



**MEXICAN AMERICAN CULTURAL CENTER
ADVISORY BOARD MINUTES**

**REGULAR MEETING
Tuesday, August 17, 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
Sylvia Orozco, Member
Rossana Barrios, Member
Isidoro Lopez, Member
Emilio Zamora, Member
Raul Garza, Vice Chair

Board Members Absent: 1

Robert Mezquiti, Member

Staff in Attendance:

Laura Esparza, Cultural Affairs Division Manager
Herlinda Zamora, MACC Manager
Kimberly McNeeley, PARD Assistant Director

1. **CITIZEN COMMUNICATION:** 1) Daniel Kott, Director and Treasurer of MECA presented his proposal to teach Mexican folk music and dance. His request was to teach classes at the MACC for free. 2) Leonard Davila requested the use of the MACC for a Cross Roads event during SXSW and would donate 20% to educational programs. 3) Dan Arellano invited the Board to an event honoring Johnston Heroes: The Legacy of Eastside Memorial. 4) Gavino Fernandez with el Concilio presented a get out to vote campaign scheduled for Sept. 8 at Metz Recreation.
2. **APPROVAL OF MINUTES:**
 - a. Regular Meeting 8/17/2010 – A motion was made by Member Barrios with a second by Member Zamora. The motion was passed and approved with no objections, a vote of 6-0.
3. **PRESENTATIONS: Plutopia Productions**
 - a. Derek Woodgate, Chief Creative Officer presented an outreach program during SXSW 2011. A MACC Spring workshop on Monday, March 14 will engage Latino youth with guest instructor Nullsleep. Plutopia is open to suggestions from the Board and MACC staff to invite a local youth band to kick-off the event. Board Chair Oyervides encouraged continuous conversation with MACC staff.
4. **STAFF BRIEFINGS**
 - a. **Laura Esparza:** Reported that the Tejano Monument proposal was withdrawn due to the cost of the bases and the monuments will be in storage instead. Potential programming may develop from the project.
 - b. **Herlinda Zamora:**
Facility and Programming report: Scheduling interviews for the maintenance position; announced the Trail Blazer exhibit; success of summer camps; Sept. 15 event; and remembrance mass for Maria Elena Ramirez.

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 recommended to move forward with the event.

b. Discussion of renaming of the MACC (Sponsored by Zamora and Orozco)

i. Member Orozco expressed the positive reasons why the MACC should be renamed.

ii. Member Zamora expressed his concerns about the process of renaming the MACC and that it was not democratic; and that the Board was never approached.

iii. A motion was made to express Board concerns to City Council. Four members approved the motion; one opposed and one abstained.

I move that the Advisory Board of the Mexican American Cultural Center (MACC) communicate the following concerns to the City Council regarding the process by which they seek to rename the MACC, especially the proposal to waive the requirements in Chapter 14 of the Austin City Code related to the renaming of an entity like the MACC.

1. The proposed ordinance does not offer a reason for waving the requirements in Chapter 14 of the Austin City Code related to the renaming of a public facility;
2. If the City Council approves the ordinance to rename the MACC, city officials will have violated the spirit if not the letter of the word in Chapter 14 in failing to provide the public as well as the Advisory Board of the MACC and other city entities with opportunities to comment on the waving of Chapter 14 or the idea of renaming the MACC;
3. If the City Council approves the ordinance to rename the MACC, city officials will have failed to extend to the members of the Advisory Board of the MACC the common courtesy of informing them of such a basic idea as the renaming of the center that they represent; and
4. If the City Council approves the ordinance to rename the MACC, city officials will have undermined and disrupted ongoing and planned activities by the Advisory Board of the MACC to formally recognize important persons in the history of the MACC and Mexican Americans in Austin.
5. We wish to bring to the attention of the City Council that some of the constituencies that we serve were not fully included.
6. We recommend that the City Council rescind this consent item and reinstate Title 14, Article 4 of the Austin City Code.

c. **Discussion of MACC’s Diez y Seis panel presentation.** (Sponsored by Members Oyervides and Zamora)

i. A presentation will not be scheduled.

d. **Discussion of community Open House for August 27.** (Sponsored by Oyervides and Garza)

i. Board will provide MACC staff with email addresses.

f. **Discussion of nomination process for “Award of Excellence.”** (Sponsored by Oyervides and Mezquiti)

i. Not discussed.

g. **Discussion of MACC brochure** (Sponsored by Members Garza and Mezquiti)

i. Member Mezquiti will email to Board for edits.

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. Presentation by Cross Roads

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

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