



**MEXICAN AMERICAN CULTURAL CENTER  
ADVISORY BOARD MINUTES**

**REGULAR MEETING  
Tuesday, Jan. 19, 2010**

**The Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.**

**Member Juan Oyervides, Chair called the Board Meeting to order at 6:10 p.m.**

**Board Members in Attendance:**

Juan Oyervides, Chair  
Isidoro Lopez, Member  
Emilio Zamora, Member  
Rossana Barrios, Member

**Board Members Absent: 3**

Raul Garza, Vice Chair  
Sylvia Orozco, Member  
Robert Mezquiti, Member

**Staff in Attendance:**

Laura Esparza, Cultural Affairs Division Manager  
Russell Wiseman, Acting Program Manager (MACC)/Site Supervisor (DAC)  
Herlinda Zamora, MACC Exhibit Coordinator

**1. CITIZEN COMMUNICATION:** None in attendance.

**2. APPROVAL OF MINUTES:**

- a. Regular/Special Meeting 1/19/2010 –typo correction on regular/special meeting date from 12/17/09 to 12/15/2009. A motion was made by Member Barrios, with a second by Member Lopez. The motion was passed and approved with no objections, a vote of 4-0.

**3. PRESENTATIONS: Waller Creek District Master Plan**

- a. **Presenter included Tonya Swartzendruber Neighboring Planning and Zoning staff of the Waller Creek Planning Process**

Tonya provided an overview of the project that included the guiding principles (enhancement, improvement and promotion). **Waller Creek Citizens' Advisory Committee (WCCAC):** Feb. 19, April 6. The final draft of the Master Plan will be presented by the Consultant at the April meeting. It is an opportunity for the WCCAC members to provide feedback. Joe Pantalione explained why the MACC was not included on the TIF, because the MACC is public and not a private entity, there are private and public guidelines. Pantalione also discussed how the arts are involved in the Waller Creek Project. Member Barrios requested that the committee receive a schedule of events and meetings. Member Orozco suggested meeting with ROMA design, Tonya explained that she is the liaison and mentioned to the committee to attend the **Town Hall meeting: April 7**. The final draft of the Master Plan will be presented by the Consultant, this is an opportunity for the public to provide feedback. Tonya suggested that the committee email her their suggestions for ROMA design.

**4. STAFF BRIEFINGS**

- a. **Herlinda Zamora:**

Facility report: leaks are being investigated and results are pending; new restroom is being installed in the dressing room, installation of windows in the gallery, polishing of floors in existing and new building.

Programming report: updates on classes/workshops, collaborations and special events. Oyervides recommended that staff include the advisory committee meetings on MACC webpage and constant contact.

**b. Laura Esparza**

MACC Manager selection: 59 applications from all over the country and world have been submitted, open until filled, preparing telephone interviews next month. Mid February interviews will begin.

Possible donation of funds to the MACC: A grant was designated for a neighborhood association but they did not use the grant and the MACC has a possibility of receiving the funds as part of a computer accessibility program. Members discussed taking on the initiative of attending neighborhood association meetings and adopting neighborhood associations.

**Action Item**: Laura will provide members with a list of neighborhood associations and meeting times.

**5. BOARD ITEMS FOR DISCUSSION AND / OR ACTION**

**a. Discussion and possible action concerning MACC Phase 2 and the possibility of an upcoming bond election–** (sponsored by Members Orozco and Mezquita)

- i. Discussion was tabled due to the absence of both members.
- ii. No bond for 2012, instead 2014 for the MACC Phase II that will include classrooms, gallery, small theater, and parking garage.

**b. Discussion and possible action concerning the MACC 1A AIPP project** (sponsored by Members Oyervides and Garza)

- i. AIPP has not received an application from a MACC committee member.
- ii. AIPP will meet on Feb. 1 to vote on the panel, three seats are open.

**c. Discussion of designating an area of the MACC as “hall of excellence”** (sponsored by Members Oyervides and Garza)

- i. Discussion was tabled.

**d. Review and discussion of work on a MACC brochure** (Sponsored by Members Garza and Mezquiti)

- i. Discussion was tabled due to the absence of both members.

**e. Discussion of ideas for the next quarterly meeting with artists and arts and community organizations** (sponsored by Members Oyervides and Garza)

- i. Focus group will be picked by the committee.
- ii. At next meeting in February, the committee will provide 2 names for the focus group scheduled in March.
- iii. Program topic “On Programming at the MACC”
- iv. An intern will facilitate the meeting.

**Action Item**: Laura will invite the intern to the next committee meeting.

**5. FUTURE AGENDA/ACTION ITEMS**

- a. Discussion of community focus group for March ( Sponsored by Members Oyervides and Garza)
- b. Discussion of MACC 1A AIPP project (Sponsored by Members Garza and Orozco)
- c. Discussion of the proposal to designate an area of the MACC as “hall of excellence” (Sponsored by Members Oyervides and Garza)
- d. Discussion of MACC brochure (Sponsored by Members Garza and Robert)
- e. Discussion of Work Plan (Sponsored by Oyervides and Lopez)
- f. **Action Item**: Laura will provide members with a list of neighborhood associations and meeting times.
- g. **Action Item**: Laura will invite the intern to the next committee meeting.

**ADJOURN**

**Oyervides adjourned the meeting at 8:15 pm with a motion from Member Zamora and a second from Member Barrios without objection.**