



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

**ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, November 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:**

Rick Hernandez, Chair  
Blanca Valencia, Member (LEFT @ 8:30)  
Julia Aguilar, Member  
Aida Cerda-Prazak, Member  
Aldo Davila, Member  
Adriel Meditz, Member  
Juan Oyervides, Member  
Ruth Powers, Member (left at 9:03)  
Juanita Tijerina, Member  
Kathy Vale-Castillo, Member

**Board Members Absent:**

Anna Maciel, Member (Excused)

**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 6:10 pm. The Chair welcomed new members Aldo Davila and Aida Cerda-Prazak.

**B. Citizen Communication:**

1. Geneva Sanchez of the Tejano Genealogy Society inquired about a nomination made for the Award of Excellence for Dr. Andres Tijerina. Geneva wanted to know what happened to the nomination and stated her group still strongly supports Dr. Tijerina. Chair Hernandez responded that at a later date the nomination process would proceed with the people that were already approved.
2. Tom Graham of 220 Designs and fabricator gave an update on the design for the Wall of Excellence and explained the design which will be silver/champagne.

**C. Approval of Minutes**

1. The minutes were reviewed. Member Oyervides requested the minutes be amended with an addition to Item (F) to read: "Member Oyervides requested a report on the Awards of Excellence programming event."
2. Member Oyervides further requested that the request for a report be added as an action item for the next board meeting.
3. Co-Chair Valencia made a motion to approve the minutes with the added amendment. Member Vale-Castillo second the motion. Motion passed (10.0).

**D. Presentations:**

1. Member Oyervides informed the Board that Roen Salinas, Artistic Director Aztlan Dance Company, had a conflict and not able to attend the meeting.

2. Chair Hernandez stated that Mr. Salinas' presentation would be tabled and put on the agenda for the next Board meeting.

**E. Briefing, Discussion and/or Action Items.**

Chair Hernandez moved Item #6 Discuss and make a recommendation to City Council regarding the preservation of Palm School to be presented as Item #1.

1. County Commissioner, Pct. 4, Margaret Gomez presented the Board with materials from the Commissioner's Court agenda that included a list of properties that are underutilized by the county and were proposed being sold to pay down the debt of the courthouse. The voters spoke against the courthouse so that project will start over again. The bond cannot go back on the ballot for three years and cannot use certificates of obligation for two years so there is plenty of time to discuss the issue with the community. Commissioner Gomez asked to have approval from the Board to move forward to discuss the preservation of Palm School. Commissioner Gomez shared information of the history and her efforts with the City Council to preserve Palm School and turn it into a museum. She also shared a copy of the original historic designation by the City Council. The Historical Commission agrees on the preservation of the school.
  - a. Commissioner Gomez stated she continues to work with the Historical Commission and has the support of Council Member Kathy Tovo. Commissioner Gomez asked the Board to support her efforts to preserve Palm School by sending letters of support to City Council and the Commissioner's Court.
  - b. Member Vale-Castillo asked what would be the process for those that want to remove the historic designation and see the property put up for sale. Commissioner Gomez said her understanding is that the property would be sold as is and whomever buys it then it would be up to the buyer if they would honor the designation. The property can be sold even if it is a historical designation, but the Historical Commission does not agree and they would need to work those issues out. Chair Hernandez asked if the school has a historic plaque and Commissioner Gomez stated it did.
  - c. Member Oyervides asked Commissioner Gomez about the property around it and who it belongs to. Commissioner Gomez stated that it is county property so it would have to go for a vote by the Commissioner's Court. The building structure which includes the parking lot is County property and the playground belongs to the City.
  - d. Commissioner Gomez suggested to the Board that letters be sent before November 17<sup>th</sup> when the Commissioner's Court will meet.
  - e. Member Vale-Castillo stated that it should be referenced to the Commissioner's Court that preserving Palm was discussed at the MACC Board Meeting.
  - f. Member Oyervides suggested that whatever we come up with as an action item be logged on to the city website and Commissioner Gomez could use that to take with her to the meeting with CM Tovo and the Historical Commission.
  - g. Member Oyervides gave a slide presentation of Palm School.
  - h. Member Cerda-Prazak asked for a template for the letter to the City Council and the Commissioner's Court with proper language and all the issues addressed so that all Board members are on the same page.
  - i. Chair Hernandez stated that it would be good to personalize the letter. It would also be good to cc the Historical Commission in the individual letters.
  - j. After much discussion, Co-Chair Valencia clarified that Commissioner Gomez would send a template letter to the MACC staff to help in drafting the letter and they would forward it to the Advisory Board members.
  - k. Member Vale-Castillo made a motion to make an official recommendation and encourage all Board Members to individually send a letter to both Travis County Commissioner's

Court and the City Council. Motion received a second by Co-Chair Valencia. Motion passed (10.0).

