



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, October 1, 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
- Anna Maciel, Member
- Kathryn McMahon, Member
- Velia Sanchez-Ruiz, Member
- Blanca Valencia, Member – Arrived at 6:50pm, left at 8:27pm

Board Members Absent: 0

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 5:34pm.
- 2. Approval of Minutes:**
 - a. Motion to approve the minutes from the Special Called Board meeting held on 9/3/14 by Member McMahon with a second from Member Sanchez-Ruiz. The motion passed (5.0.1) + Chair Oyervides, Co-Chair Carroll and Members Forsyth, McMahon, and Sanchez-Ruiz. Member Maciel abstained because she was absent and Member Valencia was not yet on the dais.
 - b. Motion to approve the minutes from the Regular Board meeting held on 9/3/14 by Member McMahon with a second from Co-Chair Carroll. The motion passed (5.0.1) + Chair Oyervides, Co-Chair Carroll and Members Forsyth, McMahon, and Sanchez-Ruiz. Member Maciel abstained because she was absent and Member Valencia was not yet on the dais.
- 3. Citizen Communication:**
 - a. None.
- 4. Presentations:**
 - a. Austin Energy had cancelled its presentation. Co-Chair Carroll suggested moving the switchgear box closer to the property line and as far away from the street as possible so that if the entrance was ever widened it could be better utilized.
 - b. Herlinda Zamora, ESB-MACC Manager, presented on FY 2013-2014 activities. The Board commented on the Center’s improved marketing efforts and suggested researching who the Latino Arts Residency Groups are targeting. It was also suggested to produce more ESB-MACC brochures at a cheaper quality. Member Maciel said the Friends of the MACC should be active again.

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

- 5. Election of Officers 2014-2015**

- a. Member Forsyth nominated Co-Chair Carroll for Board Chair with a second from Member Sanchez-Ruiz. The motion passed (5.0.1). + Chair Oyervides and Members Forsyth, Maciel, McMahon, and Sanchez-Ruiz. Co-Chair Carroll abstained and Member Valencia was not yet on the dais.
 - b. Member Sanchez-Ruiz nominated Member Forsyth for Co-Chair with a second from Co-Chair Carroll. The motion passed (5.0.1). + Chair Oyervides, Co-Chair Carroll and Members Maciel, McMahon and Sanchez-Ruiz. Member Forsyth abstained and Member Valencia was not yet on the dais.
- 6. Review of September 17, 2014 Downtown Commission agenda item 5, ‘Permanent Parkland for city of Austin-owned Rainey Street Lots’ video and recommendations. (Oyervides, Sanchez-Ruiz)**
- a. In general, the Board felt frustrated that Randy Scott, PARD representative at the Downtown Commission meeting, was not informed about the community input and the MACC Board’s intent for the inclusion of 64 and 58 Rainey lots described in Recommendation No. 20140903-006 for Dedicated Parkland. Member Forsyth also stated that it was unfortunate the Board was not represented.
 - b. Member Valencia arrived at 6:50pm.
 - c. Co-Chair Carroll asked how the Board can provide answers to the Commission’s questions and also who initiated the PARD presentations to various Commissions to discuss the Recommendation.
 - d. Member McMahon was confused because the Recommendation the MACC Board made was not a topic on the Downtown Commission’s agenda, and she thought there was poor representation from City staff. Ben Siegel, owner of Bangers, spoke at the Downtown Commission’s meeting and said the ESB-MACC misrepresented the stakeholders of the community. Member McMahon would like to meet with him to get a history on what he was talking about because he specifically stated the Rainey Neighborhood Association (RNA) was against the Parkland Dedication, but as Vice President of the RNA, she knows otherwise. She presented a letter from Bonita White, RNA President, expressly stating support of the Parkland Dedication.
 - e. Chair Oyervides said he had left the 9/3/14 meeting with the impression that 64 and 58 Rainey were included with the ESB-MACC property for Dedicated Parkland. He asked Sara Hensley, PARD Director, who had directed not to include those two lots. He said she responded that she wants to wait to see where the house for the Rainey Street History Center will be placed.
 - f. Member Valencia stated that it may be prudent to change the narrative of the Board’s intentions by contacting Council Members and attending the remaining Commissions’ meetings where the Recommendation will be presented, specifically to discuss the intention to create a pocket park and present the history of the Board’s intentions through past Recommendations. She stated the Board should start talking about what it really means to be parkland and how it would benefit business.
 - i. Member McMahon motioned for another presentation to the Downtown Commission with Ricardo Soliz, Division Manager for Park Planning and Design, and Board representation at that meeting and all following with a second from Member Valencia. Motion passed unanimously (6.0). +Chair Oyervides, Co-Chair Carroll and Members Forsyth, Maciel, McMahon, Sanchez-Ruiz, and Valencia.
 - ii. Co-Chair Carroll motioned for the following representation at upcoming meetings: Members McMahon and Maciel at the RNA meeting, Member Forsyth and Co-Chair Carroll at the Waller Creek meeting, Members Maciel and Valencia at the Downtown Commission meeting, and Chair Oyervides and Member Sanchez-Ruiz at the Parks

