



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

**ADVISORY BOARD MINUTES**

**REGULAR MEETING  
Wednesday, Dec. 5, 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 5:36 pm.**

**Board Members in Attendance:**

Juan Oyervides, Chair  
Velia Sanchez-Ruiz, Co-Chair  
Blanca Valencia, Member  
David Carroll, Member  
Cassie Smith, Member

**Board Members Absent: 0**

**Staff in Attendance:**

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

1. **APPROVAL OF MINUTES:** Minutes from the Board Meeting held on 12/5/12. Motion to approve minutes was made by Co-Chair Sanchez-Ruiz with a second by Member Smith. The motion was passed (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz, and Members: Smith, Carroll and Valencia.
2. **CITIZEN COMMUNICATION: NONE**
3. **STAFF BRIEFINGS:**
  - a. Herlinda Zamora reported on the ESB-MACC facility and grounds, which include the leaks and the auditorium floors. She also reported on the maintenance and the Latino Arts Residency Program's education coordinator position openings, and upcoming events and rentals.
  - b. Laura Esparza reported on the community meetings that were held on Nov. 13<sup>th</sup> and 19<sup>th</sup> and comments that were captured during ESB-MACC Dia de los Muertos event; and comments from Speak Up Austin.org. Seven categories were developed for the suggestions provided by the community. City Council was informed of the community input meetings and that they will be receiving recommendations from the Board after the board meeting.
4. **PRESENTATIONS:** Council Member Riley presented a resolution regarding the Park-Parking Program, an initiative that will provide a mechanism for securing parking improvements in parks across the City. The program was prompted by the Zilker neighborhood where businesses such as Casa de Luz are having issues with parking. The concept for this program is to use Parks underutilized parking areas for such businesses that are having parking issues, an agreement would include amenities on park land provided by the businesses. A resolution would authorize staff to work on an ordinance, an agreement, and based on Chapter 26 a public process by the end of March of next year. CM Riley expressed that such mechanism and framework would not work for ESB-MACC, it was never contemplated. Chair Oyervides asked if the revenue from meter parking would go to ESB-MACC and CM Riley agreed that the proceeds would go to ESB-MACC. Esparza clarified that the budget office mentioned that the revenue would go to the

general fund. CM Riley encouraged the Board to include language that would exempt ESB-MACC from the business and parks resolution and ordinance. Gilbert Rivera suggested that perpetuity be included in the language.

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

- a. The Chair's Report
  - i. Chair Oyervides introduced new Board member Blanca Valencia.
  - ii. Chair Oyervides reported on the Awards of Excellence.
- b. The Board will discuss and take action on Rainey Street parcel issues. (Oyervides, Sanchez-Ruiz)
  - i. The Board identified 5 potential items to recommend to City Council: (1) Transfer the parcel of land to PARD; (2) Rescind the previous August 1 resolution that included the parcel; (3) Ask the Architect of Record who designed Phase III to revisit the Master Plan to include the parcel into Phase II designs now that the City owns the lot; (4) Include a flexible, multi-use and landscaped public art space; (5) Construct a historical marker dedication the history of the neighborhood.
  - ii. Audience member Paul Saldaña asked that the Board acquire clarification on the water lines in regard to building a permanent structure.
  - iii. Co-Chair Sanchez-Ruiz motions to approve the recommendation with a second by Member Carroll. The motion was passed (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz, and Members: Smith, Carroll and Valencia.
- c. The Board will discuss and take action on Rainey Street development and compatibility standards as it impacts the ESB-MACC .(Carroll, Sanchez-Ruiz)
  - i. Chair Oyervides suggested that a recommendation be made to City Council to stop with the permits and development in the Rainey neighborhood, and call for a moratorium.
  - ii. Member Valencia suggested that the Board postpone the recommendation until more substantial and quantifiable evidence is presented along with the recommendation. Some of the material would include findings from Imagine Austin.
  - iii. Audience member Paul Saldaña expressed that the compatibility standards are lacking and that there is not a mechanism to address compatibility and suggested that the Board needs to develop a process for accountability.
- d. The Board will discuss and take action on potential revenues for ESB-MACC use. (Oyervides, Sanchez-Ruiz)
  - i. The Board made a recommendation to City Council to be included on the agenda to reaffirm the June 6<sup>th</sup> recommendation that includes parking revenue from parking meters goes directly to ESB-MACC. In addition as a supplement to regularly annually budgeted funds. Member Valencia motions to approve the recommendation with a second by Co-Chair Sanchez-Ruiz. The motion was passed (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz, and Members: Smith, Carroll and Valencia.
- e. The Board will discuss and take action on proposed and approved rental issues (Oyervides, Sanchez-Ruiz)
  - i. Laura Esparza stated that discussion about rentals will be held off until the LARP is adopted. They are waiting for recommendations from the Board regarding the application and will hopefully get the application out on December 15<sup>th</sup> to begin orientation sessions with the artists and organizations. Member Smith questioned the efficacy of limiting residencies to the two options of 3 months or 3 years and how it could discourage groups from applying. Laura Esparza responded that based on the feedback from the seven focus groups, the AIPP experience with Margarita Cabrera, and the incubator project example in Dallas, larger organizations would need about 3 years to stabilize and develop their goals while individual artists and smaller organizations want about 3 months to take the first steps for developing and completing their programs. The 3 year option also gives the ESB-MACC flexibility to reevaluate and work out the kinks with its small staff. Member Carroll asked how the scheduling will work if there are several 3 month residencies in a year. Laura Esparza responded that if several 3 month residencies are

selected, they would be staggered to provide flexibility and the applicants themselves would propose a project schedule.

- f. The Board will discuss and take action on Working Group reports.  
Latino Artists Mercado (Oyervides, Smith, H. Zamora), Marketing (Smith, Sanchez-Ruiz, Limon), and Landscaping (Sanchez-Ruiz)
  - i. Co-Chair Sanchez-Ruiz and Member Smith will meet to discuss ideas for mercados.
  - ii. Co-Chair Sanchez-Ruiz and Herlinda will meet with Big Red Sun representatives to discuss landscaping ideas.

**6. FUTURE AGENDA ITEMS:**

- a. Member Valencia will present research ideas used for the Rainey Street development and compatibility standards that impact ESB-MACC.

**ADJOURNMENT**

**Oyervides adjourned the meeting at 8:40 pm with a motion from Member Carroll and a second from Co-Chair Sanchez-Ruiz without objection (5.0).** + Chair Oyervides, Co-Chair Velia-Sanchez and Members Smith, Carroll, and Valencia.