



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, March 2, 2016

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
Juan Oyervides, Member
Ruth Powers, Member
Julia Aguilar, Member
Kathy Vale-Castillo, Member

Anna Maciel, Member
Juanita Tijerina, Member
Adriel Meditz, Member
Aida Cerda-Prazak, Member

Board Members Absent:

Aldo Davila, Member

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 6:02 pm.

B. Citizen Communication:

1. Diana Resnik, Executive Director of The Hispanic Alliance talked about programs the organization offers and other events including an upcoming conference and gala.
2. Ross Gomez of Crossroads Events discussed their upcoming music event, the Mexican American Experience scheduled for March 16 and 17.
3. Julia Lopez, President. Tejano Genealogy Society of Austin asked the Board that when the Master Plan is discussed to keep their organization in mind. They are looking for a permanent home where they can meet and archive their files.
4. Consul General of Mexico, Carlos González Gutiérrez and Arturo Vargas, organizer of Casa Mexico thanked the MACC for letting them use the facility from March 11-14. They invited the Board to attend their events including conferences, exhibits, and music performances. They also presented "Mi Casa, Your House" an installation of ten hammocks. They expressed interest in coming back next year.
5. Robert Mezquiti gave an update on the Wall of Excellence. The installation will be finished after SXSW. A barrier to cover it up will be installed so that it doesn't receive any damage during SXSW. The wall will be finished by mid April. Mezquiti stated a plaque will also be given to the recipients.

C. Approval of Minutes

Member Oyervides noted a correction to the minutes under **E. Briefing, Discussion and/or Action Items, under d.** to change the language to read *Member Oyervides* motioned that the Board recommend to City Council that the ESB-MACC facility be a gun free zone. Oyervides stated he was the one that made the motion and not Co-Chair Valencia. The correction will be made. Co-Chair Valencia motioned to change the language with a second by Member Vale-Castillo. Motion passed (10.0). Member Davila was absent.

D. Presentations:

Kim McKnight, Project Coordinator for the MACC Master Plan and Kara Welch, Community Engagement Consultant with PARD Public Information Office gave a presentation on the procurement of design consultant, funding, and scope of work for the Master Plan.

- a. The community has a strong desire to work with the original architect, CasaBella Architects. McKnight said she was hopeful that they would be able to work through an existing rotation list to secure the contract with CasaBella. McKnight was disappointed to learn that was not an option. However, after working closely with the Capitol Contracting Office and making a strong case, permission was obtained to do a sole source with CasaBella Architects. This action will go to Council for Council Action. McKnight stated she will keep the Board posted but it could take 6-8 weeks.
- b. The Board members were asked to be ambassadors to the Master Plan process by providing feedback, spreading the word, gathering community input, and submit names of community members to add to an existing email list.
- c. A website is being developed for the Master Plan along with a Facebook page.
- d. Media advisories will go out to the community in English and Spanish.
- e. Member Vale-Castillo requested that the residents and businesses on Rainey Street be asked for input.
- f. Member Oyervides suggested including MSA's in the outreach efforts.
- g. Member Maciel suggested a link be placed on the MACC's website and post photos of the proposed design.
- h. McKnight stated she will be at future Board meetings to provide updates.

Linda Crockett, Culture and Arts Education Coordinator, gave an update on outreach and marketing plans.

- a. Linda Crockett discussed branding, advertising, free public listings, media exposure, social media and self marketing distribution, public relations, collaborations, outreach, and plans to hire a new outreach coordinator.
- b. Member Maciel stated she would like to see Crockett out in the community and to bring the Taste of Rainey to the MACC.

