



**MEXICAN AMERICAN CULTURAL CENTER
ADVISORY BOARD MINUTES**

**REGULAR MEETING
Tuesday, July 20, 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 6:05 p.m.

Board Members in Attendance:

Juan Oyervides, Chair
Robert Mezquiti, Member
Sylvia Orozco, Member
Rossana Barrios, Member
Isidoro Lopez, Member
Emilio Zamora, Member

Board Members Absent: 1

Raul Garza, Vice Chair

Staff in Attendance:

Laura Esparza, Cultural Affairs Division Manager
Herlinda Zamora, MACC Manager

- 1. CITIZEN COMMUNICATION:** Angela Hois from 54 Rainey Street #706 Milagro Condominiums raised her concerns regarding loud noise during long events at the MACC. She mentioned that she had called the police about 3 outdoor concerts. Board suggested that MACC staff notify the neighborhood of large private rental events that are past the curfew time.
- 2. APPROVAL OF MINUTES:**
 - a. Regular Meeting 7/20/2010 – Correction on the minutes for May 18th was requested on Item: 5(f)(i) to the name of Mary Lou Castillo. 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 6-0.
- 3. PRESENTATIONS: Plutopia Productions**
 - a. Presenter Maggie Duval C.E.O./Executive Producer of Plutopia Productions proposed to schedule a large event on March 14, 2011 from 7 pm – 12 am, possible performance from Sonic Youth and a Japanese electronic artist. Maggie discussed improvements with parking, security and clean-up. The cost of admission will be \$15.
 - b. Presenter Gloria Pennington Fiesta de Independencia Committee Chair provided background information on the committee and the event's significance this year in relation to Mexico's bicentennial and centennial. The event will include entertainers from Mexico and the TX Performing Arts. The Committee will attempt to find more parking.
- 4. STAFF BRIEFINGS**
 - a. **Laura Esparza:** Reported on the AIPP project and informed the Board that Margarita Cabrera was recommended by the Arts Commission to design an artwork for the new corridor in the education wing. The 2011 Budget included 2 additional positions for the MACC. Board Chair Oyervides would like to continue working with Council for 3 more positions at the MACC.

b. Herlinda Zamora:

Facility report: Welcoming of new staff member Bernardino Miranda; MACC equipment; bench brackets; and new rental policies.

Programming report: Linda reported on the MACC's collaborations and Herlinda talked about the success of the camps.

5. BOARD ITEMS FOR DISCUSSION AND / OR ACTION

a. Discuss the Plutopia Productions event and make a recommendation to the Director regarding approval of the rental of the MACC for said event. (Sponsored by staff)

- i. Board Member Zamora asked, "Why the MACC?"
- ii. Laura explained the standing curfew and rental criteria.
- iii. The Board recommended and approved that Maggie return to the next Board Meeting to discuss how the event will engage the Latino community especially youth.

b. Discussion of the upcoming Diez y Seis celebration and make a recommendation to the Director regarding approval of Diez y Seis's co-sponsorship (Sponsored by staff)

(Sponsored by Members Oyervides and Garza)

- i. Board Member Orozco asked "How many rental events happen a year?" and "What is the financial benefit for the MACC?"
- ii. The event is free to the public and vendor donations will go the MACC.
- iii. A motion was made to approve by Member Barrios and second by Member Zamora. All approved.

c. Discussion reviewing MACC's Diez y Seis historical presentation. (Sponsored by Members Oyervides and Zamora)

- i. Scholars and teachers were suggested to present for the event.

d. Discussion suggestions for naming and implements the MACC's "hall of excellence" (Sponsored by Members Oyervides and Garza)

- i. Member Mezquiti presented a rough draft of the flyer.
- ii. Board Members had questions concerning funding and text information.
- iii. Board Member Mezquiti will ask the Board to email him their edits and Herlinda and Robert will work on getting approval from the COA to print the flyer.

e. Discussion reviewing community Open House for May 11th and planning the next quarterly community meeting. (Sponsored by Oyervides and Garza)

- i. A motion was made by Member Orozco with a second by Member Zamora for an Open House on August 24. The motion was passed.

f. Discussion of MACC brochure (Sponsored by Garza and Mezquiti)

- i. Not discussed.

g. Discussion of the proposal for a temporary installation of the Tejano Monument and selection of a representative on the review committee. (Staff)

- i. Laura presented the proposal and informed the Board that it will be an internal process to include Board Member Lopez, MACC, PARD and AIPP staff.
- ii. Member Zamora suggested to schedule an educational program to include the artist and Gloria Espitia from the Austin History Center.

h. Discussion of Board Work Plan. (Sponsored by Oyervides and Lopez); re:proposed outreach effort to Neighborhood Associations.

- i. Not discussed.

6. FUTURE AGENDA/ACTION ITEMS

- a. Discussion of the renaming of the MACC and rooms. (Sponsored by Members Zamora and Orozco)

Oyervides adjourned the meeting at 8:23 pm with a motion from Member Orozco and a second from Member Mezquiti without objection.