



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

### **ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, February 4, 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 – Arrived at 6:25pm

#### **Board Members Absent: 0**

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

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

**1. Call to Order:** Chair Carroll called the Board Meeting to order at 6:03pm.

#### **2. Approval of Minutes:**

- a. Motion to approve the minutes from the Board meeting held on 1/7/15 by Member McMahon with a second from Member Maciel. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members McMahon, Maciel, Oyervides, and Sanchez-Ruiz. Member Valencia was not yet on the dais.
- b. Motion to approve the minutes from the Special Called Board meeting held on 1/23/15 by Member McMahon with a second from Member Sanchez-Ruiz. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members McMahon, Maciel, Oyervides, and Sanchez-Ruiz. Member Valencia was not yet on the dais.

#### **3. Citizen Communication:**

- a. Johnny Limon of Crossroads Events thanked the Board and the ESB-MACC for hosting their Mexican American Experience event on March 18-19 from 6pm-11pm. Member Maciel asked what the ESB-MACC can do to advertise the event, and Limon said to post a video of one of their past events on Facebook.

#### **4. Presentations:**

- a. Artists Mery Godigna-Collet and Luis Gutierrez presented two proposals for a crosswalk art installation in front of the ESB-MACC. It would direct visitors to the main entrance and give the ESB-MACC more prominence. There are two options for materials that would cost between \$2k and \$3k. The artists would not charge honorariums. It would be low maintenance, and after four years, the Board can decide to keep it or not. It could be completed during Fiestas Patrias. Laura Esparza noted that it would be done through the museum accession process with the ESB-MACC budget. Chair Carroll inquired about incorporating the ADA ramps into the design, and Member Maciel asked if they could also address a designated loading zone for safety. Esparza also recommended the artists look into Tempo, a public art program, for funding.

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

### **5. Discussion on proposing a possible crosswalk art installation in front of the ESB-MACC. (Forsyth, Oyervides)**

- a. Chair Carroll asked if Herlinda Zamora, ESB-MACC Manager, can look into the budget to see if this is feasible. Godigna-Collet also mentioned the possibility of sponsors.
- b. Member Oyervides motioned to approve getting designs for the next month's meeting with a friendly amendment by Chair Carroll for the crosswalk designs to be on the north side, unloading area, and south side of the circle area. Member McMahon seconded. Motion passed unanimously. (7.0) + Chair Carroll, Co-Chair Forsyth, and Members McMahon, Maciel, Oyervides, Sanchez-Ruiz, and Valencia.

### **6. Discussion on the status of the Rainey Street Historic District Fund. (Carroll, Forsyth)**

- a. Laura Esparza emailed and called Greg Canally, Finance Department, for an updated report, who said it was forthcoming. Esparza has yet to receive it.

### **7. Discussion on an ESB-MACC PowerPoint presentation to be used for the next bond cycle. (Carroll, Valencia)**

- a. Kelly Grajeda, ESB-MACC Administrative Assistant, presented a PowerPoint presentation that could potentially be modified and used for the next bond cycle.
- b. The Board suggested constructive feedback for the PowerPoint including to add more photos of youth and new visitors and a photo looking out from the hike and bike trail. Member Oyervides stated the PowerPoint needs to have a bigger impact to get citizens excited. Member Sanchez-Ruiz agreed that the PowerPoint may not be the best medium. Member Valencia felt that for practical purposes it is the easiest technology to use, but the Board will have to take on a multi-faceted effort and use different mediums.
- c. Member Maciel said the public needs to know what the ESB-MACC is contributing in terms of numbers. Co-Chair Forsyth stated the connection to the community needs to be included, such as how the ESB-MACC will impact the quality of life for the Hispanic community and the community at large. Chair Carroll suggested adding a component about what the future will look like after the Master Plan update is completed and to include an animation in the architect's scope. Member Valencia also recommended producing a print publication with the Master Plan components.
- d. Chair Carroll motioned to form a Multimedia Working Group with Co-Chair Forsyth and Members Valencia and Maciel to address the presentation material and to work with staff in guiding the development of presentation media with a second from Member Sanchez-Ruiz. The motion passed unanimously. (6.0) + Chair Carroll and Members McMahon, Maciel, Oyervides, Sanchez-Ruiz, and Valencia. Co-Chair Forsyth was off the dais at the time of the vote.