E. Briefing, Discussion and/or Action Items.

1. Linda Crockett covered the discussion and possible action on the ESB-MACC marketing and outreach plan in her presentation.
2. Laura Esparza shared a report with the Board regarding future CIP projects using remaining fund balances including parking lot lighting improvements and the second floor railing system.
 - a. The balance of the 2006 bonds is \$188,582.00. The amount is after money was encumbered after completion of the parking lot and the wall of excellence.
 - b. Member Aguilar asked if the bonds expire. Esparza responded no, they are held until they are spent.
 - c. \$49,650.00 has been spent on the award of excellence contract. The cost for electrical repairs was \$22,272.00. Materials for landscaping cost \$1,820.00. The landscaping improvements total charges were \$96,671.05 and there was an additional fee for the parking lot project of \$15,716.00. In all the parking lot cost about \$111,000.00.
 - d. Esparza gave a report on the parking lot lighting improvements. Esparza received a memo from George Maldonado, Division Manager for Facilities and Construction that the manufacturer is unable to provide a transformer for the existing light fixtures in the parking lot and the light fixtures are obsolete. They were not able to find the proper lamp to fit inside the fixture. The solution is to have Jaime Beaman explore and recommend alternate light fixtures for replacement, stating that safety is a priority.
 - e. Esparza will work with Jaime Beaman to obtain new light poles.

- f. Member Vale-Castillo made a motion that the Board advises Laura to move forward to address the inadequate lighting in the parking lot as an immediate safety issue. Laura is advised to move forward independently to address the issue if an agreement cannot be reached with Jaime. Member Aguilar seconded the motion. Motion passed (10.0). Member Davila was absent.
- g. Esparza gave a report on the 2nd floor railing. The railing and pedestal were found to have a metal rust buildup at the welding connections due to failure of the coating and it caused a residue on the façade. The short term fix is to recoat the connections. The long term fix would be to have the Jaime Beaman recommend a long term remedy or redesign the railing system. If the cost to repair is small, PARD department will cover the cost.
3. Esparza gave a report on the LARP working group regarding criteria for program participation and selection process results.
 - a. Esparza reported that the panel completed the selection process with presentations by the applicants.
 - b. It took a few weeks to compile the scores, but once the working group reviewed the scores they believe that the top scorers were truly worthy of consideration.
 - c. Part of the process was looking closely at the questions the Board had asked about the evaluation of the groups in the program and the criteria that they would be able to stay with the program. The terms and conditions of the document were revamped to include expectations.
 - d. The working group will meet with the applicants and Esparza stated she would like to have a meet and greet reception with the groups prior to the next Board meeting.
4. Chair Hernandez requested a meeting room for 6pm on Wednesday, March 9 for the working group to develop recommendations for staff to incorporate into a scope of work for the architect who will be updating the ESB-MACC Master Plan. The group will meet with Jane Rivera and Kim McNeeley.
5. Member Valencia reported on the Waller Creek Conservancy Working Group. Kim McNeeley will categorize the scope of work and share it with the Waller Creek Conservancy.

F. Staff Reports

1. Laura Esparza provided an email from City Attorney John Steiner in response to questions by the Board regarding open carry laws.
2. Herlinda Zamora provided a report of the March programs, a marketing and outreach Report and opportunities for Board participation at ESB-MACC programs for the month of March.
 - a. March 31 will be a tribute to Cesar Chavez.
 - b. The Mexican Consulate will host events on March 11-14.
 - c. Spring Break Camp will be held March 14-18.
 - d. The Mexican American Experience concerts will be held on March 16-18.
 - e. Pan Americana will host concerts on March 17-18.

G. Future Agenda Items from Board Members:

1. Member Vale-Castillo requested the Board take a group photo at the next Board meeting. Members should arrive at 6:00 for the photo and the Board Meeting will begin at 6:30. Member Oyervides suggested a coat and tie would be appropriate.
2. Introduce the newly elected LARP participants.
3. Discuss future CIP projects using the remaining funds from the bond program.
4. Update on the Award of Excellence program.
5. Progress report of the Master Plan working group.
6. Report on the Waller Creek Conservancy Working Group.

H. Adjournment

Co-Chair Valencia made a motion to adjourn. Member Aguilar seconded the motion. Motion passed. (10.0) Member Davila was absent. Chair Hernandez adjourned the meeting at 8:35pm.

