



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

### **ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, September 3, 2014**

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

#### **Board Members in Attendance:**

Juan Oyervides, Chair  
David Carroll, Co-Chair  
Veronica Forsyth, Member  
Kathryn McMahon, Member  
Velia Sanchez-Ruiz, Member  
Blanca Valencia, Member

#### **Board Members Absent: 1**

Anna Maciel, Member

#### **Staff in Attendance:**

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

- 1. Call to Order:** Chair Oyervides called the Board Meeting to order at 7pm.
- 2. Approval of Minutes:**
  - a. Motion to approve the minutes from the Board meeting held on 8/6/14 by Member Sanchez-Ruiz with a second from Member McMahon. The motion passed (4.0.1) + Chair Oyervides, and Members McMahon, Sanchez-Ruiz, and Valencia. Co-Chair Carroll abstained because he was absent at the 8/6/14 meeting, and Member Forsyth was not yet on the dais.
- 3. Citizen Communication:**
  - a. Dan Arellano, Battle of Medina Historical Society, expressed disappointment because he has not been invited to host an event at the ESB-MACC.
  - b. Sylvia Orozco, Mexic-Arte Museum Director, discussed the 2006-2007 Create Austin master plan that analyzed the cultural arts. She feels all cultural centers must be under one Art and Culture Department.
- 4. Presentations:**
  - a. Frank Rodriguez, Hispanic/Latino Quality of Life Resource Advisory Commission Chair, presented on the Commission's activities. The Commission presented its approved report to City Council for an enterprise fund for the ESB-MACC as a stable financing source to remain strong and competitive in the future.
  - b. Lyn Estabrook, Park Planning and Design Project Manager, presented on CIP projects and budget. The site plan correction and construction for landscape improvements are on track for January, and the Auditorium sound wall is on a fall schedule. The Award of Excellence installation will be funded in part by Art in Public Places, and there are specific design questions pending before Estabrook can get a final price. ESB-MACC staff will meet with the designer to determine the color of the metal coating.

### **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**

**5. Recommendation to City Council for transfer request of Emma S. Barrientos Mexican American Cultural Center to an alternate host City Department. (Oyervides, Maciel)**

- a. Chair Oyervides proposed postponing the item for discussion because Member Maciel could not be in attendance. Co-Chair Carroll motioned to proceed with the item with a second from Member McMahon. The motion passed. (4.2) + Co-Chair Carroll and Members McMahon, Sanchez-Ruiz, and Valencia. – Chair Oyervides and Member Forsyth.
- b. Co-Chair Carroll said that, based on the community's input during the 9/3/14 Special Called Meeting, a restructuring of all cultural centers under one department should be done under the 10-1 Board and not the current one.
  - i. Member Sanchez-Ruiz agreed and would prefer the new City Council take the time to properly create a separate Art and Culture Department.
  - ii. Chair Oyervides said he heard differently, that the community wanted the Board to make a conscious decision to move forward.
  - iii. Member Forsyth agreed with Co-Chair Carroll and Member Sanchez-Ruiz. She felt it would be irresponsible to vote either way without having a thought out process and miss opportunities to discuss items that need more attention. The Board has a responsibility to the community and must educate itself before making a decision.
  - iv. Member Valencia said that her interpretation was that the community was not for the move, but if the Board does move forward, it would support an Art and Culture Department.
- c. Co-Chair Carroll motioned to vote on Item 5 as written with a second from Member McMahon. Motion did not pass. (0.6) – Chair Oyervides, Co-Chair Carroll, and Members Forsyth, McMahon, Sanchez-Ruiz, and Valencia.

**6. Recommendation to City Council for transfer of all city owned property/lots including 600 River Street designated as the Emma S. Barrientos Mexican American Cultural Center and city owned property at 64 Rainey Street to dedicated parkland. (Carroll, Oyervides)**

