a pleasure to work with the board and staff this past year in furthering the value and contribution of this valuable community resource. The stage has been set for another banner year and I thank you all for your continued hard work and dedication in making RCC the number one recreational, educational and cultural outlet in Reston.



MEMORANDUM

DATE: October 18, 2007
TO: RCC Board of Governors
FROM: Cathy Vivona
Chair, Community Relations Committee
SUBJECT: October 15, 2007 Community Relations Committee Meeting

The Community Relations Committee met on Monday, October 15, 2007. Present were:

- Cathy Vivona, Chair
- Colin Mills
- Carol Ann Bradley
- Karen Cleveland

Attending from the RCC Staff was Bonnie K. Freeman, RCC Executive Director. Roger Lowen was absent and excused. The Chair called the meeting to order at 6:07 p.m.

RCC Marketing and Outreach Efforts and Other Staff Updates: The executive director said BeBe Nguyen, RCC Director of Communications, was working diligently to complete the overhaul of the RCC website, which was expected to go live within the next two weeks. She commended RCC's marketing firm, LeapFrog solutions, Inc., for doing an amazing job redesigning the site and enhancing its graphics. The recent laying of fiber optics in Reston would contribute to the improved user-friendliness of the new website and faster download speed.

The executive director explained that the RCC program directors have continued to aggressively outreach to all area newspapers to garner coverage of their upcoming activities, especially CenterStage performances and General Programs. Comcast Channel 28 would broadcast an RCC feature before CNN Headline News. Comcast would also show a 30-minute profile featuring a particular line of business on a rotating quarterly basis. This quarter focused on the Performing and Fine Arts line of business because of the recent opening of the CenterStage season and subsequent profiles would focus on Aquatics and General Programs. Comcast would also coordinate with the RCC Board Chair, Bill Bouie, to highlight Board activities and to seek involvement from other Board members to feature committee initiatives.

The Chair recalled that either the *Reston Times* or the *Reston Connection* published a regular "What's Happening In" column that was written by the board chair of the Reston Association, RCC, Reston Interfaith, and other major community groups on a rotating basis. She suggested that RCC consider participating in this feature again. The executive director said this could be pursued, but noted that RCC was focused on ongoing publicity in local newspapers on a regular basis, at least twice a month if possible, and not just one specific monthly column. Karen recommended that RCC develop a plan to publish a topical article once a month or once every six weeks.

In response to a question from Carol, the executive director said she would verify with BeBe how activity on the new RCC website would be measured.

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Carol expressed interest in finding out the number of persons who visited the RCC site to determine if more people were obtaining information online than in newspapers. Karen commented that any marketing/public relations effort needed to be well-rounded and inclusive of both print and electronic resources. The executive director indicated that Performing and Fine Arts had a listserv and another one was being developed for General Programs. She said BeBe was actively pursuing an aggressive e-mail communication outreach to RCC patrons.

Responding to a question from the Chair, the executive director said RCC staff ensured that announcements and monthly reminders were sent out to Reston residents asking them to encourage their friends and neighbors to participate in RCC's community event planning committees. She noted that Daren Carlisle, Chair of the Multicultural Festival Planning Committee this year, was a first-timer. RCC staff would attempt to recruit persons, who had not previously been involved in the planning process to give them an opportunity to lead the process and play a more active role, but also be considerate of the active and community-oriented persons who regularly participated every year. Carol commented that the whole leadership of the Dr. Martin Luther King, Jr. Day Steering Committee had changed mainly due to increased outreach within the faith communities.

In response to a question from the Chair, the executive director reported that the council involved in the public art in Reston initiative was currently developing a Request for Proposal to hire a consultant to establish the blueprint.

Activity Update by Colin Mills, Designated Liaison with the Reston Citizens Association (RCA):

Colin reported that RCA Board members and volunteers have been circulating petitions for Reston residents to sign to ask the Virginia General Assembly to authorize a public referendum to vote on whether Reston should be incorporated as a town. RCA would publicly present the results of the signature drive on October 22. The RCA Board would meet with the Virginia elected officials after October 22 to address their concerns and ensure that the legislation was submitted in time for the Virginia General Assembly session in January 2008. If the referendum was authorized, a series of discussions would need to be held among the major Reston organizations that would be affected by the proposal to determine the relationships between the town government and those organizations before Reston residents voted on the referendum in the November 2008 election.

Responding to a question from Karen, Colin explained that if the Virginia elected officials requested resolutions in support of the referendum from the boards of major Reston organizations, it would be difficult to draft the legislation in time for the January 2008 Virginia General Assembly session, so it may be deferred a year or more.

