



## EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

### ADVISORY BOARD MINUTES

Special Called MEETING  
Friday, January 23, 2015

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:

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

#### Board Members Absent: 0

#### Staff in Attendance:

Laura Esparza, HAND Manager  
Herlinda Zamora, ESB-MACC Manager

1. **Call to Order:** Chair Carroll called the Board Meeting to order at 3:06pm.

2. **Approval of Minutes:** None

#### 3. Citizen Communication:

Parks and Recreation Board Member Dale Glover asked that the Board to keep the waterfront overlay in mind when brainstorming on the ESB-MACC Master Plan. He pointed out to keep waterfront overlay district regulations (D)(2)(a) in mind and to look at Houston's Discovery Green.

#### 4. Presentations:

a. Planning and Design Division Manager, Ricardo Soliz, presented background information on the Master Plan for the MACC and its different phases. Soliz reviewed an updated process for the Master Plan, the role of the ESB-MACC Board, and emerging issues. There was discussion on maybe combining Phase II and III for the next bond election in 2018, which would be an estimated cost of \$51 million.

b. Planning and Design Project Manager Lyn Estabrook provided an update on the current CIP projects for the ESB-MACC, which included overflow parking, the Wall of Excellence, and the Auditorium modification. The overflow parking would provide 98 spaces and cost about \$200,000. Chair Carroll wanted an update on the lot in front of the ESB-MACC for parking at the next meeting.

The following questions were presented to the Board to help guide them on the final phases of the Master Plan.

#### 1. What do you think is missing from the Master Plan as presented?

*Member Oyervides* - Underground and surface parking; build a larger parking structure in the back of the property near the proposed overflow parking; review the parking study for additional ideas; and for the first floor of any future parking structure include usable studio space, classrooms, a store and/or restaurant.

*Member McMahon* - Plaza canopies should be put back into the plan.

*Co-Chair Forsyth* - One theater space rather than two as identified in Phases II and III.

*Member Sanchez-Ruiz* - 10,000 to 12,000 sqft multi-purpose space for 500 to 600 people, sculpture studio, and more classroom and workshop space.

*Member Maciel* - A facility that is ADA friendly and an outside theater like the one in Chicago.

*Member Valencia* - More wall space for exhibits that have movable art panels and a small museum space to preserve history and culture.

*Herlinda Zamora* - More office space is needed for staff.

**2. Is the current vision for the Center being addressed in the presented Master Plan?**

Most of the Members agreed, and Co-Chair Forsyth added that the current vision is partially being captured. Member Valencia stated that modifications need to be added to the vision, to capture the current programs and needs of the Center.

**3. What do you see as the biggest threat to the Center for today and in the future?**

*Member Sanchez-Ruiz* - Densification and the rate of development occurring around the Center.

*Member Maciel* - The facility may get lost in the sea of high-rises and growth. She expressed a need to draw more people to the Center based on the growth.

*Co-Chair Forsyth* - Dedicated Parkland of the ESB-MACC property is not yet determined. Board members and customers need to live and breathe the ESB-MACC vision and mission to ensure the ESB-MACC's identity is not lost, and tap into the stakeholders that have not been engaged.

*Co-Chair Forsyth* responded to Member McMahon's answer to the question below by commenting that the Center's mission and vision is based on the founders of the Center and the artists who wanted to showcase their work.

*Member McMahon* - Raised the question of who the Center is for because there is a vague understanding from the community about who the Center serves.

*Member Valencia* - Expressed the need for future funding and the lack of a cohesive message about the Center.

*Member Oyervides* - More programming and funding needs to be tied to the Center's mission.

*Chair Carroll* - Encroachment by development and being engaged by the Waller Creek construction plans as it impacts the ESB-MACC. He agreed with Member Oyervides on more programming and funding and to keep the mission and strategic plan in mind in short and long term planning.

**4. What do you see as an opportunity for the future of the Center?**

*Member Oyervides* - Public and private ventures for full build out of the Center.

*Member Valencia* - Include satellite activities and locations with various art forms.

*Member McMahon* - Capacity for developing education programs.

*Co-Chair Forsyth* - Bringing other forms of art to the Center for a greater exchange of cultural richness that has not been tapped.

*Member Maciel* - More collaboration with the community, branding the Center better, bringing more people to events, and engaging more non-profits.

*Member Sanchez-Ruiz* - Finding creative ways to get more monies because she felt the ESB-MACC is too tied to the City's budget.

*Chair Carroll* - Engagement with more Citywide events to drive people to the Center and to engage emerging artists in the community, better marketing of the ESB-MACC to become a household name. More collaboration with our sister cultural centers in the region.

**5. How best do you see the Parks Department being successful in making this a priority for future Bond Funding?**

*Member Maciel* - Provide statistics of the number of attendees and the revenue generated by the Center and by showcasing what the Center is contributing to the City's revenue.

*Co-Chair Forsyth* - Present activities from the strategic plan that are measurable. Assist with connections to strong stakeholder groups that can help advocate for the growth of the Center. Help demonstrate how the ESB-MACC is making positive impacts to households in Austin.

*Member Valencia* – Data needs to be collected from a local and upper level. Engage in conversations with Council Members and the Mayor to communicate the quality of life for Latinos in Austin. Tap into stakeholder that we have not tapped into. Provide quantitative and qualitative data.

*Member Oyervides* – Collect demographic data and market the Center to new downtown residents and the hotel industry.

*Chair Carroll* - Ideas on how to make Austin a destination for the arts and how the Center can play a role in that economy. Data and good planning will be key.

Member Maciel asked to advocate for the Historical District Fund to be used for the ESB-MACC. Can the Historical District Fund be used for the ESB-MACC? Chair Carroll asked for staff to find out for the next Board meeting.

#### **6. How best do you see the role of the Center's Advisory Board in making this a priority for future Bond Funding?**

*Member Oyervides* - Active involvement with Council Members and attend and convince new Council about the future of the ESB- MACC.

*Member Valencia* - Each member of the board needs to connect with one other person to help advocate the Center's mission.

Member McMahon – Advocacy.

*Co-Chair Forsyth* – Provide a status presentation to the community so that they can write their Council Members advocating for the Center. Use media (Channel 6/Proyecto Teatro on KLRU) to present the Center's programs.

*Member Maciel* - Each Board Member needs to know the mission of the Center to ensure the entire Board is on the same page. She also felt that marketing and promoting the programs is important.

*Member Sanchez-Ruiz* – Wants a better understanding of the meetings and their purpose.

*Chair Carroll* – The Board needs to be more unified and with community.

Herlinda Zamora mentioned that her staff had started working on an introductory Power Presentation about the Center that she will present at the next Board meeting.

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

5. **The Board will conduct a work session with COA staff to review and evaluate the Master Plan of the Emma S. Barrientos Mexican American Cultural Center, originally developed December 2000. The Board will take action on recommendations for updating the Master Plan and the possible implementation of an Architectural Feasibility Study. (Carroll, Forsyth)**
  - a. Laura Esparza informed the Board that Casabella Architects were no longer on the rotation list. Lyn Estabrook suggested that it either go out to bid or use the rotation list, which will be quicker. Chair Carroll asked if Casabella Architects had a substitute. Estabrook responded that she would find out.
6. **ADJOURNMENT:** Chair Carroll adjourned the meeting at 5:07 pm with a motion from Co-Chair Forsyth and a second from Member Maciel without objection (7.0). +Chair Carroll, Co-Chair Forsyth and Members Maciel, Sanchez-Ruiz, Valencia, McMahon, and Oyervides.