



**REGULAR MEETING OF THE
HISPANIC/LATINO QUALITY OF LIFE RESOURCE ADVISORY COMMISSION**
Wednesday, July 27, 2016 at 6:00pm
Mexican American Cultural Center
600 River Street
Austin, TX 78701

CURRENT BOARD MEMBERS:

Jill Ramirez, Chair
Dianna Velasquez, Vice-Chair
Carlos Espinosa
Andrea Guerra
Rodolfo Jiménez

Carmen Llanes Pulido
Isabel López-Aguilar
Teófilo Tijerina
Fernando Trevino
Emilio Zamora

DRAFT Minutes

Citizens wishing to speak on agenda and non-agenda related items must sign up at least ten minutes before the meeting is called to order. Citizens may speak on non-agenda items under the Citizens Communications section of the agenda. Citizens may speak on an agenda related item after a presentation on the item has been made. Citizens might not speak after City staff presentations. Speakers signed up prior to the meeting being called to order will each be allowed a three-minute allotment to address their concerns. Boards and Commissions follow the same rules as City Council meetings.

CALL TO ORDER

The Board Meeting was called to order at 6:21pm

Board Members in attendance:

Jill Ramirez, Chair, Dianna Velasquez, Vice-Chair, Andrea Guerra, Carmen Llanes Pulido, Isabel López-Aguilar, Fernando Trevino, and Emilio Zamora.

Staff in Attendance:

Ray Baray, Chief of Staff and Marion Sanchez, Community Engagement Consultant at CPIO

1. CITIZENS COMMUNICATION: GENERAL

- Rick Hernandez
- Tomas Salas
- Latreese Cook
- Paul Del Bosque

2. APPROVAL OF MINUTES

- a. Motion to approve the May 25, June 1 and June 22, 2016 minutes moved by Commissioner Lopez-Aguilar and seconded by Vice-Chair Velasquez. Motion passed unanimous.

3. STAFF BRIEFING

Assistant Director for Parks and Recreation Department, Kimberly McNeeley presented information about the Mexican American Cultural Center including history, budget and other facts about the management of the cultural center.

4. OLD BUSINESS

- a. Working Groups provided information about their activities.
- b. Board discussed budget recommendations including strategy to move recommendations forward, asking questions to clarify recommendations, recommending policy, etc.
 - i. Commissioner Zamora moved to eliminate the recommendation tcalled “No. 20160622-004-a12 Strategic Planning and Capacity Building Grant to CMACA to transfer management of the ESB-MACC.” Commissioner Lopez Aguilar seconded the motion. Motion passed on a unanimous vote.
 - ii. Commissioner Lopez-Aguilar moved to support the African American Resource Advisory Commission Budget FY17, seconded by Llanes Pulido. Motion passed on a unanimous vote.
 - iii. The Commission recommends funding for outreach education and enrollment services for the increased enrollment of the City’s uninsured population for \$300,000.00. Funding of \$300,000.00 will fund a modest effort to provide outreach, education, and enrollment services targeted at the City's uninsured at 100% to \$250 of the Federal Poverty Level. Prior to 2015 no navigators were financed by the Federal government, the City of Austin or Travis County. Funding is for both Latino Health Forum and Foundation Communities. The motion was proposed by Commissioner Zamora, seconded by Commissioner Llanes Pulido, and was approved by All (Velasquez Chairing, Ramirez recused)
 - iv. The Commission recommends to Fund from the operating budget to add one FTE Community Engagement Coordinator for the Restore Rundberg project area for \$70,000. The Commission supports the funding for a Community Engagement Coordinator to focus on the Rudberg area, as well as programmatically connected neighborhoods. This position will support the cross-sector partnership and promote the three program goals: to improve public safety, address social impacts and long term planning and implementation of neighborhood-based revitalization strategies. The coordinator will conduct and coordinate a variety of educational activities regarding public safety, social services, development and engagement. The coordinator will assist with the Rundberg Educational Advancement District (READ), the Council on At-Risk Youth (CARY) and other youth programs in coordination with the project partners to help facilitate community involvement, public dialogues and consent building to identify and resolve community issues. The motion was proposed by Commissioner Lopez Aguilar, seconded by Commissioner Ramirez, and was approved unanimously.
 - v. The Commission recommends to fund the Montopolis and Del Valle Community Health Assessment for \$150,000. The areas of Montopolis and Del Valle are areas marked by a lack of investment for decades, rapid growth, and need. Predominantly Latino and very low-income, these areas are the direction where many of the current city residents who cannot afford to stay in Austin are headed. There is a lack of services in this area and a need to ascertain what health conditions impact these communities. This project will consist of data analysis, stakeholder interviews, and focus groups. The motion was proposed by Commissioner Velasquez, seconded by Commissioner Zamora, and was approved by all (Velasquez Chairing, Ramirez recused).