2. Lyn Estabrook, PARD, gave a slide presentation and handout on the history and timeline of the Wall of Excellence, the overflow parking and landscaping improvements, the theater, and an update on the ESB-MACC Master Plan.
  - a. The Wall will be built outside the Block Box.
  - b. The wall piece will have white LED lights.
  - c. Robert Mezquiti is the the designer.
  - d. It will be 5-6 weeks from now for completion with one to two weeks to install.
  - e. The wall should be installed by the end of the calendar year.
  - f. Member Oyervides recommended that an Award Wall Working Group be developed where he and other interested Board members could work with the designer and fabricator and meet informally before the due date. Chair Hernandez stated he would like to be on the working group. Member Oyervides stated that Council Member Ora Houston's office would like to participate in the working group and the group could disband after completion at the February Board meeting.
  - g. A motion was made by Member Oyervides to develop a working group to work with and be advisors to the designer and fabricator for the Award Wall. Co-Chair Valencia second the motion. Motion passed (10.0).

Estabrook gave a detailed report and handout on the timelines for the overflow parking and landscaping improvements.

- a. In May 2011 Public Work was hired to manage new improvement at the MACC.
- b. In July 2011 CasaBella's contract was executed. A kick-off meeting on the parking analysis was held to revise the scope and fee to encompass the Rainey Street neighborhood and Transportation Department requirements.
- c. The MACC Board selected four parking alternatives for the parking consultants to analyze and pay station discussions were started.
- d. The design fees were higher than anticipated and negotiations proved unsuccessful.
- e. In January 2014, the draft layout of the overflow parking lot was completed.
- f. In November 2014 Street and Bridge performed the work while PARD provided the landscaping materials. The budget set for all the work was \$200,000.
- g. What is left to do is the planting. The mulch went down in August. Irrigation is being worked on. Small trees and other plants will be planted. The trees will be ordered later in November this year. The plan is to be completed by end of December.

Estabrook gave a brief report on the theatre.

- a. The theatre budget is set at \$100,000.
- b. The Theatre is on hold until the overflow parking and Wall of Excellence is complete to see what funding is available.

Estabrook reported on the Master Plan.

- a. The current plan is to get approval from the budget office to use bond funds.
- b. The goal is that in February to submit the scope based on the PARD working group the ESB-MACC Board working group.

and

3. Bernadino "Nino" Miranda gave a detailed history of the Latino Arts Residency Program.
  - a. The initial budget was \$140,000 with 50% towards staffing and the other towards facility improvements including risers in the auditorium, lighting equipment, ballet bars, wireless audio in the Black Box and other portable equipment, and media equipment, etc.
  - b. Applications for the residency programs began October 28. The deadline is December 7 and selections will be made by January 2016. The minimum for residency is 3 months and up to 3 years.