- a. Co-Chair Carroll presented a map of land use of the ESB-MACC lot and all surrounding ones. To his understanding, there are no restrictions placed upon dedicated parkland. He would like to reword Item 6 to include that all City-owned lots in the area be designated as parkland.
- b. Laura Esparza noted that PARD will be forwarding an RCA to make the ESB-MACC property dedicated parkland. She stated that the next challenge will be a survey of the property. They are anticipating including 64 Rainey and the parcel across the street from the ESB-MACC. She said if the Board wishes to add other parcels, she can relay that information to Ricardo Soliz, Park Planning Division Manager. More research needs to be done by the City Attorney and Real Estate Office to determine feasibility. The hope was to have the RCA together by October, but expanding the scope will expand the time.
  - i. Community members Jane and Gilbert Rivera thanked PARD staff for their work and Co-Chair Carroll for including other lots.
- c. Co-Chair Carroll motioned to recommend for transfer of all City-owned property and lots contiguous to and including 600 River Street, 64 Rainey Street, 58 Rainey Street (parcel number 499201), and lots west of Bierce Street to Dedicated Parkland with a second from Member Forsyth. Motion passed unanimously. (6.0) + Chair Oyervides, Co-Chair Carroll and Members Forsyth, McMahon, Sanchez-Ruiz, and Valencia.

**7. Working Group reports:**

- a. 64 Rainey Street Working Group; Lead, David Carroll, will update the Board on meetings held regarding the 64 Rainey Street parcel.
  - i. Co-Chair Carroll reported that an investor/developer has purchased lots north of 64 Rainey and may be interested in 64 Rainey as well. The Working Group received

notice that the City is reviewing plans to put in a wastewater line that comes up along the alley and near the cul de sac of the ESB-MACC before turning south. It will take 2-3 months for the permit to be granted, and there may be traffic/construction issues for the ESB-MACC. He will also request a contingency plan to create access.

- b. Identifying Alternative Funding Working Group; Lead, Juan Oyervides, will update the Board on meetings held regarding identification of alternative funding resources for the ESB-MACC future phases and programming and the City of Austin Rainey Street Historic District.
  - i. No update.
- c. ESB-MACC Marketing/Volunteers Working Group; Lead, Velia Sanchez-Ruiz, will update the Board on meetings held regarding improvement of marketing efforts and volunteers for the ESB-MACC.
  - i. No update.
- d. 64 Rainey Street and ESB-MACC Master Plan Working Group; Lead, Blanca Valencia, will update the Board on meetings held regarding the incorporation of 64 Rainey Street into the ESB-MACC Master plan.
  - i. No update.
- e. Five Year Strategic Plan Working Group; Lead, Veronica Forsyth, will update the Board on meetings held regarding the development of an ESB-MACC strategic plan.
  - i. Member Valencia met with staff and facilitated a strategic plan work session. Staff is currently reworking the strategic plan to have 1, 3, and 5 year goals.
  - ii. Member Forsyth requested a standing agenda item for progress reports on the strategic plan and inquired about the timeline for adopting the plan and presenting it to the Board. Laura Esparza will format staff briefings to connect to the plan and said staff may present it at the 11/5/14 meeting.

#### **8. Staff briefings:**

- a. Laura Esparza reported that a host City Department transfer is City Council's decision. If there is an overwhelming statement of need, Council would need to perform a feasibility study. The transfer ultimately comes down to whether there is enough money for a new Department or not. It would take about two years to create one, and the mission is very critical in terms of how the new host Department would look at the work of the ESB-MACC.
- b. Esparza also briefed the Board on an unsolicited donation of \$40k to the Parks Foundation. Along with the parking revenue for next year, staff can purchase a van for the afterschool program and shuttling visitors. PARD proposed an FTE outreach position and they should know by the end of next week if it was secured. The ESB-MACC will purchase a concert quality outdoor lighting system for music events.
  - i. Member Forsyth asked staff why PARD wants to keep the ESB-MACC. Esparza discussed the history and process of getting art and cultural programming offered at PARD's recreation centers, and noted that in her personal opinion, she is not particularly against a new artistic and cultural department for the City.
  - ii. Member Sanchez-Ruiz motioned to extend the meeting by ten minutes with a second from Member McMahon. Motion passed unanimously.
- c. Herlinda Zamora updated the Board on the Viva Mexico event, KLRU screening of Proyecto Teatro's documentary, LARP fall programming, and installation of handrails for the risers in the Auditorium. The ESB-MACC Facebook page was created, and Education staff had two successful afterschool focus groups.

- 9. Adjournment:** Chair Oyervides adjourned the meeting at 9:11pm with a motion from Member McMahon and a second from Member Sanchez-Ruiz without objection (6.0). +Chair Oyervides, Co-Chair Carroll and Members Forsyth, McMahon, Sanchez-Ruiz, and Valencia.