



**EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

**SPECIAL MEETING**

**ADVISORY BOARD MINUTES**

**Saturday, February 4, 2012**

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

**Juan Oyervides, Chair called the Board Meeting to order at 10:12 am**

**Board Members in Attendance:**

Juan Oyervides, Chair  
Emilio Zamora, Vice Chair  
Velia Sanchez-Ruiz, Member  
Sylvia Orozco, Member  
Cassie Smith, Member  
Marisa Limon, Member  
Rossana Barrios, Member

**Board Members Absent: 0**

**Staff in Attendance:**

Herlinda Zamora, Culture & Arts Education Manager  
Laura Esparza, Cultural Affairs Division Manager

**1. APPROVAL OF MINUTES:** Special Meeting 2/4/12

A motion was made to approve the minutes from Special Meeting 2/4/12. Member Zamora asked that Item 4. Presentations: include a comment that Camille Jobe would report to City Council that there was no agreement with the City or the MACC regarding parking issues; and that she asked the MACC Board to consider parking spaces for the Rowing Club members and staff. Member Limon asked that Item (a)(i) read that the Board be reminded about communication protocol. A motion to approve the minutes was made by Member Smith and a second by Sanchez-Ruiz. The motion was passed (7.0). + Chair Oyervides and Vice Chair Zamora and Members: Orozco, Sanchez-Ruiz, Smith, Limon, and Barrios

**2. CITIZEN COMMUNICATION: NONE**

**3. STAFF BRIEFINGS:** Herlinda Zamora and Kimberly McNeely

a. Herlinda presented a Power Point that included MACC budgets (personnel and commodities); programming schedules and budgets; job descriptions and visions; facility issues, and community comments. Herlinda also suggested that the following full-time positions are needed: Exhibit Coordinator, Maintenance, Culture & Arts Coordinator, and Education Specialist.

b. Kim updated the Board on the Latino Arts Incubator Project and reported that a group meeting took place, which led to more individual meetings and potential musical groups. Kim will report back to the Board on left over bond expenditures from 2006.

**4. PRESENTATIONS: NONE**

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

a. The Chair's Report

- i. Chair Oyervides reported that he, Zamora and Sanchez-Ruiz attended a community meeting sponsored by the Hispanic Contractors where MACC budgets, parking issues, and the “Award of Excellence” was discussed.
  - ii. Chair Oyervides discussed that Gus Garcia enlightened the group about a MACC ordinance with a perpetuity clause.
  - iii. Chair Oyervides reported that Robert Mezquiti submitted the plans on the “Award of Excellence” to David Smythe-Macaulay who assigned another project manager to the installation. He presented the blue print plans to the Board.
- b. The Board will discuss and take action on the LAIP proposal recommended by Liaison Laura Esparza. (Orozco and Limon)
  - i. Member Orozco and Limon updated the Board on a meeting that took place with all the disciplines. The following were items that were brought up by the group: to add musical groups; collaborations within the groups; concerns regarding the MACC’s 2013 calendar and the start date for the project; the auditorium needs to be include;, to have individual meetings with the groups; and to include educational components to all the groups.
  - ii. No action took place.
- c. The Board will discuss and take action on resolution to include in any finalized version of a parking study, prohibiting the use of any part of the ESB-MACC campus and its current and future parking assets to provide support for city facilities other than the ESB-MACC. (Oyervides and Sanchez-Ruiz)
  - i. The Board postponed this action item since the sub-committee had not met with the parking consultants.
- d. The Board will discuss the updated parking study. (Oyervides and Zamora)
  - i. The Board postponed this action item since the sub-committee had not met with parking consultants.
- e. The Board will conduct a strategic planning session and an annual internal Board review for the Internal Review report due March 31, 2012. (Oyervides and Sanchez-Ruiz)
  - i. Chair Oyervides presented a brief overview of the history of the MACC.
  - ii. The Board agreed on the following strategic goals for the MACC:
    - a. Improve marketing for MACC programming.
    - b. Heighten awareness within the Latino community.
    - c. Initiate the Latino Arts Incubator Project.
    - d. Develop a Safety Plan that includes parking needs, i.e. handicap parking.
    - e. Complete the next phase of the Parking Study.
    - f. Increase MACC’s budget and staffing.
    - g. More community engagement.
    - h. Encourage staff development.
  - iii. The Board agreed on the following strategic program goals for the MACC.
    - a. Latino Arts Mercado
    - b. Ballet Folklorico, Mariachi, Conjunto, Accordion, Theater/Playright, festivals
    - c. Hispanic Heritage Month
    - d. Youth docent programming
    - e. Multi-cultural events

## 6. FUTURE AGENDA ITEMS

- a. The Board will discuss and take action on the LAIP proposal.
- b. A report on the parking study update from the working group committee (Chair Oyervides, Orozco, Sanchez-Ruiz, and Herlinda).

- c. The Board will discuss and take action on the final version of the first parking study.
- d. The Board will discuss and take action on the dates for the unveiling of the “Awards of Excellence”.
- e. The Board will discuss on a calendar for the MACC’s strategic goals.

**Chair Oyervides adjourned the meeting at 2:12 pm with a motion from Member Sanchez-Ruiz and a second from Member Limon without objection (7.0).** + Chair Oyervides and Vice Chair Zamora and Members: Orozco, Sanchez-Ruiz, Smith, Limon, and Barrios.