



## COMMUNITY INCLUSION AND ENGAGEMENT COMMITTEE MEETING AGENDA

Herndon Police Department Community Room  
397 Herndon Parkway, Herndon

Thursday, May 28, 2026 | 7:00 PM

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- 1. Call to Order**
- 2. Approval of Minutes**
  - a. February 5, 2026 Community Inclusion and Engagement Committee meeting minutes
- 3. Discussion**
  - a. Parks and Recreation Programming - Bob Williams, Director of Parks and Recreation
- 4. Comments from the Audience**

*Members of the public may, for one 3-minute period, provide public comments, requests, consent or general item comments, and comments on matters not included on the agenda.*
- 5. Comments**
  - a. Comments from the Staff Members
  - b. Comments from the Committee Members
- 6. Adjournment**



**Community Inclusion and  
Engagement Committee  
Meeting**  
**Agenda Item 2.a.**

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**Agenda Item:** February 5, 2026 Community Inclusion and Engagement Committee meeting minutes

**Meeting Date:** May 28, 2026

**Category:** Approval of Minutes

**Prepared by:** Margie Tacci, Deputy Town Clerk

**Description:**

This is a request to approve the February 5, 2026 Community Inclusion and Engagement Committee meeting minutes.

**Background/Timing Impact:**

N/A

**Fiscal Impact:**

N/A

**Legal Impact:**

N/A

**Staff Recommendation/Next Steps:**

Recommend approval as presented

**Attachments:**

1. 02.05.26 CIEC Draft Minutes

**HERNDON COMMUNITY INCLUSION AND ENGAGEMENT COMMITTEE**  
**Regular Meeting Minutes**  
**Thursday, February 5, 2026**

**1. Call to Order**

Chair Lacher called the February 5, 2026, Community Inclusion and Engagement Committee meeting to order at 7:02 p.m. in the Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. In attendance were: Councilmember Alex Reyes; and Committee members Yelena Barth, Charles Hall, Rosemary Kendall, Fanny Salazar-Laske; Vice Chair K Scarry and Chair Lacher.

Staff present during the meeting: Brent Heavner, Chief Communications Officer; and Margie Tacci, Deputy Town Clerk.

**Determination of a Quorum**

Chair Lacher determined there was a quorum of six Committee Members present and reviewed quorum procedures.

**2. Approval of Minutes**

**a. November 6, 2025 Community Inclusion and Engagement Committee meeting minutes**

Chair Lacher called for a motion to approve the November 6, 2025, minutes.

On motion of Committee Member Kendall, seconded by Committee Member Hall, and carried by a 6-0 roll call vote, the minutes of the November 6, 2025, CIEC meeting were approved. The vote was: Committee Members Barth, Hall, Kendall, Salazar-Laske, Vice Chair Scarry, and Chair Lacher, voting "aye."

Committee Member Hall introduced himself, noting his affiliation with Dulles Triangles. He shared some personal information including that he operates a small business, has been married for 30 years, and is looking forward to working with the CIEC Members and staff.

**3. Comments**

**a. Comments from the Staff Members**

Chair Lacher invited staff members for comments.

Brent Heavner, Chief Communications Officer, welcomed Committee Member Hall.

**b. Comments from the Committee Members**

Committee Member Barth provided comments about the inclusivity of agenda titles and suggested alternatives. She also discussed translation into languages other than Spanish.

**c. Comments from Citizens**

Chair Lacher reviewed the process and asked those who wanted to provide Comments from the Audience to come forward. There were no comments from the audience.

**4. Presentation**

**a. Communications Overview**

Chair Lacher recognized Brent Heavner, Chief Communications Officer, for an overview of the town's communications.

Mr. Heavner stated as requested at the November 6, 2025, CIEC meeting, staff prepared a presentation outlining the Town's communication and outreach program. The presentation was intended to familiarize the Committee with Town demographics and communication patterns to assist the Committee in making informed recommendations to the Town Council on communication and outreach priorities. Staff noted that the presentation was an opportunity to ask questions and offer recommendations to the Town Council to further enhance the effectiveness of the Town's communication program.

