



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, May 6, 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
Velia Sanchez-Ruiz, Member

Board Members Absent: 1

Blanca Valencia, 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 6:01pm.
- 2. Citizen Communication:**
 - a. Gloria Pennington spoke against accepting the proposed Sackman Enterprises/Freemont Holdings offer.
- 3. Approval of Minutes**
 - a. April 1, 2015 Regular Meeting
 - i. Motion to approve the minutes from the Board meeting held on 4/1/15 with corrections to Item 8(a)(ii) to change “64 Visioning” to “64 Rainey Street,” Item 9(b) to change “contact” to “contract,” and to clarify the Members present in each motion. Motion to approve was made by Member McMahon with a second from Co-Chair Forsyth. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, Oyervides, and Sanchez-Ruiz. Member Valencia was absent.
 - b. April 15, 2015 Special Called Meeting
 - i. Motion to approve the minutes from the Board meeting held on 4/15/15 with an edit to Item 4(a)(vi) to read “[...]Carroll asked how the additional 4 feet of 64 Rainey on the alley side be used.” Motion to approve was made by Member McMahon with a second from Member Maciel. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, Oyervides, and Sanchez-Ruiz. Member Valencia was absent.
- 4. Presentations: None.**

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

- 5. Discussion on the proposed Sackman Enterprises/Freemont Holdings project at 70 Rainey Street and the presentation and the offer made by CJ Sackman regarding 64 Rainey Street at the Special ESB-MACC Advisory Board meeting held on April 15, 2015. (Carroll, Maciel)**

- a. Chair Carroll informed the Board that he was notified in writing by the developer that they would like to postpone the offer indefinitely due to the response by certain members of the community. Chair Carroll will forward the email to staff to forward to the rest of the Board. The email was sent to himself and Ricardo Soliz, PARD Planning Division Manager.
- b. Chair Carroll motioned to remove this item from the agenda with a second from Co-Chair Forsyth. The motion passed unanimously. (6.0) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, Oyervides, and Sanchez-Ruiz. Member Valencia was absent.

6. Staff to provide a detailed presentation on the process and procedures used to advertise for applications, evaluate and select the awardees. (Carroll, Forsyth)

- a. Herlinda Zamora presented on the history as well as the process of the Award of Excellence. She discussed the various marketing and outreach done for this year's event as well as the selection panel and criteria.
- b. Co-Chair Forsyth expressed her dissatisfaction and disappointment with the number of applicants, project management, and planning by staff. She stated that the selection process and criteria were nonexistent.
 - i. Herlinda Zamora and Laura Esparza responded by clarifying that this year saw the most number of applicants in the history of the award.
 - ii. Member Oyervides noted that there were 11 nominations received.
- c. Member Sanchez-Ruiz stated she was disappointed in the outreach for this event. She stated that when she was on the selection panel last year, there was a list of many potential recipients who have passed away.
 - i. Herlinda Zamora and Laura Esparza noted that the application and selection processes were changed this year because of the Board's suggestions in past meetings. This year there was a panel who selected amongst the nominations made by the public. Last year, the panel selected the recipients. They also noted that only one Board Member submitted a nomination as well. Several Board Members stated they were under the impression they could not submit nominations.
- d. Member Maciel stated that the planning for the event started too late again this year, and that the event needs to follow the mission of the ESB-MACC. She said people do not nominate because they do not know about the ESB-MACC.
- e. Chair Carroll presented a typed statement requesting the ceremony, scheduled on Saturday, May 9th, be postponed. Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, and Sanchez-Ruiz signed the statement. Member Oyervides felt it was irresponsible of the Board to request an event that is three days away be postponed.
 - i. Laura Esparza sent notification to the PARD Director of the Board's request and will notify the Board when she receives a response.
 - ii. Chair Carroll motioned to accept this public statement as the Board's official position on the May 9, 2015 Award of Excellence ceremony postponement with a second from Member Maciel. The motion passed. (5.1) + Chair Carroll, Co-Chair Forsyth, and Members Maciel, McMahon, and Sanchez-Ruiz. – Member Oyervides. Member Valencia was absent.

7. Update from staff on the status of the Strategic Plan implementation. (Forsyth, Sanchez-Ruiz)

- a. Herlinda Zamora discussed the ESB-MACC's activities as they correspond to the strategic plan.
- b. Chair Carroll stated the staff presentation seemed like a program update and not a strategic plan. He requested the information be more quantitative and include more performance measures.
- c. Member Maciel would like to know the cost per attendee at events as well as quarterly figures.

- d. Co-Chair Forsyth requested PARD's performance measures for the strategic plan to see how close the ESB-MACC is to achieving those goals.
- e. Laura Esparza and Herlinda Zamora noted they interpreted the Board's original request to mean they would like to see the tasks the Center has performed to reach the goals of the strategic plan.

8. Working Group reports:

- a. 64 Rainey Street Working Group; Lead, David Carroll.
 - i. No report.
- b. Multimedia Working Group; Lead, Veronica Forsyth.
 - i. Co-Chair Forsyth noted the multimedia outreach efforts she performed for the rebozo exhibit.
- c. Rainey Street Historic District Fund Working Group; Lead, Anna Maciel.
 - i. Member Maciel stated she spoke with CM Renteria's staff over the phone and will speak with CM Tovo's office.

9. Staff briefings:

- a. Herlinda Zamora briefed the Board on May programming and presented various marketing fliers and brochures. Co-Chair Forsyth asked why the rebozo exhibit was not listed as an annual event because she thought staff had agreed it would become one. Laura Esparza and Herlinda Zamora stated it was not agreed on.
 - i. Co-Chair Forsyth left the dais at 7:53pm.
- b. Laura Esparza informed the Board that Angela Means, PARD Financial Services Division Manager, will present on the budget at the next meeting.
 - i. Chair Carroll suggested moving this discussion to July for the benefit of the new Board Members.

10. Future Agenda Items:

- a. Discussion and approval of MACC Board annual review report.
- b. Status of current use of 64 Rainey for unsupervised parking.

11. Adjournment: Chair Carroll adjourned the meeting at 7:57pm with a motion from Member McMahon and a second from Member Sanchez-Ruiz without objection. (5.0) + Chair Carroll and Members McMahon, Maciel, Oyervides, and Sanchez-Ruiz. Member Valencia was absent and Co-Chair Forsyth was off the dais.