



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

### **ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, October 7, 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:**

Rick Hernandez, Chair  
Blanca Valencia, Co-Chair (arrived 6:16)  
Juan Oyervides, Member  
Julia Aguilar, Member  
Juanita Tijerina, Member  
Adriel Meditz, Member  
Ruth Powers, Member (arrived 6:13)  
Kathy Vale-Castillo, Member  
Anna Maciel, Member

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

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

Laura Esparza, HAND Manager  
Herlinda Zamora, ESB-MACC Manager  
Socorro Chapa, ESB-MACC Administrative Assistant

**A. Call to Order:** Chair Rick Hernandez called the Board Meeting to order at 6:04 pm. A moment of silence was held in memory of Johnathan Jamerson.

**B. Approval of Minutes:** With no corrections to the minutes, the minutes were approved 7.0 (Chair Hernandez, Members Tijerina, Maciel, Aguilar, Meditz, Oyervides and Vale-Castillo). Co-Chair Valencia and Member Powers were not present at time of vote.

#### **C. Citizen Communication:**

- a.** Rupert Reyes, Artistic and Executive Director of Teatro Vivo (LARP) talked about present and future plays and productions. Mr. Reyes stated the benefits of residing at the MACC are having a performance space, adequate parking, and the staff available to assist them. La Pastorela will be held at the MACC from December 3 to December 20<sup>th</sup>. Member Maciel asked what is done to attract Austin residents. Mr. Reyes stated Facebook is effective. His wife, Joanne Reyes also in attendance stated there have been big improvements in communications with MACC staff in the past few years.
- b.** Luis Ordaz, Executive Director Proyecto Teatro (LARP) talked about Proyecto Teatro performing arts, prestigious awards received, and Spanish youth programs offered at the MACC. Proyecto Teatro is in its third year residency. Luis stated he will be attending more Board Meetings.
- c.** Marisa Limon, Teatro Vivo Board Member (LARP) asked for availability of linens for the residency programs. Laura Esparza stated linens would be purchased.
- d.** Roen Salinas, Aztlan Dance Company (LARP) talked about summer programs and projects.
- e.** Member Oyervides requested at the next meeting the Board be provided a report on how the MACC is supporting LARP annually.

#### **D. Presentations:**

1. Herlinda Zamora distributed a draft format of the FY2016 Programming Season. Scheduled programs are posted on the ESB-MACC website. A printed PARD brochure with programming for all the cultural sites was given to the Board Members.
2. Herlinda shared a slide show presentation of the Strategic Plan that included objectives and goals.
  - a. Herlinda will email the presentation to the members as requested by Member Vale-Castillo. Co-Chair Valencia commented and thanked the MACC staff for the work done.
  - b. Laura Esparza stated that once approved, the Strategic Plan can be found on the ESB-MACC website and the Boards and Commission's website for viewing by members and the community.
  - c. A discussion was held about board members attending events in the community to represent the MACC Advisory Board and as a way to get feedback from the community. Kimberly McNeeley of the City Clerk's office told the members they can post in advance when several members are attending an event and indicate it is not an official meeting and are not doing official business.
  - d. Herlinda will send the Strategic Plan to Board Member's individual emails and ask for feedback. Laura stated when responding not to cc all to avoid discussions via email.
3. Laura Esparza reviewed the ESB-MACC Budget proposal held by the Council Meeting on Sept. 8-9-10th. Some of the proposals by Council members were proposals expressed by community concerns.
  - a. Council voted to award one coordinator position and \$90,000 to create a youth leadership program that would include an internship at the MACC targeted for teenagers. It is a one to two year youth leadership program. An update will be provided as soon as available.
  - b. Council voted to hire a coordinator position for the MACC with a budget of \$75,000. The coordinator will create an outreach program in the Latino community to promote health and fitness and promote MACC programs, exhibits and collaborations.
  - c. There was an unexpected \$100,000 to promote Dia de Los Muertos events and city-wide collaborations. With Dia de Los Muertos occurring soon, this money will allow seed money for next year.
4. Members Oyervides, Vale-Castillo, and Laura Esparza gave an overview of the ESB-MACC Next Steps meeting held on September 9<sup>th</sup>.
  - a. Laura stated that minutes from the recorded meeting were sent to all Board Members for their review.
  - b. Member Vale-Castillo stated the City staff is ready to move forward with the contracting process and architect of record.
  - c. Member Vale-Castillo reported that two working groups will fuse together as one group and move forward with the MACC Master Plan project and collaborate between the Parks Board and the MACC working group.
5. Laura stated that Ricardo Soliz was not able to attend the meeting to report on the review of the Master Planning and park development process. Laura reported that confirmation was received for CasaBella to be used as the architect of record for the Master Plan. CasaBella had what is called authority and had a balance left on a contract with the City since the 1990's unrelated to the MACC and is on the approved contractor list. Laura stated she did not know how much funding was left but the approval will allow the Board to move forward as quickly as possible as soon as the architect specifications are drawn.
  - a. The architect specifications were sent to the members by Laura Esparza. The Board will create a working group that will provide advice to staff on the architect