Mr. Heavner reviewed demographic data and communication trends within the Town, stating that a significant portion of the population speaks multiple languages. He reviewed general communication trends, including high smartphone usage and varying levels of information reach across communication channels.

Discussion included the role of traditional media and differences in communication preferences based on age and cultural background. Survey data was presented regarding resident communication preferences, indicating that the Town website, email, and social media channels are the primary sources of information, followed by the Town calendar, direct mail, and mobile applications. Discussion included the evolving use of platforms such as LinkedIn.

Staff discussed the Town's communications function as an internal service and its role in maintaining and advancing the Town's brand. An overview of the communications program, including staffing updates and the ongoing brand development process, was provided.

Discussion ensued among staff and Committee Members, including:

1. Emergency communications related to winter weather events, including outreach efforts, engagement metrics, translation across platforms, and staff capacity.

Additional discussion included the feasibility of providing real-time service updates, such as snowplow tracking, and operational limitations associated with implementation. Staff noted that emergency response efforts prioritize access for emergency vehicles and continuity of essential services.

2. Communication gaps within multilingual communities. Suggestions included instructional videos and clearer website navigation, and outreach utilizing community networks, such as homeowners associations, community leaders, and local organizations, to distribute information more effectively.
3. The Town's email distribution system to various organizations and groups and the limitations related to accessibility.
4. The importance of clear and consistent messaging during service disruptions, including snow removal, trash collection, and facility access.

Staff confirmed that branding elements, including the Town logo, fonts, and tagline were adopted in January 2025, and discussion included potential refinements to branding and community engagement opportunities.

Committee Member Kendall stated that the demographic data related to Middle Eastern populations may be inaccurate. Mr. Heavner stated that he would need to review the information and noted that demographic classifications may vary depending on the data source used.

## **5. Discussion**

### **a. Review and Discussion of the Town's Welcome Packet**

Chair Lacher opened a discussion about the Town's welcome packet and recognized Brent Heavner, Chief Communications Officer, to present an overview of the Town's welcome packet.

Mr. Heavner stated at the November 6, 2025 CIEC meeting, staff was asked to review the welcome packet for recommendations and updates. Mr. Heavner discussed the packet, reviewed a sample, and outlined community distribution methods and the Town's process when a new household registers for a water account.

There was discussion among staff and the Committee Members on the following topics:

1. Improving outreach to rental unit residents.
2. Expanding availability and accessibility of translated materials.
3. Considering QR codes or website links for language access.
4. Services for seniors and individuals with disabilities.
5. Expanding communication through community leaders (HOAs and faith-based organizations).
6. Evaluating the use of inclusive terminology (e.g., “resident” vs. “citizen”).
7. Distribution gaps among residences.

**b. Review and Discussion of the Town of Herndon Website**

Chair Lacher recognized Mr. Heavner, Chief Communications Officer, for an overview of the Town's website.

Mr. Heavner stated that, at the November 6, 2025 meeting, CIEC staff was asked to review the Town's website and provide recommendations for improvements and updates. Mr. Heavner discussed the current website layout, navigation, accessibility, and communication tools, as well as opportunities to improve the user experience and enhance access to information for users. He also reviewed areas where additional outreach, clearer organization of materials, and multilingual resources could strengthen public engagement and accessibility.

Following discussion about the use of the website, staff provided a brief tutorial on where items were located and how to access various aspects of the website.

Chair Lacher opened the floor for Committee discussion. He asked staff to move the presentation portion moved up in the agenda and the comments at the end for the Committee's next meeting.