### **8. Discussion and review of the *Arte del Corazon* children's art exhibit. (Sanchez-Ruiz, Maciel)**

- a. Laura Esparza presented a report by Tiffany Moreno, ESB-MACC Education Coordinator, on the 2014 efforts and statistics as well as ideas and suggestions for 2015.
- b. The Board overall felt this year's event did not focus enough on the children, and would have liked more students in attendance. They suggested a weekday evening would be better. The Board enjoyed the branding of the event, and in terms of outreach and social media, more could be done. Member Maciel suggested highlighting some of the artists and doing a social media blast of the event and winners. Member Oyervides suggested making the event more festive with more activities, involvement of parents, and invitations to Council. Laura Esparza suggested allowing parents to leave comments by the art pieces, bringing in a Santa Claus, and having a raffle in lieu of prizes where students must be present to win.

**9. Discussion of the Dedicated Parkland proposals for the ESB-MACC and adjacent lots. (Carroll, McMahon)**

- a. Laura Esparza notified the Board that Council will hear the request in April as PARD has been asked to wait until the new Council settles in. Chair Carroll asked if the land survey would take place before the Council hears the request. Esparza responded that she believes there is already a sufficient map and survey completed. Chair Carroll noted it needs to include correct legal definitions. Esparza will update the Board via email.

**10. Working Group reports:**

- a. 64 Rainey Street Working Group; Lead, David Carroll.
  - i. Chair Carroll, Laura Esparza, Herlinda Zamora, and Nino Miranda, ESB-MACC LARP Coordinator, met with the engineers and development associate for the wastewater line project. The project will hopefully take less than two months and will begin after SXSW.

**11. Staff briefings:**

- a. Laura Esparza briefed the Board about the Academia Cuauhtli inauguration. Nuestro Grupo is working to provide transportation and food. Esparza also reported on LARP education programs, education attendance numbers, and the 2014-2015 programming calendar as requested by the Board at the 1/7/15 meeting.
- b. Esparza followed up on the parking lot revenue with Leela Fireside, City Attorney's Office, who is doing more research. Esparza is trying to bring Fireside and the comptroller's office together to resolve the issue. Esparza also spoke with Lyn Estabrook, PARD Project Manager, about the CIP projects. There was a change order that affected the permit to begin the overflow parking lot. Member Oyervides requested an update email from Marty Stump, PARD Project Management Supervisor. Esparza noted the architect of the Award of Excellence installation is working through the details of the project with the contractor.
  - i. Member Oyervides motioned to extend the meeting for five minutes with a second from Member McMahon. Motion passed unanimously. (7.0) + Chair Carroll, Co-Chair Forsyth, and Members McMahon, Maciel, Oyervides, Sanchez-Ruiz, and Valencia.
  - ii. Co-Chair Forsyth left the dais at 9pm.
- c. Esparza noted that Nuestro Grupo invited the Board to send one representative to their meetings. Member Sanchez-Ruiz was selected to do so.

**12. Future Agenda Items:**

- a. Artists Luis Gutierrez and Mery Godigna-Collet will present proposed crosswalk art installation designs.
- b. Presentation from Leela Fireside, City Attorney's Office, and the Comptroller's Office regarding the parking lot revenue.
- c. Discussion on crosswalk design proposals from artists Luis Gutierrez and Mery Godigna-Collet. (Forsyth, Oyervides)
- d. Academia Cuauhtli meeting update by Member Sanchez-Ruiz.
- e. Discussion on the Award of Excellence selection process and timeline. (Maciel, Sanchez-Ruiz)
- f. Detailed staff briefing on the overflow parking lot and Award of Excellence installation.

**13. Adjournment:** Chair Carroll adjourned the meeting at 9:04pm with a motion from Member Valencia and a second from Member Sanchez-Ruiz without objection. (6.0) + Chair Carroll and Members McMahon, Maciel, Oyervides, Sanchez-Ruiz, and Valencia. Co-Chair Forsyth was off the dais at the time of the motion.