Draft RCC Citizen Survey: The Chair called attention to the draft citizen survey dated October 12, 2007 that was distributed to the Committee members. The survey had been modified as necessary and submitted to the University of Virginia Center for Survey Research (CSR). The Chair commented that this year's survey was very different in structure and placement of questions from the previous survey and it had accomplished the stated objectives.

The Chair asked the Committee members to provide their thoughts on the survey development process. Karen said the process went smoothly because of the Chair's leadership and expressed appreciation for the valuable input derived from the initial meeting with the CSR representatives. Colin agreed and noted that this meeting helped CSR and RCC understand the direction of the survey, identify its goals, and help formulate a stronger final product. Carol also agreed and said the initial involvement of the Committee and staff helped provide CSR with considerable input.

The Chair commented that certain steps in the process should have moved more expeditiously. Karen pointed out that the process was moving efficiently; however, it had been halted temporarily to conduct

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the cost-quality comparison between CSR and the George Mason University Office of Research Development, which was important to do.

The Chair indicated that Thomas Ward, RCC Deputy Director, would meet with the UVA representatives tomorrow to address certain issues. CSR would begin pretesting within the next week and would submit a preliminary report to RCC in time for the Board Retreat in January.

Update on Southgate Community Center Partnership with RCC: The executive director reported that Eileen Boone, RCC Director of General Programs, was in constant contact with LaShawn Timmons, Executive Director of the Southgate Community Center. RCC and Southgate had a County-approved memorandum of understanding to facilitate the roles and responsibilities of their cooperative programming. RCC was regularly offering programs at the Southgate facility, such as the popular Stroller Fit program. RCC programs scheduled to be held at Southgate included Teen Kickboxing and Teen Aerobics. In addition, participants in the Students on Suspension program enjoyed their breaks at Southgate.

2007 RCC Preference Poll: The Chair complimented RCC staff on the wonderful Preference Poll signage. The executive director reported that RCC received a total of 262 votes, 4 of which were from the business community. The Committee members briefly discussed their observations regarding this year's Preference Poll.

With no further business, the meeting adjourned at 6:44 p.m.



MEMORANDUM

DATE: October 18, 2007
TO: RCC Board of Governors
FROM: Karen Cleveland, Vice Chair
Program Policy Committee
SUBJECT: October 15, 2007 Program Policy Committee Report

The Program Policy Committee met on Monday, October 15, 2007. Present were:

- Karen Cleveland, Vice Chair
- Carol Ann Bradley
- Beverly Cosham
- Colin Mills

Attending from the RCC staff was Bonnie K. Freeman, Executive Director. The Vice Chair officially called the meeting to order at 7:02 p.m.

Update on Infant Swimming Resource - Infant Swim Program: The executive director reported that Joe Leary, RCC Aquatics Director, was leaving this Saturday for Florida to attend the 2007 International World Aquatic Babies and Children Conference and to observe the administration and instruction of the Infant Swimming Resource (ISR) program. Upon his return, Joe will debrief the Committee and staff on his trip and provide further information to the County Attorney's Office. The executive director said she would notify Brad and Amy Davis that a decision on establishing the ISR program at RCC would not happen until the beginning of next year due to the numerous contingencies, propriety issues, restrictions, and challenges that needed to be taken into consideration.

The executive director noted that Joe also had a chance to visit the British Swim School, which has locations in Wheaton, Maryland and Falls Church, Virginia, and found many similarities between their program and RCC's Aquatics program and philosophy; however, the school's student-to-instructor ratio was 6:1 whereas RCC's was 10:1. British Swim School representatives had expressed interest in renting out the RCC pool as opposed to partnering through programming. Because of the tremendous waitlists with the Aqua Tots and Skipper classes the rental would pose challenges in terms of whether RCC was able to offer the pool to the school as part of programming. Joe was considering the possibility of eliminating RCC's Aquatics program and enabling the British Swim School to administer the entire program; however, this presented challenges in pricing and enrollment. There were many factors to weigh and consider before a decision was made.

In response to a question from Beverly, the executive director said Joe had not talked to Reston Association (RA) representatives about using their pools, but noted that this may present another issue since RA pools were only open at certain times of the year.

RCC Refund/Cancellation Policy: The executive director reported that the revised refund/cancellation policy would appear in the winter/spring program guide. She explained that the RCC program directors had decided to combine the winter and spring seasons into one guide because of the difficulty staff had experienced in tracking attendance between the split in the fiscal year.