- c. Member Vale-Castillo asked what is the process for reviewing and scoring. Nino stated the applications go through a panel comprised of two board members, 2 staff members, and 2 community members.
  - d. Member Oyervides stated he got the sense from Rupert Reyes at the last meeting that we are not getting the full intent of this program. He recommend that in the next round the ESB-MACC enforce that element to increase the utilization of the space. He also recommended Nino come back in the future and let the Board know the status of the groups and requested Nino provide the Board with a quarterly report.
  - e. Member Vale-Castillo and Co-Chair Valencia volunteered to serve on the Review and Selection Committee for the LARP program.
  - f. There was discussion on Item (E) (2) regarding the Latino Arts Resident Program. It was noted by Member Oyervides that the item was placed on the agenda so that the Board could entertain action after hearing the presentation by Roen Salinas. The recommendation was tabled by Chair Hernandez. Chair Hernandez resumed to vote on the appointment of two Board Members to the review and selection of the LARP program. Member Oyervides asked that the recommendation on (E) (2) be placed as a future agenda item.
  - g. Member Oyervides motioned to accept Member Vale-Castillo and Co-Chair Valencia to serve on the Review and Selection Committee for the LARP Program. Member Meditz second the motion. Motion passed (10.0).
4. Jesus Pantel, Economic Development Department gave a staff briefing on grant workshops for Latino artists and other artists' services.
- a. Jesus gave a slide show on the seven different funding programs, community initiatives, the cultural expansion program, and general eligibility requirements.
  - b. The funding request timeline for FY16 is December 14 for round two funding.
  - c. There is \$130,000 left for the Cultural Heritage Festival in March.
  - d. Member Oyervides suggested that an annual workshop be held at the MACC.
  - e. Member Vale-Castillo stated sharing of information is vital as a Board to promote the workshops through the MACC, especially for the programs that are culturally specific.
  - f. The website is [austincreates.com](http://austincreates.com) for the application and anyone interested in serving on a review panels.
5. The Board discussed Board Members being present at events at the ESB-MACC.
- a. Chair Hernandez asked Herlinda Zamora what would be the easiest way to accomplish that goal on a monthly basis.
  - b. Herlinda asked the members to select what they want to attend and let her know or she may also reach out for Board members to attend events.
  - c. Chair Hernandez will write something up and send it to Herlinda and the members will respond to her with what events they will attend. Member Oyervides asked what is the expectation of the members attending events. Chair Hernandez stated it depends on the event. Members may be asked to introduce someone or do the welcome.
  - d. Chair Hernandez will include a space on the write up to indicate the role of the Board Member attending the event.
  - e. Herlinda asked for the Board Members to invite their friends to events, especially those who have never attended.
6. Chair Hernandez provided a memo on the progress of the working group formed to develop recommendations for staff to incorporate into a scope of work for the architect who will be charged with updating the ESB-MACC Master Plan.
- a. When the working group met, they walked the perimeter and got to see where the continuation of the art goes, where the two other pyramids go and the space they will require.

- b. There was a discussion on the use of the larger pyramid for a 900 seat theatre.
- c. Chair Hernandez stated during the walk Luis Ordaz indicated that it would be hard to fill up a theatre of that size. Maybe it could be built for multiple use and then later convert it to a larger theatre.
- d. The goal is to get the architect contracted by January.
- e. Chair Hernandez asked if the December 12<sup>th</sup> event would be a good platform for an opportunity to do a bilingual survey and get input from the public about what they would like to see at the MACC. Herlinda stated it might be confusing for the audience because of the many events going on that day.

At 9:00 PM a discussion was held on the length of the meeting. Chair Hernandez was asked by Herlinda to make a motion to extend the meeting past 9:00. Member Oyervides made the motion to extend the meeting to 9:15. Member Tijerina second the motion. Motion passed (8.0).

- f. The meeting continued. Member Vale-Castillo suggested the Chair get with Jane Rivera and bring back ideas on what the public wants to see at the ESB-MACC.
- g. Member Oyervides stated he would be glad to sit as a volunteer and pass out a card with questions at the next big event.
- h. Chair Hernandez will work on questions and try to set up a table at the Dec 12 event.

- 7. At the request of the City Clerk's Office, the Board discussed the future meeting schedule.
  - a. Member Vale-Castillo made a motion to keep the meetings on the first Wednesday of the month at 6:00 pm.
  - b. Member Meditz second the motion. Motion passed (8.0).

#### **F. Staff Reports**

- 1. Herlinda provided a report on marketing and outreach. The December 5<sup>th</sup> children's Christmas event, Noche Navidena, would be a good event for the Board Members to attend.
- 2. Luis Ordaz addressed the Board on programming and talked about how his award-winning organization has grown and the great opportunity it has been to be a part of the ESB-MACC.

#### **G. There was no discussion on future agenda items from the Board Members.**

#### **H. Adjournment**

Member Vale-Castillo made a motion to adjourn. Member Cerda-Prazak second the motion. Motion passed. (8.0) Member Powers, Co-Chair Valencia were not present for the vote. Member Maciel was absent. Chair Hernandez adjourned the meeting at 9:20.