Board Meeting. Member McMahon seconded the motion and the motion passed unanimously (6.0). +Chair Oyervides, Co-Chair Carroll and Members Forsyth, Maciel, 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 on a proposed realignment of the wastewater line that traverses the 64 Rainey lot. A developer who will build on the lot adjacent to 64 Rainey would like to relocate or realign it so he can construct a permanent structure. The cost to relocate would be \$700k, but the developer also proposed to Public Works to remove the line from 64 Rainey for \$150k from the City, which would increase the value of 64 Rainey. When the lot sells, the City would get its money back.
 - ii. Co-Chair Carroll also said another possibility is for the developer to install an easement on the line which would keep it in the same location on 64 Rainey and make it less attractive to sell.
 1. Chair Oyervides inquired about the setback for the Rainey Street History Center house if it were to be located on 64 Rainey. Co-Chair Carroll responded that because it is zoned CBD, the house can be placed up to the property line.
 2. Member Sanchez-Ruiz stated she is willing to move from her previous position against the house being placed on 64 Rainey if it meant the property could not be sold.
 3. Member McMahon asked what it would cost the City to maintain the piece of land as parkland versus as a history center. The minimal cost would be grass and benches and the maximum would be a museum. Member Maciel noted that she finds it important to have some of the Rainey Street Historical District money to work on the house.
 - iii. Co-Chair Carroll presented a letter from Jaime Beaman, architect-of-record for the ESB-MACC facility, in support of transferring 64 Rainey to Dedicated Parkland and initiating a Master Plan update to include 64 Rainey.
 1. Member Forsyth asked if they can co-venture with a private company to install a large artwork like a fountain on the lot. Laura Esparza said yes, as long as it is for public recreation purposes.
 - iv. The Board was generally not in agreement with the City paying the \$150k to relocate the wastewater line. Co-Chair Carroll also said the proposed wastewater line relocation plan would completely seal off the entrance and exit to the ESB-MACC. He told the Public Works Director that the Board would not be in favor of the City paying part of the relocation fee, but would be okay with the City granting the easement as it would make it less economically feasible to sell and develop on 64 Rainey. He will contact the case manager next week.
- 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 report.
- 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 report.

- 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. Member Valencia would like to consolidate the past Recommendations regarding 64 Rainey Street, particularly noting the intent for the pocket park, for each Board Member to present at the various Commissions meeting discussed in Item 6(f)(ii).
- 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. No report.

8. Staff briefings:

- a. Herlinda Zamora reported on the upcoming Austin American Statesman panel discussion, Día de los Muertos, José Luis-Orozco, El Mundo de Librin, and Voces Austin's Festival de las Artes LatinoAmericanas.
- b. Laura Esparza presented an update on parking lot revenues and expenditures. There was an unexpected expenditure because the HVAC control system was incorrectly installed. A new system will be replaced by a new company with a better track record.

- 9. Adjournment:** Chair Oyervides adjourned the meeting at 8:39pm with a motion from Member Sanchez-Ruiz and a second from Member McMahan without objection (6.0). +Chair Oyervides, Co-Chair Carroll and Members Forsyth, Maciel, McMahan, and Sanchez-Ruiz. Member Valencia was off the dais.