There was discussion among staff and the Committee Members on the following topics:

1. Improving access for seniors and individuals with disabilities.
2. The Committee's role in advising Town Council on inclusion and engagement.
3. Expanding outreach to small businesses.
4. Identifying and engaging key community partners including, but not limited to: Fairfax County Public Library, Herndon Parks and Recreation, and Arts Herndon.

Chair Lacher requested, depending on schedules, that the Department of Parks and Recreation and the Librarian from the Herndon Fortnightly Library provide presentations to the Committee about programs and events available to Town residents.

Committee member Salazar-Laske announced that Dr. Noto's last day as Principal of Herndon High School would be on Friday, February 13 and Clearview Elementary's, Principal Almquist would be retiring at the end of the school year. She also shared that former Principal, Justine Klena had just lost her husband.

**6. Adjournment**

There being no further business, Chair Lacher adjourned the February 5, 2026, Community Inclusion and Engagement Committee at 8:41 p.m.

**Margie C. Tacci**  
**Deputy Town Clerk**

Minutes approved by the CIEC: \_\_\_\_\_

DRAFT



**Community Inclusion and  
Engagement Committee  
Meeting**  
**Agenda Item 3.a.**

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**Agenda Item:** Parks and Recreation Programming - Bob Williams, Director of Parks and Recreation

**Meeting Date:** May 28, 2026

**Category:** Discussion

**Prepared by:** Bob Williams, Parks and Recreation Director

**Description:**

Bob Williams, Director of Parks and Recreation, will lead a discussion of the programs and services available to individuals of all ages, backgrounds, and abilities at the Department of Parks and Recreation.

**Background/Timing Impact:**

N/A

**Fiscal Impact:**

N/A

**Legal Impact:**

No legal impact identified.

**Staff Recommendation/Next Steps:**

This is a discussion item, staff has no recommendation.

**Attachments:**

1. Parks & Recreation Overview Presentation

Parks & Recreation

# Community Inclusion & Engagement Committee

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Programs, Events & Outreach Overview

May 28, 2026 | Town of Herndon, Virginia



# Today's Agenda

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01

## Programs & Summer Offerings

Overview of our camps, classes, and aquatics programs

02

## Community Events

Signature events that bring Herndon together year-round

03

## Outreach Efforts

Partnerships, equity initiatives, and neighborhood engagement

04

## Discussion

How can we best reach your agencies and communities?

# Programs & Summer Offerings

Camps, classes, and aquatics programs for all ages

# Summer 2026 Camp Programs

*Award-winning camps recognized by Northern Virginia Magazine*

## Aquatics Camps

Junior lifeguard training, swim instruction leadership

## Dance Camps

Fairy Tale, K-Pop, Hip Hop, Musical Theatre & more

## Performing Arts Programs

Performance arts, stage presence, creative expression

## Nature Camps

Outdoor exploration, ecology, environmental education

## Tiny Chefs

Culinary skills and food exploration for kids

## Sports

Tennis, multi-sport, and active play camps

## Odyssey Camp

General day camps, weekly Jun 22 – Aug 21

# Year-Round Programs & Classes

## Aquatics

- Swim lessons (all skill levels, all ages)
- Herndon Aquatic Club (HAC) competitive team
- Adult water fitness & lap swimming
- Birthday party swim packages

## Performing Arts

- Dance classes (ballet, hip hop, tumbling)
- Theatre productions and workshops
- Music programs for youth & adults

## Fitness & Wellness

- Group fitness classes at HCC
- Personal training options
- Senior wellness programs
- Indoor tennis programs

## Youth & Family

- Preschool programs
- After-school enrichment
- Specialty classes (cooking, arts & crafts)
- Special events (Puzzle Palooza, VIP Dance)

# Community Events

Signature programs that bring Herndon together

# Signature Community Events

## Polar Heat on Lynn Street

A community gathering featuring local vendors, entertainment, and winter festivities in the heart of downtown Herndon.

Spring

Lynn Street / Town Center

## 4th of July Celebration & Fireworks

Herndon's biggest summer event at Bready Park — live music, food, family activities, and a spectacular fireworks display.

