

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, December 7, 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
Julia Aguilar, Member
Kathy Vale-Castillo, Member
Anna Maciel, Member
Juanita Tijerina, Member (Arrived at 6:09PM)
Aida Cerda-Prazak

Board Members Absent:

Ruth Powers, Member
Juan Oyervides, 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:

None.

C. APPROVAL OF MINUTES:

With no corrections to the minutes, the minutes were approved. Co- Chair Valencia motioned to approve. Member Maciel seconded the motion. Motion passed. (7.0) Member Powers and Member Oyervides were absent.

D. PRESENTATIONS:

1. Kim McKnight, PARD Project Manager gave an update on the ESB-MACC Master Plan.
 - McKnight updated staff and Board Members on their plans for when the RCA is presented to City Council that they will share the background of the MACC, its mission, events, education programs, exhibit space, Latino Art & Residency Program (LARP), who the Board is and what their role and goals are.
 - Proposed project planning area includes parkland adjacent to Waller Creek and Lady Bird Lake. McKnight believes it is important that the MACC acknowledge that there is another organization and that all stakeholders be involved in the process.
 - McKnight provided a summary of the Board & Committee Actions for the MACC Board to have an understanding of when it went to different Boards and who voted and did not.
 - PARD Contract and Concessions Committee recommended that it be explicit that a parking plan, addressing site and facility security, bathroom allocation, financing, and management structures be included in the Scope of Work.

- McKnight believes that going forward with the design team will take two to four weeks beginning sometime in January. She also let the Board know that there is a web page up for the Master Plan process and will be online.
 - Member Vale-Castillo asked if approved on consent, will there be some sort of press release or public celebration. McKnight responded that she would speak with the Public Information Office and update the Board but believes there should be a kickoff once the contract is signed with CasaBella.
2. Kitty McMahon, President of the Rainey Neighbors Association gave a presentation regarding the traffic study for the Rainey Street Neighborhood.
- McMahon summarized that at the Board meeting that took place in October and that the Sutton Company had presented to the Board the need for their help with the decision of removing the covenant for Town Lake Villa property. As a part of the request, Town Lake Villa's agreed to pay the neighborhood \$50,000 to do a traffic study. She also made it known that there is five entities that will be doing the research to conduct the traffic study the following are...Rainey Neighbors Association, MACC, Rainey Business Coalition, The Shores, and the Town Lake Neighborhood Association.
 - McMahon let the Board know that they had put out a request for proposals and received five from urban planning groups and professional engineers, and interviewed 3 out of the 5 groups. They have decided that they will be working with a company called Big Red Dog Engineering. The contract has been signed and is in process of working on the traffic study.
 - Rainey Neighborhood Association will be conducting a meeting for Community input at the MACC January 12th, and their goal is to have their analysis finished by mid/ late March.
 - McMahon expressed the biggest concern is that the deal with the Villas is not absolutely complete but assuming that the removal of the covenant goes through the Sutton Company will then own all the land from the MACC's Northern edge to Cesar Chavez through the Western side of Red River.
3. CJ Sackman, Developer of 70 Rainey gave a briefing regarding proposed park at 64 Rainey Street and community engagement activities.
- Sackman expressed that as a family business he feels committed to Rainey Street Neighborhood and its development and would like to continue the relationship in a way where it is communicated and seen fit. He offered to assist the Center with their programming.
 - Co-Chair Valencia asked Sackman if he had any other ideas of how he could contribute to the MACC. Sackman stated to the Board that he would be open to any suggestions.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Member Vale – Castillo reiterated to the Board that there has been concern that the Board as well as the staff, are not updating the community, on the Masterplan process. She hopes that next year will be their opportunity to make the best possible community outreach and engagement providing ample opportunity for the community and stakeholders to know in advance and be able to share their commentary.

- Kim McKnight let the Board know there is a community engagement team at PARD. Member Maciel suggested maybe putting a video together on the history of the MACC and its future. McKnight agreed that was a good idea and is going to look into the possibility.
- 2. Member Vale – Castillo asked that since Member Oyervides was not in attendance that he sends the Board the most current update on his prospective of the Rainey Street traffic study.
 - Co – Chair Valencia requested that Herlinda Zamora confirm the date of the traffic study.
- 3. Member Maciel asked that Sackman follow up on the possibilities of what kind of help can be provided to the MACC.
 - Chair Hernandez suggested that Herlinda Zamora meet with the staff and discuss options for Sackmans’ programming donations. He also gave a list of ideas to consider helping with a grand entrance at the front of the MACC, a sculpture garden, an ample theater, and/or possibly some form of signage for the center.
 - Co – Chair Valencia suggested that if in the future the MACC needs the Boards help then they could create a working group.
- 4. No further discussion, no action to take.
- 5. Kitty McMahon let the Board know that there will be a meeting December 8th. She did update the Board letting them know that the City did tell them that they would have to keep the round about but it would be updated so that larger vehicles could use it.
- 6. Chair Hernandez let the Board know that they were not able to meet and asked Herlinda Zamora for the next date that they could, she gave the date of February 18th.
 - Due to discussion of a possible kickoff for the Masterplan the Board decided that it would be in their best interest if they got with Kim McKnight to coordinate the possibility of the Taste of Rainey as part of the launch of the Masterplan process. The Board is looking into this possibly taking place in April or May.

F. STAFF REPORTS:

- Herlinda Zamora provided the October/November Marketing, Outreach report and October/November Calendar dates.
- Zamora invited the Board to the Youth Exhibit, updated them on the Teen Leadership Program.
- Chair Hernandez, Member Oyervides and Zamora provided the edits for the Awards of Excellence forms.
 - Member Aguilar suggested there be an online form.
 - Co - Chair Valencia suggested that the ceremony date be on the front of the form.
 - Zamora asked that any suggestions be emailed to her. She also let the Board know that the Wall of Excellence is complete.
- Zamora reported that the MACC has received kudos from the Smithsonian and that the Center will be mentoring the Holocaust Museum in Houston.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

- Discussion and possible action on vendor activity and the consideration on appropriate use of policies as it relates to the City of Austin policy and procedures.
- Discussion and possible action on Formalizing meeting date and time for 2017.
- Discussion and possible action on the Figúralo Youth Exhibit.

- Report of the “Taste of Rainey” Working Group.
- Update on the Masterplan.
- Report on Traffic Study.
- Report of the Waller Creek Working Group.

H. ADJOURNMENT:

Co-Chair Valencia motioned to adjourn with a second by Member Cerda-Prazak. Motion passed.

(7.0) Member Powers and Member Oyervides were absent. Chair Hernandez adjourned the meeting at 8:15pm.