specifications. Laura stated that it was suggested by Jane Rivera, PARD Board Chair, that the public be invited.

- b. Laura explained that staff is responsible for drafting architect specifications. She further explained that a working group can be up to 5 members of the Advisory Board and MACC staff does not take minutes but can attend meetings. One group will work on architect specification and one on the Master Plan. The working group can define the boundaries and the scope of the Master Plan. The working group would guide the direction of the MACC's future while taking into consideration its past. The working group can last from 4-6 months.
6. Members were asked to review on their own time the samples of the Architect's Scope of Work that were emailed by Laura Esparza.

#### **E. Discussion and Action Items:**

1. The Board discussed the two new initiatives funded by City Council for staff implementations. One initiative is for the new staff person and the other for the internship. Kimberley McNeeley discussed the hiring process for the two new positions, the leadership program and the outreach position. She also stated the positions will be posted soon and the application review process would be early January.
2. The Board discussed and voted on forming a working group to provide feedback to staff on the scope of work for the Master Planning process. The following members volunteered: Maciel, Tijerina, Hernandez, Valencia, and Oyervides. Two citizens, Anita Quintanilla and Luis Ordaz also volunteered.
  - a. Member Powers moved to vote on the working group with a second by Member Meditz. Motion passed unanimously (9.0)
  - b. Chair Hernandez will send an email to the working group individually for meeting dates.
3. The Board decided to table Item 3 on the agenda to discuss and take action on forming a working group or a committee to work on the update to the ESB-MACC Master Plan.

#### **F. STAFF REPORTS:**

Laura Esparza reported on the Awards of Excellence ceremony. Laura and Herlinda Zamora interviewed three different organizations that do awards programs for ideas and guidance. The MACC staff is committed to the awards project because it fills one of the strategic goals which is to preserve our cultural history. The event would be in January or February 2016.

- a. The ten awardees selected last spring will be honored.
- b. Nominations will continue to be taken from the public.
- c. Laura stated she is happy to take advice from the Board but the MACC staff will take responsibility for nominations.
- d. The nominations form will be simplified so it can easily be completed and emailed and a print form will also be provided.
- e. The MACC may try to partner with a media partner.
- f. No nominations will be thrown out but some may not qualify.
- g. Staff will administer the program and provide research on nominees to ensure they are Austin artists, Latino, and living artists.
- h. The MACC will partner with a non-profit that is non-political to provide the adjudication process and keep it transparent.
- i. PARD Director will be asked for stamp of approval on the finalists.
- j. Members Vale-Castillo and Oyervides asked that Lyn Estabrook, Park Planning and Design Project Manager attend the next meeting and give a report.
- k. Member Oyervides stated the project has been five years in the making.
- l. Member Oyervides requested a report on the Awards of Excellence programming event.

**G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:**

- a.** Report on the Awards of Excellence wall.
- b.** Report on an annual grant writing workshop.
- c.** Report from the new Working Group on the scope of the Master Plan.

**ADJOURNMENT:**

Member Vale-Castillo motioned to adjourn with a second by Member Valencia. Motion passed (9.0). Chair Hernandez adjourned the meeting at 8:45.