



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, April 1, 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
Kathryn McMahon, Member
Juan Oyervides, Member
Anna Maciel, Member
Blanca Valencia, Member

Board Members Absent: 1

Velia Sanchez-Ruiz, Member

Staff in Attendance:

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

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

2. Citizen Communication:

- a. Amanda Jasso introduced herself as the Mexican American Community Liaison at the Austin History Center.
- b. Jane Rivera spoke on history programming at the ESB-MACC and being able to donate artwork to the ESB-MACC.
- c. Martha Cotera also spoke on the ability to donate her personal archives to the ESB-MACC. She also spoke on the Recommendation passed by the Hispanic Quality of Life Resource Advisory Commission to maintain 64 Rainey under PARD and eventually transfer it to Dedicated Parkland.

3. Approval of Minutes

- a. Motion to approve the minutes from the Board meeting held on 3/4/15 with several corrections to Item 8(a) for clarification. Motion to approve was made by Member McMahon with a second from Member Valencia. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, Oyervides, and Valencia. Member Sanchez-Ruiz was absent.

4. Presentations: None.

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

5. Discussion on the Award of Excellence selection process and timeline. (Maciel, Sanchez-Ruiz)

- a. Herlinda Zamora updated the Board on the number of applications received and pending. The next step is to meet with Member Oyervides and Gloria Espitia, ESB-MACC Outreach, to develop the criteria for each category. The five panelists for the selection committee have also been selected, and Zamora and staff have already started planning the actual event.

- b. Co-Chair Forsyth asked if the criteria will be different from last year. Zamora said yes because last year's was too broad. She also suggested giving the Board Members actual roles at the ceremony so that they can participate.
- c. Chair Carroll stated that next year there should be a fixed nomination deadline for fairness. The criteria needs to be transparent and cannot be changed every year.

6. Update and discussion on the status of the Rainey Street Historic District Fund. (Carroll, Forsyth)

- a. Laura Esparza stated that she had emailed an update to the Board regarding the fund. Currently there is nothing happening with it.
- b. Member Maciel inquired about how much money is in the fund, and stated the need to work with City Council. Member Oyervides responded that it is too early to know how much is available. Council will be informed before the Board, after the budget process is underway.
- c. Chair Carroll suggested reinstating the Working Group to oversee what is happening with the fund. Chair Carroll motioned to nominate Member Maciel to lead the Rainey Street Historic District Fund Working Group with a second from Member McMahon. Motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, Oyervides, and Valencia. Member Sanchez-Ruiz was absent.

7. Discussion on the MACC Board annual review report due in May.

- a. Laura Esparza informed the Board that the liaisons attended a meeting where they were notified the City Clerk's office is preparing for the BCIC transition. The annual review report will inform the new Board about everything the current Board has and will work on as a sort of legacy document. Chair Carroll will list items that the Board probably will not get to by June and forward to the rest of the Board before the next meeting.

8. Working Group reports:

- a. 64 Rainey Street Working Group; Lead, David Carroll.
 - i. Chair Carroll presented on the asks and offers by Sackman Enterprises and Freemont Holdings regarding the use of the 64 Rainey lot for construction staging use (for their condo building to be built on the adjacent lot), a perpetual 25 foot "no build" set back, and the paving of the alley.
 - ii. Member McMahon suggested to include they make the guidelines and benefits for the ESB-MACC in perpetuity, to relocate the Austin Energy tower, and extend the crosswalk art design as negotiating points. She also suggested the Board review the 64 Rainey Street Working Group reports.
 - iii. Member Oyervides suggested asking them to contribute \$1 million towards a programming fund for the ESB-MACC, perhaps for historical programming.
 - iv. Chair Carroll motioned to have a special called meeting for community input and to discuss the developers' offers on 4/16/15 at 6pm in the ESB-MACC Black Box Theater with a second from Member McMahon. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, Oyervides, and Valencia. Member Sanchez-Ruiz was absent.
- b. Multimedia Working Group; Lead, Veronica Forsyth.
 - i. No update.

9. Staff briefings:

- a. Herlinda Zamora presented on March and April programming including the SXSW events and the upcoming rebozo exhibit and Sor Juana celebration. She also informed and invited the Board to attend the all-day Rainey Charette event in the Auditorium on 4/7/15.

- b. Laura Esparza presented an update from Lyn Estabrook, Parks Planning and Design, on the Award of Excellence installation and overflow parking lot. The installation contract type has been switched to “Personal Service”. Construction for the parking lot is underway, and the limestone blocks were bid. She also presented the parking lot revenue.

10. Future Agenda Items:

- a. Update and discussion on the status of the Rainey Street Historic District Fund. (Carroll, Forsyth)
- b. Discussion and approval of MACC Board annual review report.
- c. Update on crosswalk art installation in front of the ESB-MACC.

11. Adjournment: Chair Carroll adjourned the meeting at 8:11pm with a motion from Member McMahon and a second from Chair Carroll without objection. (6.0) + Chair Carroll, Co-Chair Forsyth and Members McMahon, Maciel, Oyervides, and Valencia. Member Sanchez-Ruiz was absent.