



**MEXICAN AMERICAN CULTURAL CENTER
ADVISORY BOARD MINUTES**

**REGULAR MEETING
Tuesday, Feb. 16, 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 6:14 p.m.

Board Members in Attendance:

Juan Oyervides, Chair
Isidoro Lopez, Member
Emilio Zamora, Member
Robert Mezquiti, Member

Board Members Absent: 2

Rossana Barrios, Member
Sylvia Orozco, Member

Staff in Attendance:

Herlinda Zamora, MACC Exhibit Coordinator
Barbara Douglass, MACC Administrative Assistant

1. CITIZEN COMMUNICATION: None in attendance.

2. APPROVAL OF MINUTES:

- a. Regular Meeting 2/16/2010 – A motion was made by Chair Oyervides, with a second by Member Zamora. The motion was passed and approved with no objections, a vote of 4-0.

3. PRESENTATIONS: No Presentations

4. STAFF BRIEFINGS

a. Herlinda Zamora:

Facility report: leaks (pending), new restroom (pending), installation of windows in the gallery (complete), polishing of floors in existing and new building (complete), and
New administrative hours: Friday 10 am - 5:30pm as opposed to 9pm; Saturday 10 am – 4 pm as opposed to 4pm

Programming report: Linda and Danita updated on classes/workshops, collaborations and special events. Board requested a list of MACC events. Herlinda reported that the Sor Juana Festival--- National Mexican Museum in Chicago is going through a budget crisis so they are postponing the Sor Juana festival. No cities will get funding for their events. They are taking the year to raise funds so they can enlarge the programming and extend it to other states. The MACC is waiting for approval to use their template for the nomination form. Dr. Zamora will introduce Cine las Americas movies.

MACC Manager selection: 90 applications, 15 are excellent; applicants will be called this week. Next 3 weeks, interviews will be scheduled. A meet and greet with the board before the final meeting with PARD director is being recommended. The Board will make a recommendation, to the director of PARD and an interview will be set up with director that includes the finalists. The board recommended to have a special board meeting on March 16th from 5-7 pm; then, a meet and greet with interviewees from 7 - 8 pm.

5. BOARD ITEMS FOR DISCUSSION AND / OR ACTION

- a. **Discussion of community focus group for March** (Sponsored by Members Oyervides and Garza)
 - i. The purpose to inform the focus group on the basics of what the MACC offers.
 - ii. Member Garza suggested to moderate 2 or 3 focus groups from certain cultural groups. He will head the project to get the focus groups together, and will soon give us a date in March.
- b. **Discussion of MACC 1A AIPP project** (Sponsored by Members Garza and Orozco)
 - i. Raul Garza has become a voting member of this committee.
- c. **Discussion of plans for Diez y Seis 2010.**
 - i. Member Zamora suggested an evening reception and collaboration with the Chamber of Commerce, and will contact Blanca Zamora
 - ii. Oyervides would like to do more educational programming.
- d. **Discussion of the proposal to designate an area of the MACC as “hall of excellence”**
(Sponsored by Members Oyervides and Garza)
 - i. Oyervides suggested a plaque behind the glass wall in the community gallery.
 - ii. Postpone final decision until next board meeting to decide where to display it.
- e. **Discussion of Waller Creek District Planning Process and Rainey Street Planning process.**
 - i. There is an interest in our parking lot. As lower Waller Creek develops and more businesses are built etc. they will be faced with a parking issue. The board wants the MACC to be included in the TIF, tax increment financing district. If the MACC becomes part of the TIF we can get the funding to build the rest of the MACC. To finish the MACC will cost \$45 million. The board recommends to be part of the TIF.
 - ii. There is another option: Private/Public partnerships. This mixes city government with business. Example - the Downtown Hilton. This will be an opportunity for us to suggest things like including studio space and artist-in- residency.
 - iii. Member Zamora recommended that the board draft a letter to city council members expressing our serious interest and concerns to be included in the discussions involving the property adjacent to ours. It should also state that we would like to be included in any private/public partnerships that take. February 19 will be the next Waller Creek advisory committee meeting and April 6 will be their final meeting.
Action Item: Oyervides will draft a letter and run it by the board, Laura and MACC staff. The letter to council members will express that the board would like the MACC to be included in any interactions on private/public interests in the surrounding areas, and to be included in the TIF.
- f. Discussion of MACC brochure (Sponsored by Members Garza and Mezquiti)
 - i. Discussion was tabled.
- g. Discussion of Work Plan (Sponsored by Oyervides and Lopez)
 - i. Discussion was tabled.

6. FUTURE AGENDA/ACTION ITEMS

- a. Discussion of community focus group for March (Sponsored by Members Oyervides and Garza)
- b. Discussion of the proposal to designate an area of the MACC as “hall of excellence” and naming it after Carlos Pineda (Sponsored by Members Oyervides and Garza)
- c. Discussion of MACC brochure (Sponsored by Members Garza and Robert)
- d. Discussion of Work Plan (Sponsored by Oyervides and Lopez)
- e. Discussion on the naming of the educational expansion after Emma Barrientos
- f. Herlinda will ask Austin History Center liaison Gloria Espitia to make a presentation on our archives for April’s meeting.
- g. Herlinda will contact CasaBella about inviting MACC’s architect for an architectural symposium hosted by Robert Mezquiti’s architectural group.

ADJOURN

Oyervides adjourned the meeting at 8:26 pm with a motion from Member Garza and a second from Member Mezquiti without objection.