

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

**REGULAR MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, July 6, 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**  
**Juan Oyervides, Member**  
**Aldo Davila, Member**  
**Julia Aguilar, Member**  
**Aida Cerda-Prazak, Member**  
**Anna Maciel, Member**

**Board Members Absent:**

**Blanca Valencia, Co-Chair**  
**Kathy Vale-Castillo, Member**  
**Juanita Tijerina, Member**  
**Ruth Powers, Member**  
**Adriel Meditz, Member**

**Staff in Attendance:**

**Laura Esparza, MCP Manager**  
**Herlinda Zamora, ESB-MACC Manager**  
**Tina Herrera, ESB-MACC Administrative Assistant**

**A. CALL TO ORDER:** Chair Hernandez called the Board Meeting to order at 6:04pm.

**B. CITIZEN COMMUNICATION:**

1. Kitty McMahan, President of the Rainey Neighbors Association discussed the possibility of setting up a meeting (also referred to as “A Taste of Rainey”) between the Rainey Street Association, Rainey Business Coalition and the ESB-MACC.
  - McMahan is currently working with Ben Siegel Co-President of Rainey Business Coalition and Chair Hernandez to set up a possible meeting.
  - Member Maciel expressed that having the MACC community as well as the Rainey Street community come together is a great idea to reunite the communities.
  - Chair Hernandez stated he will be meeting with the Rainey Street Association and will follow up in regards to a meeting date at the next board meeting.
2. Kim McKnight reported that they are within days of signing the Masterplan agreement and real estate is in the process of obtaining all the signatures.
  - McKnight stated that she would be able to provide a copy of the agreement to the board members once completed. She also clarified that the City of Austin is in negotiation with the developer but PARD is not a direct party to the contract.
  - Member Maciel expressed concern in the amount of the \$400,000 going toward the Masterplan, specifically for the park.
  - Chair Hernandez suggested that the staff and Board Members revisit the scope of work for the masterplan.
  - Chair Hernandez asked if a community engagement could be held by the Board. McKnight believes that it would be difficult to do both a Masterplan and a parks plan

with \$400,000, however she stated it is possible to reduce the scope of the Masterplan with some parks plans.

- Member Maciel expressed concern on what will happen to the intersection in front of the MACC if they do not have the funds to finish building the entrance way. McKnight clarified that the intersection is Parkland so nothing can be taken from the MACC.
- McKnight stated she would not be able to attend the next Board advisory meeting but would follow up with the Council Members via email.

**C. APPROVAL OF MINUTES:** Member Oyervides noted a correction to the minutes under E. Briefing, Discussion and Possible Action Item 3, to read...“Co-Chair Valencia stated she did not have anything to report and would give an update at the next board meeting.” Member Oyervides made the motion. Member Maciel seconded the motion. Motion passed. (6.0) Co-Chair Valencia, Members Vale-Castillo, Tijerina, Powers, and Meditz were absent.

**D. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:**

1. Kim McKnight discussed the MACC’s CIP budget regarding expenditures for a temporary dance floor in the Auditorium and the parking lot lights.
  - McKnight gave an update on the status of the upstairs railings and that staff would be sealing the rusted areas and cleaning the stains from the rails. Staff is currently waiting on the quotes for the railings.
  - McKnight stated parking lot lights have been ordered and should arrive within 2-3 weeks. After doing further research, Kim McNeeley informed the Board that the illumination bid is actually \$18,000.
  - McKnight followed up on the current status of the Auditorium room improvements letting the Board know that no further action has yet been taken.
  - McNeeley reported that staff has looked into the cost associated with purchasing a temporary dance floor. ESB-MACC staff is currently in contact with the Austin Convention Center and plans to temporary use their dance floor until they are able to purchase a permanent flooring.
2. Member Oyervides opened discussion on the possible action of the Board review on the Latino Arts Residency Program process.
  - Member Oyervides suggested since Dr. Salinas’ group did not have an opportunity at all to start their contract he believes that the MACC staff should extend their previous contract.
  - Herlinda Zamora, ESB-MACC Site Manager agreed that extending Aztlan Dance Company’s contract is a great idea and believes this is a perfect solution.
  - Member Maciel suggested looking at the panel selection process and their credentials.
  - All Board members affirmed the notion of the extension for Aztlan Dance Company. The contract will be extended from the prior LARP contract, due to resources not being available at that time.
  - Member Oyervides made the motion. Member Maciel seconded the motion. Motion passed. (6.0) Co-Chair Valencia, Members Vale-Castillo, Tijerina, Powers, and Meditz were absent.
3. Member Maciel discussed the possible actions to help promote program participation capacity and ESB-MACC events.

- Member Cerda-Prazak reported to the Board that Vanessa Castro, Program Coordinator and Linda Crockett, Media/Marketing/Events Coordinator attended the Restore Rundberg Community Meeting in District 4. She also stated that she has been in contact with CM Greg Casar’s office and is hoping to get a banner placed in the neighborhood. Notating that the cost will be \$1,500 for the fixtures.
  - Herlinda Zamora let the Board know there will be a community forum held on the 28<sup>th</sup> and 30<sup>th</sup> to get input from the community on programs at the MACC.
  - Zamora provided a capacity report showing the usage of each room.
  - Member Davila suggested that on page 5 place the value, and add a last page with the total operating budget and revenue. He suggested that once the report was complete, the Board Members should take it to their Council Members.
4. Member Oyervides explained that the group did not meet and decided that they would not pursue it moving forward, instead they would suspend the Rainey Street Historical District Working Group.
  5. Co-Chair Valencia was absent, was not able to give an update.

**E. STAFF REPORTS:**

- Herlinda Zamora announced May marketing and outreach report.
- Zamora invited the Board to attend the following: July 9<sup>th</sup> Bittersweet Smithsonian exhibit opening, “Taking to the Road” curated by staff member Gloria Espitia, and “1966 Pilgrimage” the 50<sup>th</sup> anniversary of the Chavez march from Delano to Sacramento.

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

- Member Davila requested that Zamora update the participation capacity report.
- Discussion and possible action on the MACC sponsoring a community band.
- Discussion on the Masterplan report.

**G. ADJOURNMENT:** Member Davila motioned to adjourn with a second by Member Maciel. Motion passed. (6.0). Co-Chair Valencia, Members Vale-Castillo, Tijerina, Powers, and Meditz were absent. Chair Hernandez adjourned the meeting at 8:00pm.