



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

**ADVISORY BOARD MINUTES**

**Regular MEETING**

**Wednesday, April 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 5:37 pm.**

**Board Members in Attendance:**

Juan Oyervides, Chair  
Sylvia Orozco, Member  
Velia Sanchez-Ruiz, Member  
Cassie Smith, Member  
Marisa Limon, Member (left @ 6:30 pm)  
Rossana Barrios, Member (left @ 6:50 pm)

**Board Members Absent: 1**

Emilio Zamora, Vice Chair

**Staff in Attendance:**

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

**1. APPROVAL OF MINUTES: Board Meeting 3/7/12**

A motion was made to approve the minutes from Board Meeting 3/7/12 by Member Sanchez-Ruiz and a second by Barrios. The motion was passed (6.0) + Chair Oyervides and Members: Sanchez-Ruiz, Smith, Limon, Orozco, and Barrios.

**2. CITIZEN COMMUNICATION:**

- JoAnn Carreon Reyes invited the Board to the Austin Latino New Play Festival. She expressed how expensive the MACC's rental fees are for non-profits compared to other locations like the DAC and the Long Center. Reyes also discussed the MACC's lack of customer service; and that community perceptions of the MACC are that it's not a welcoming space.
- Marcy Hoen from Creative Alliance invited the Board to participate and provide topics for discussion in the candidate forum for City Council and the mayoral campaign. The Austin Creative Alliance desires to be inclusive of all groups and individuals in Austin.
- Evelyn Castillo announced the Tacorama Taco Festival and invited the Board to attend the Cinco de Mayo Kick-Off and the Hunger Issues Forum on May 8 at the MACC.

**3. STAFF BRIEFINGS: Herlinda Zamora and Laura Esparza**

- a. Laura announced the Trust & Agency account has \$164,601 with a balance of \$128,542 and \$4,666 in revenue. The process consists of the Division Manager submitting requests for approval that include the name of the account, purpose, and revenue. PARD does not support new revenue accounts on the City's budget. Member Orozco suggested adding more activities and changing the language to read that it's a Special Revenue account. Laura updated the Board on the Latino Arts Incubator Project and handed out edited copies of the proposal. The Board was asked to email suggestions to Herlinda, for a final edit.
- b. Herlinda updated the Board on staffing, MACC events and rentals. She also updated the Board on the "Award of Excellence" installation process; and the MACC Oral History Project, where she will be interviewed. She reported that there will be an approximate cost of \$50,000 to make

security upgrades for the MACC such as more outside lighting, panic buttons and more cameras. Capital Improvement funds would be used to cover the costs.

**4. PRESENTATIONS:**

1. City Manager Bert Lumbreras stated that he, along with PARD Director Sara Hensley, is committed to honoring the original vision of the MACC and will work with staff on the overall budget, alleviating parking issues and staffing.
  - i. Chair Oyervides presented an e-mail from Mary Scarborough from the Capital Planning office that stated the MACC's Phase II and the parking garage, which were part of the original Needs Assessment, were not sent forward through the PARD final Needs Assessment. Chair Oyervides then asked how the City can make decisions that are not in favor of the MACC's Phase II because it may burden PARD and Capital Planning.
  - ii. Lumbreras responded that Phase II did not get sent forward on capital improvements because certain criteria rank higher than staffing and operational needs such as public health and safety. The MACC won't rank as high because of recent expansions, and the "burden" is referring to the element of a project that requires more needs for staffing and operations.
  - iii. After further conversation from Member Orozco regarding Imagine Austin, which neglected to address Latino culture, Chair Oyervides asked what Lumbreras can do to get Phase II on the upcoming Bond.
  - iv. Lumbreras responded that he does not have control over Bond decisions but he is committed to the issues he stated before. Lumbreras also encouraged Chair Oyervides to present the 400 signatures of those in favor of Phase II to City Council and to also establish relationships with him, Sara Hensley, and MACC staff to develop trust, which he believes is essential in moving forward.
2. Austin Transportation Director Rob Spillar and Austin Transportation Assistant Gordon Derr presented about parking management.
  - i. There are 6/7 parking lots with consulting services. If the MACC's parking lot was metered it would require a separate account; 4-5 pay stations that accepted credit card transactions; maintenance and personnel. A cost of \$1 an hour for parking at the MACC. A potential \$80,000 in revenue for programming.
  - ii. Personnel would be responsible for maintenance and security. A kiosk can be used for staff. Towing could be enforced at 2am.
  - iii. There is also the possibility of a parking lot under IH-35 that would span 6-8 streets.
  - iv. No Council action is needed except for a budget amendment.
  - v. The Urban Rail project would have an access point near the MACC to bring in visitors to the MACC.
3. David Smythe-Macaulay presented on the water leaks that were negotiated with WJE, they will proceed with construction documentation. Johnson Control will receive the list of issues with the HVAC system and will have 6 – 8 weeks to complete. David contacted Solis Construction and will set up a meeting with Johnson Control. David shared the following parking alternatives: a parking garage; a parking structure in front of the MACC where Public Works is stationed; underground parking; restructuring the parking lot by removing the islands throughout the parking lot; surface parking on the

North lawn; and abandoning the alleyway, which is not likely. Juan encouraged board members to present these ideas to Council members for suggestions.

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

- a. The Chair's Report
  - i. Chair Oyervides reported that the community support for ESBMACC Phase 2 is now at 340 signatures. Vice Chair Zamora and Members Sanchez-Ruiz, Smith, and Limon volunteered their time at the four day festival to attain those signatures.
  - ii. He reported on his budget meeting with PARD staff.
- b. Chair Oyervides reported on the success of the Tejano Monument unveiling.
- c. The Board will discuss and take action on the Latino Artist Incubator Program proposal (Limon and Orozco).
  - i. The Board postponed this action item. Member Smith expressed concern that the proposal was handed in too late and called for a Special Meeting on Wednesday, April 11 at 5:30pm.
- d. The Board will discuss and take action on policy for City of Austin and public reservations of ESB-MACC space (Oyervides and Zamora).
  - i. The Board decided to not approve the reservation policy but to wait until the next Board Meeting.
  - ii. The policy will be sent to PARD Director Sara Hensley and City Manager Bert Lumbreras for comments. Member Orozco questioned the resolution and its format. Herlinda will inquire if a resolution should be used.
  - iii. Chair Oyervides will develop the language for the Board to send out.
- e. The Board will discuss and take action on MACC Budget (Oyervides and Zamora).
  - i. City Manager Bert Lumbreras alluded to the budget stating that the MACC's Latino Arts Incubator program, educational programs, and staffing would potentially receive funding.
- f. The Board will discuss and take action on the final version of the ESB-MACC/Rainey Street Parking Study, Phase 1 (Oyervides and Orozco).
  - i. The Board will take the final version to City Council.
- g. The Board will discuss and take action on "Award of Excellence" (Oyervides and Sanchez-Ruiz).
  - i. No action was taken.
- h. The Board will discuss and take action on Working Group reports.
  - i. Member Smith reported on the different aspects of the structural issues of the Latino Artists Mercado. Either a third party or MACC collaborator will financially support the artists.
  - ii. Member Orozco suggested a Latino nonprofit sponsor the Mercado through Cultural Contract with the City.

**6. FUTURE AGENDA ITEMS**

**7. ADJOURNMENT:**

**Chair Oyervides adjourned the meeting at 8:35 pm with a motion from Member Smith and a second from Member Sanchez-Ruiz without objection (4.0).** + Chair Oyervides and Members: Sanchez-Ruiz, Smith, and Orozco.