



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

**Regular MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, March 7, 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 5:35 pm.**

**Board Members in Attendance:**

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

**Board Members Absent: 1**

Sylvia Orozco, Member

**Staff in Attendance:**

Herlinda Zamora, Culture & Arts Education Manager  
Laura Esparza, Cultural Affairs Division Manager  
Kimberly McNeeley, Assistant Director, PARD

1. **APPROVAL OF MINUTES:** Special Meeting 2/4/12  
A motion was made to approve the minutes from Special Meeting 2/4/12 by Member Barrios and a second by Sanchez-Ruiz. The motion was passed (6.0) + Chair Oyervides and Vice Chair Zamora and Members: Sanchez-Ruiz, Smith, Limon, and Barrios.
2. **CITIZEN COMMUNICATION: NONE**
3. **STAFF BRIEFINGS:** Herlinda Zamora and Laura Esparza
  - a. Herlinda reported on Paul Andrade's resignation and hiring a temp employee to replace him; she briefed the Board on the MACC's March events and rentals.
  - b. Laura updated the Board on the following issues: HVAC, leaks, parking, and safety. Pat Fuller, Park Ranger Division Manager informed the Board that parking initiatives were starting to take place, such as issuing warning citations and addressing a towing contract with the City of Austin. Project Managers David Smythe-Macaulay and Lyn Estabrook updated the Board on the MACC's leaks and HVAC concerns.
4. **PRESENTATIONS:**  
PARD Director Sara Hensley presented on behalf of City Manager Bert Lumbreras. She addressed the need to add funds to MACC's budget for temp employees and educational programming. In regard to the MACC's parking lot, she will invite Austin Transportation Director Rob Spillar and Assistant Director of Austin Transportation Department Gordon Derr to present at the next Board meeting. Ms. Hensley updated the Board on the potential parking for Boathouse members at the Convention Center. She assured the Board that the MACC's landscaping would be attended to. Ms. Hensley affirmed that she will notify City departments to use other facilities and leave the MACC for their own programming. Chair Oyervides raised a question about the process of donations, and the MACC's Turst & Agency funds. Assistant

Director Cora D. Wright offered to present at the next Board meeting a brief outline on the process of donations.

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

- a. The Chair's Report
  - i. Chair Oyervides provided a synopsis of the meeting with City Manager Bert Lumbreras and PARD Director Sara Hensley that included parking issues, budget, and facility concerns.
  - ii. Chair Oyervides provided a cover letter of the final phases of the MACC to the Task Force.
  - iii. The Parking Study Working Group met and asked the parking consultants to remove Appendix D, but they forgot to delete it from the final study. David Smthye-Macaulay will email the final study without Appendix D.
- b. The Board will discuss and take action on the LAIP proposal recommended by Liaison Laura Esparza. (Orozco and Limon)
  - i. The Board postponed this action item since the proposal is not complete.
- c. The Board will discuss and take action on the final version of the ESB-MACC/Rainey Stree parking study, Part 1 (Oyervides and Orozco)
  - i. The Board postponed this action item because Appendix D was still included.
- d. The Board will discuss and take action on proposed inclusion of ESB-Macc 2012-2013 budget items (Oyervides and Zamora).
  - i. The Board discussed potential budget costs that the Chair requests to be added.
  - ii. Assistant Director Kim McNeeley explained the difference between adding and requesting funds for the MACC budget.
- e. The Board will discuss and take action on policy recommendation for City of Austin and public reservations of ESB-MACC spaces (Oyervides and Zamora).
  - i. The Board discussed the question of how to identify groups who are using the MACC.
  - ii. Dr. Zamora explained that groups must meet the mission of the MACC to be easily identified.
  - iii. The Board debated on cultural arts vs social service groups who use the MACC.
- f. The Board will discuss and take action to support submittal of Phase 2 construction request to 2012 bond Task Force facilities subcommittee (Oyervides and Zamora).
  - i. The Board will work on letters of support from the community.
  - ii. Chair Oyervides will develop the language for the Board to send out.
- g. The Board will discuss and take action on the dates for the unveiling of the "Award of Excellence" wall installation (Oyervides and Sanchez-Ruiz).
  - i. The Board agreed on tentatively scheduling an event for the Fall.
- h. The Board will discuss and take action on the Annual Internal Review draft (Oyervides and Zamora).
  - i. The Board will submit feedback to the Chair Oyervides.
- i. The Board will discuss and take action on implementation of committees for ESB-MACC strategic work plan items (Oyervides and Zamora).
  - i. Working Groups were assigned: The Art Mercado (Oyervides, Smith and H. Zamora); Budget (Oyervides and Dr. Zamora); Landscaping (Sanchez-Ruiz); Marketing (Smith, Sanchez-Ruiz and Limon); The Bond (Oyervides and Barrios).

**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.
- e. Working Groups will report on their meetings.

**Chair Oyervides adjourned the meeting at 8:35 pm with a motion from Member Sanchez-Ruiz and a second from Member Smith without objection (6.0).** + Chair Oyervides and Vice Chair Zamora and Members: Sanchez-Ruiz, Smith, Limon, and Barrios.