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RCC Board Policy Compendium Project: Colin expressed interest in continuing the proposed project to compile and organize all adopted RCC Board policies. The executive director pointed out that a notebook containing all the RCC Board actions and established policies could be indexed and referenced by specific type of policy. However, Committee members may still need to research the minutes to locate background information on certain policies. The executive director suggested that a process be established now to integrate and categorize recent and future adopted policies.

Draft RCC Citizen Survey: The executive director commented that the citizen survey development process went seamlessly although it had been a demanding undertaking for RCC and the University of Virginia Center for Survey Research (CSR). CSR maintained flexibility in the process to allow for necessary adjustments while insuring that the deadline would be met. The Vice Chair said opening the entire process to discussion regarding various survey methods was beneficial and noted that the timing of the survey had been appropriate.

The executive director explained that RCC staff planned to work with the Fairfax County Department of Management and Budget to facilitate online registration for classes, trips, and workshops on the new RCC website. She said RCC would need to address the issue of patrons registering online for multiple persons and patrons who did not have access to the Internet. One solution could be to install kiosks at the Center to enable patrons to register online and ask staff for assistance.

Responding to a question from the Vice Chair, the executive director said another solution could be to limit the number of classes, trips, and workshops a patron could register for on one form. Karen pointed out that a patron could register online for each activity individually and his or her information could populate automatically for each registration. The executive director replied that Customer Service staff could not currently administer the registration process this way because it would inundate the front desk with additional paperwork.

There being no further business, the meeting adjourned at 7:25 p.m.



Finance and Administration Presentation

Customer Service

- 1) Web Registration—We have a commitment from Vermont Systems to write an interface between the RecTrac registration software and GOVOLUTION, the County contractor for credit card processing. The current plan is for Vermont Systems to write the interface during March, 2008. Assuming that the programming is completed by the end of March, we will test the on-line registration process during April and May.

Building

- 1) HVAC Phase III—We have a complete set of drawings for the last phase of the HVAC project. Price quotations will be solicited from the three mechanical contractors under contract to Fairfax County beginning Monday November 12. There will be a prebid conference on November 13th and the last day to submit a cost proposal is Friday November 30. The notice to award will be issued in December.
- 2) Natatorium Project—The architectural drawings are scheduled to be completed November 15th. Once we receive the best and final drawings, RCC staff will make a presentation to the Building Committee and seek the Committee's input regarding the next steps in the decision process.
- 3) Dressing Room Update Project—We have the best and final drawings and will be moving forward with the solicitation for bids in December.

Finance/Performance Measures

- 1) Balanced Scorecard—As part of the County Executive's framework for excellence, all county agencies are being asked to implement a balanced scorecard. The Balanced Scorecard is a management system that translates the agency's mission and strategy into tangible objectives and measures. The measures represent a balance between external measures for customers and internal measures of critical business processes, innovation, and learning and growth.
- 2) Activity Based Costing—As a prerequisite to implementing a balanced scorecard, RCC will need to acquire a better understanding of what drives the cost of business. Activity Based Costing will enable RCC to accurately allocate the costs of doing business to the "products" that it "sells." For example, the cost of processing a refund needs to be accounted for as part of the cost of cancelling a class. Once those activity based costs are understood, strategies can be adopted that will make the processes more efficient, thereby reducing the operating cost of the business unit.
- 3) Continuity of Operations (COOP)—RCC is in putting the final stages on its COOP plan. Although RCC does not perform any services which the national COOP framework defines as essential, it is nevertheless important that RCC plug itself into the County's overall continuity of operations plan.

Survey

- 1) Community-wide Survey—UVA has completed the pretest of the telephone survey. Final updates to the survey instrument will be made this week. I expect that the survey will be fielded beginning the week of November 12th.
- 2) Focus Groups—There are currently plans for UVA to conduct two sets of focus group interviews. One of the focus groups will consist of employees of Reston businesses. I recommend that the second focus group be comprised of representatives of organizations that the Board considers stakeholders of the Community Center.

- 3) Satisfaction Survey—I am exploring ways in which we can install a computer kiosk in the lobby to capture information from our patrons about their experiences at RCC. I would also like to capture input from the public about future programs that would be of interest.

Programming

- 1) I will be challenging the staff to develop programming recommendations for the board as to how RCC can become a destination for Restonians and their families on Saturdays throughout the year.



