



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

SPECIAL MEETING

ADVISORY BOARD MINUTES

Tuesday, January 14, 2014

The Emma S. Barrientos: Mexican American Cultural Center Advisory Board convened in a Special Meeting at 600 River St. in Austin, TX.

Juan Oyervides, Chair called the Board Meeting to order at 5:37pm.

Board Members in Attendance: 5

Juan Oyervides, Chair
David Carroll, Co-Chair
Velia Sanchez-Ruiz, Member
Cassie Smith, Member
Anna Maciel, Member

Board Members Absent: 2

Veronica Forsyth, Member
Blanca Valencia, Member

Staff in Attendance: 3

Laura Esparza, HAND Manager
Herlinda Zamora, ESB-MACC Manager
Kelly Grajeda, ESB-MACC Administrative Assistant

1. CALL TO ORDER: Chair Oyervides called the meeting to order at 5:37pm.

2. CITIZEN COMMUNICATION: NONE

The Board may discuss and take action on any of the following items:

- a. Recommendation to the PARD Director for renaming the ESB-MACC “Main Gallery” after Sam Zaragosa Coronado.
 1. Chair Oyervides stated that the Serie Project made a good presentation at the 1/8/14 meeting, and both the community and Board felt great about this possibility. The Board had nothing else to discuss.
 2. Member Sanchez-Ruiz motioned to name the ESB-MACC “Main Gallery” after Sam Zaragosa Coronado with a second from Member Maciel. The motion passed without objection (5.0). + Chair Oyervides, Co-Chair Carroll and Members Sanchez-Ruiz, Maciel, and Smith.
- b. Recommendation to the PARD Director and City Council for music festivals held at the ESB-MACC during annual SXSW.
 1. Chair Oyervides asked Leonard Davila, Chair of Crossroads Events, to discuss related issues with the upcoming Mexican American Experience event taking place March 12-13. Davila stated that he had a meeting in August with Jason Maurer, PARD Sales and Events Manager, Cora Wright, PARD Assistant Director, and Laura Esparza, HAND Manager, where he was informed of the tier change. He wants to know if Crossroads is still collaborating with the ESB-MACC or if the event has gone over to the Parks Department.
 - i. Laura Esparza answered that it is a co-sponsorship.
 2. Davila stated his concerns regarding the short timeline and the associated budget. He would like to know what each party is financially responsible to purchase.

- i. Esparza introduced Jason Maurer, PARD Sales and Events Manager, who informed Davila and the Board that they had sent paperwork over to Crossroads in June of last year and are waiting to receive it to proceed with the contract. He mentioned in June that although crews from the Parks system cannot work the event, ESB-MACC staff would be available to help. He also e-mailed the itemized budget to Davila earlier in the day.
 3. Maurer reviewed the revised City-wide process for special events as per Chair Oyervides' request. Council asked for a condensed process, which resulted in the consolidation of all required event forms into one packet. This packet was sent to Crossroads, but the individual forms from the previous process are also acceptable. Maurer also explained the goals of the new tier system and that the tier levels are determined by the number of City services needed for the event.
 4. Member Sanchez-Ruiz asked Davila if his concern regarding the event end time mentioned at the 1/8/14 meeting had been settled. Davila said he has already started the process to extend the end time to 11pm.
3. **ADJOURNMENT: Chair Oyervides adjourned the meeting at 6:15pm with a motion from Member Sanchez-Ruiz and a second from Member Maciel without objection (5.0).** + Chair Oyervides, Co-Chair Carroll and Members Sanchez-Ruiz, Maciel, and Smith.