- vi. The Commission recommends to fund the Economic Growth Business Incubator (EGBI) project for \$180,000. Operational support is for three years (\$60,000 per year; \$180,000 over three years) for ongoing efforts in Latino-owned small business development services including instruction, business planning, business development, financial modeling, and capital formation. Total per year is \$60,000 for three years. The motion was proposed by Commissioner Aguilar, seconded by Commissioner Trevino, and was approved unanimously.
- vii. The Commission recommends to fund the Strategic Planning and Capacity Building Grant for Latino and other minority-owned scalable enterprises for \$75,000. A capacity building grant in the amount of \$75,000, to be awarded to the Hispanic Chamber of Commerce with the objective to create an entity, organization or initiative that accelerates economic development among Latinos and other minorities through the growth of scalable enterprises and increased business ownership. The appropriate program or entity the following deliverables: Research best practices for growing 2nd stage businesses, Develop 10 year strategic and financial plan, Recruit key stakeholders, supporters and endorsements, achieving equitable representation of the directly impacted communities, Recruit strategic partnerships and collaborators, Recruit financial supporters and anchor investors, Create legal framework for programs or a new entity (incorporation, if applicable), Create governance framework (by laws or program charter), Recruit key steering team or board members for new entity, Achieve equitable representation of the directly impacted communities among entity stakeholders. The motion was proposed by Commissioner Zamora, seconded by Commissioner Lopez Aguilar, and was approved by all but Commissioner Guerra abstaining.
- viii. The Commission recommends to fund Sam's Corner project for \$108,000. Serie Project, Inc. is working towards providing a hub for conducting learning opportunities in visual art classes, lessons, fine art exhibitions/presentations and lectures in the Montopolis neighborhood venue. This district in Austin has the potential to increase audience support for cultural arts and economic development. This includes identifying emerging artists, growing new audiences, and gaining supporters for the arts. Economic development via cultural arts programming in the surrounding residential and commercial sector in the neighborhood is projected to benefit individual residents and businesses. Elementary after school art activities, fine art classes for senior citizens and families would address intergenerational interests. Activities to encourage participation with existing entities would enable partnering and inclusion. By offering fine arts programs, students, families, and in particular, at risk students, would have an opportunity to learn, discover, and appreciate creativity and self-expression. The motion was proposed by Commissioner Zamora, seconded by Commissioner Lopez Aguilar, and was approved by all (Velasquez chairing, Ramirez recused).
- ix. The Commission recommends to fund "GAVA (Go Austin Vamos Austin) Phase II" in PARD budget unmet needs list (lighting package to partially begin to cover lighting needs in 78744 and 78745) project for \$500,000. The motion was proposed by Commissioner Lopez Aguilar, seconded by Commissioner Guerra, and was approved by all (Llanes Pulido recused).
- x. The Commission recommends to fund Funds Phase II Scaling of Healthy Corner Store Initiative to achieve impact on 80% of census tracts in 78744 and 78745 project for \$269,000. RFP: Phase II Scaling of Healthy Corner Store Initiative to

Deleted: released through a request for proposals (RFP)

achieve impact on 80% of census tracts in 78744 and 78745. Includes: \$114,000 (\$57,000 x 2 years, includes salary and benefits) for one FTE Food Retail Organizer), \$50,000 (\$10,000 x 5 stores at Tier 3 participation), \$25,000 (\$5000 x 5 stores at Tier 2 participation), \$80,000 (\$6,000 x 15 stores to sign on and bring to Tier 2 participation over two years). The motion was proposed by Commissioner Ramirez, seconded by Commissioner Lopez Aguilar, and was approved by all (Llanes Pulido recused).