Performing, Fine Arts and Community Events (FAFA/CE General Programs

Professional Touring Artist Series

YTD Revenue: \$39,885.00 80.5% of revenue target
YTD Seats: 2,557 56.5% of target participation in Strategic Plan of 60%; 34% of total capacity (incl. comps)

Arts Education

Fall Session

All classes met minimum and/or exceeded it. This is the first session with no cancellations. 39 Offered; 404 slots available; 389 used. 96.3% of capacity. (Many classes had wait lists).

Community Events

Reston Multicultural Festival estimated attendance was 4,000.

Halloween Family Fun Day event combined forces of Youth program and Community Events; Cm Events provided the food/snacks. We clicked through 385 people at the door and served 600 cookies! Fun was had by everyone.

MLK Day Committee is in full swing; confirmed Teen Speaker at SLHS is Harold Ford, Jr.

Confirmed Keynote Speaker at Monday event is Kojo Nnamdi.

Other elements are nearing completion.

General Programs

Registration Programs

213 classes, workshops and trips offered

2,886 participants enrolled; 75% of total capacity (Strategic Plan target is 80% over year)

YTD Revenue \$170,092; 52% of revenue target

A registration-based program highlight of the fall season is the first time offering of Family Volunteer Month. This is a collaborative effort within the GP department and each age-cohort director has selected a week and is responsible for the menu selection, purchasing of supplies, supervision of volunteers, and transport of completed meals to the Embury Rucker Community Shelter. This is an exciting community service program and has exceeded our expectations with 93% enrollment.

GP anticipates meeting our targets for participation and exceeding revenue targets.

Challenges and Opportunities Ahead

Program directors for lines of offerings in PAFA/CE and GP are hard at work completing the outlines of redeployed, redesigned and innovative programs to offer throughout Reston (small district 5) during the two season cycles of the HVAC Phase III project. We have two primary objectives:

1. To introduce RCC offerings to new neighborhoods and new participants to stimulate greater involvement in our programs and awareness of the RCC benefit to the residents and employees of small district 5.
2. To continue employment and utilization of our key exempt staff team members to support their employment needs during HVAC III and build and retain their loyalty. This will enable us to make a smooth transition back into the RCC HW facility after HVAC project completion without wholesale

recruitment efforts directed toward hiring dozens of key providers of services that exempt staff members currently deliver.

We feel very strongly that while there are challenges associated with the HVAC project, the opportunities out there for us to grow public enthusiasm for RCC are great. Not only do we see this timeframe as an inter-active marketing opportunity, but we expect to learn things about programming innovations that we can carry forward to the future. We will both create and build on success throughout the project duration. The RCC will go on the road, and we are getting ready for the trip!



**RCC Board of Governor's Meeting
November 5, 2007
BeBe Nguyen, Director of Communications**

General Marketing Goal:

Ongoing Key Element of Marketing - Build relationships internally and externally. Integrate into County's network to fully leverage all the tools and resources that the county offers. The county has 41 Communication production tools that have gone untapped and over 100 communicators in over 20 agencies. Externally, partner with community organizations such as the local newspapers, RA staff members, Chamber of Commerce.

Key Marketing Initiatives:

I. What we've started?

An integrated communications strategy that encompasses:

- Print media both free and paid
- Progressive, polished image pieces
- Television (Comcast 30-minute quarterly segment, Newsmakers CNN Headline segments)
- Email Marketing – Initiated with current CenterStage PTA Season
- Public appearances – attending public events to raise awareness of RCC. (i.e. are the Northern VA Foundation Red Ball Gala at the Reston Hyatt, Leadership Fairfax Inc. Awards Ceremony).

II. Upcoming Deliverables:

- 2008 Winter/Spring Program Guide – arriving in residents' homes before Thanksgiving.
- Website:
 - RCC has a new "face" with key messaging upfront
 - Improves the users' experience (making it as easy to navigate as possible and conforming to the 2-click rule)
 - Evergreen (content is constantly updated)
 - Additional capabilities: a counter for visits, streaming video/audio
- We will also try to establish a Comcast TV Shooting Schedule for Board and staff appearances (Newsmakers & 30-minute Shows)

III. 2008 Communications Challenges/Opportunities

- HVAC – Informing the public. Creating a change management plan.
- LOB-Specific Marketing (Lines of Business)
 - CenterStage Rush Hour Kit
 - Revamp of Aquatics Marcoms - redesign, consolidate, and doing a complete overhaul of Aquatics marketing materials.
- Strengthen our BRAND! Continue to build recognition of RCC's 'trademark', we have devised a slogan which already contributes to better recognition of RCC. Rollout of our comprehensive Identity Guidelines with reference templates on CDs for all merit employees. Promotional products to motivate staff, thank our patrons, and increase brand awareness at events.