July 4, 2026

Bready Park

## Town Square Tuesday Concerts

Free outdoor concert series on the Town Green bringing residents together for live music all summer long.

Summer Tuesdays

Town Green / Town Square

## Farmer Market Fun Days

Special programming days at the Farmers Market with family-friendly activities, demonstrations, and seasonal fun.

8 events/year

Town Green

## Turkey Trot 5K

Annual community 5K run/walk at Bready Park and the Golf Course — a beloved Herndon tradition for all fitness levels.

Thanksgiving

Golf Course / Bready Park

# Annual Community Event Calendar

Event	Events/Year	Location
July 4th Celebration	1	Bready Park
Friday Night Live	16	Town Green
WinterMrkt	1	Lynn Street
Homecoming Parade	1	Elden Street
Turkey Trot 5K	1	Golf Course/Bready Park
Farmers Market	27	Lynn Street
Farmers Mkt Fun Days	8	Town Green
NatureFest	1	Runnymede Park
National Night Out	1	Various
Hoppy Egg Hunt	1	Bready Park
<b>TOTALS</b>	<b>70</b>	

*\*Figures are estimates based on prior year actuals. Does not include employee benefits (~30%) or equipment costs.*

# Outreach Efforts

Partnerships, equity, and neighborhood engagement

# Community Partnerships

## Cornerstones

*Serving Families in Need*

Parks & Recreation collaborates with Cornerstones to connect underserved families with programs and services. Cornerstones' network of clients helps us identify barriers to participation and craft solutions — from fee assistance to transportation support — ensuring no family is left behind.

### KEY FOCUS AREAS

- Collaboration to get kids to summer camp
- Herndon Opportunities Network (ON)
- Neighbors in Action

## She Believes In Me

*Empowering Women & Girls*

Our partnership with She Believes In Me supports women and girls in our community by connecting them to fitness, wellness, and enrichment programs at the Herndon Community Center. Together we work to remove financial and social barriers that limit participation.

### KEY FOCUS AREAS

- After-school programs in the HCC
- Collaboration to get kids to summer camp
- Assist in reaching the community

# Reaching Every Corner of Herndon

## FEATURED INITIATIVE

### Camp on the Go — Now in its Second Year!

Camp on the Go is a FREE, no-registration drop-in program that brings camp directly to the kids at Alabama Drive Park. Designed for children of all ages, it removes every barrier to participation — no cost, no sign-up, no transportation required. Every child can experience camp, play, and connection this summer.

#### School Outreach

- Presentations at Herndon-area schools on programs and camp registration
- Coordination with FCPS to reach Title I school families
- Distribution of brochures and flyers through school backpack mail
- In-school registration assistance events

#### Neighborhood Engagement

- Neighborhood-level outreach in underserved communities
- Multilingual materials and Spanish-speaking staff
- Tabling at community gathering points (laundromats, grocery stores, faith communities)
- Social media targeted outreach in multiple languages

# Discussion

We want to hear from you

# How Can We Best Reach Your Communities?

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*We value your perspective as representatives of our diverse community. Please share your insights:*

## Communication Channels

What channels or platforms does your community rely on most? (Social media, email, printed flyers, word-of-mouth, faith community networks, etc.)

## Key Information Hubs

What physical locations or organizations are trusted information sources in your community? (Libraries, community centers, barbershops, clinics, etc.)

## Language & Accessibility

Are there language or accessibility needs we should better address in our outreach materials or registration processes?

## Barriers to Participation

What are the biggest obstacles your community faces in accessing Parks & Recreation programs and events?

## Partnership Opportunities


How can our department partner with your agency or organization to better serve the community together?

# Thank You

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*Together, we make Herndon a community for everyone.*

Parks & Recreation Department

 (703) 787-7300

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 [herndon-va.gov/departments/recreation](https://herndon-va.gov/departments/recreation)