- xi. The Commission recommends to fund Funds a Feasibility to study for best practices to consolidate city/ISDs educational services project for \$75,000. The commission recommends a feasibility study to determine how to best consolidate the city's educational programs, assess their effectiveness and expand the overall effort in support of Austin ISD. The motion was proposed by Commissioner Zamora, seconded by Commissioner Lopez Aguilar, and was approved unanimously.
- xii. The Commission recommends to fund Con Mi Madre project for \$101,618. Budget is for individual counseling and school workshops. The motion was proposed by Commissioner Velasquez, seconded by Commissioner Lopez Aguilar, and was approved unanimously.
- xiii. The Commission recommends to fund the AZTLAN Performing Arts Conservatory: Institutional Capacity Building Chicana/o Expressive Futures in Austin project for \$50,000. The AZTLAN Dance Company requests \$50,000 for the development of the AZTLAN Performing Arts Conservatory, a capacity building initiative for organizational growth, professionalization, program/service expansion, and grassroots cultural arts institution making. The AZTLAN Performing Arts Conservatory initiative meaningfully expands AZTLAN's nonprofit organizational business model by creating a formal and structured school for the performing arts that centers dance, history, culture, and community as critical tenets for community-based programming. Funds will be invested in three identified areas, they are: 1.) grants development and personnel, 2.) curriculum development, and 3.) a comprehensive educational/marketing power toolkit. The AZTLAN Conservatory will provide a rigorous program of arts instruction for youth and adults, develop performance artists for the AZTLAN Dance Company, and employ arts education, performances, and workshops as a means to reflect our self-determined culture within the broader spectrum of Austin arts. The motion was proposed by Commissioner Llanes Pulido, seconded by Commissioner Zamora, and was approved unanimously.
- xiv. The Commission recommends to fund the John Trevino Jr. Metropolitan Park at Morrison Ranch project for \$50,000. PARD should conduct the feasibility study to determine how the park can be developed, so it meets the needs of the community and particularly of the impoverished community and the region. The motion was proposed by Commissioner Ramirez, seconded by Commissioner Lopez Aguilar, and was approved unanimously.
- xv. The Commissioner recommends to fund Las Comadres building support systems for seniors on fixed incomes in zip code 78702 project for \$37,520. Due to the increase in property taxes all over Austin, but especially in the central Austin neighborhoods, many elderly individuals who have lived in East Austin, since at least 1992, and who live on fixed incomes, find themselves unable to pay the high property taxes. Las Comadres Para Las Americas, Austin Network seeks to create a model for community building and support for senior citizen residents in East Austin. The proposed model supports the work being done by The East Side

Conservancy (eastsideguardians.org), specifically around the housing affordability initiative. This is a onetime funding. The motion was proposed by Commissioner Ramirez, seconded by Commissioner Lopez Aguilar, and was approved unanimously.

- xvi. The Commission recommends to fund the addition of a Community outreach specialist for the ESB-MACC project for \$70,000. After the community voiced various concerns that the center has not performed enough outreach, the staff of the ESB-MACC has identified a need for a full time Community Outreach Specialist. This position will not only address the community's concerns, but will also improve and increase visibility of the Center and its programs. The motion was proposed by Commissioner Zamora, seconded by Commissioner Lopez Aguilar, and was approved unanimously.

4. NEW BUSINESS

- a. Chair Ramirez moved to nominated Llanes Pulido as an alternative for the Joint Inclusion Committee. Seconded by Lopez-Aguilar. Motion passed on a unanimous vote.
- b. Commissioner Llanes Pulido moved to nominate Chair Ramirez to represent the Commission during the interviews of the Chief Equity Officer. Commissioner Lopez-Aguilar seconded. Motion passed on a unanimous vote. Chair Ramirez moved to nominate Commissioner Llanes Pulido as an alternative in the event that Chair Ramirez is unable to fulfill the commitment to participate in the interviews for the Chief Equity Officer. Lopez-Aguilar seconded. Motion passed on a unanimous vote.
- c. Commissioner Lopez-Aguilar moved to invite the Chair of the MACC Advisory board to present the needs of the MACC and other issues related to MACC at the next scheduled meeting. Chair Ramirez seconded the motion. Motion passed on a unanimous vote.
- d. Commissioner Zamora moved to provide permission to Chair Ramirez to visit with the Travis County Commissioners and share information regarding the budget recommendations to seek support. No more than for members will be present during the meetings. Commissioner Lopez –Aguilar seconded the motion. Motion failed for lack of support by quorum.
- e. Commissioners discussed the Annual Internal Review Report due July 31, 2016 (<http://www.austintexas.gov/departments/workbooks>) and asked staff to request an extension. Chair Ramirez is in charge to develop such document.

5. FUTURE AGENDA ITEMS

Note: This section of the agenda gives the members an opportunity to request items for future agendas. By City ordinance, two board members are required to sponsor an item. Staff should assume that if there is no objection from other members expressed at the meeting, the members' silence indicates approval for staff to include on the next agenda.

- a. Discussion and possible action on a resolution regarding the Mayor's proposal for a mobility/transportation bond.
- b. Discussion and possible action about budget recommendations, including but not limited to voting on recommendations, discussions about strategy to move recommendations forwards, asking questions to clarify recommendations, recommending policy, etc. Workgroups and individual Commissioners will present budget recommendations

ADJOURNMENT

Commissioner Llanes Pulido moved to adjourn the meeting. Seconded by Vice-Chair Velasquez. Motion passed with a unanimous vote.

The City of Austin is committed to compliance with the Americans with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request. Meeting locations are planned with wheelchair access. If requiring Sign Language Interpreters or alternative formats, please give notice at least two days (48 hours) before the meeting date. Please call Marion Sanchez with the Communications & Public Information Office at (512)-974-2955 or via email at Marion.Sanchez@austintexas.gov for additional information; TTY users route through Relay Texas at 711.

For more information on the Hispanic/Latino Quality of Life Resource Advisory Commission, please contact Marion Sanchez at (512)-974-2955 or Marion.Sanchez@austintexas.gov.