

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

**SPECIAL CALLED MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, January 18, 2017**

**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**  
**Blanca Valencia, Co-Chair**  
**Kathy Vale-Castillo, Member**  
**Anna Maciel, Member**  
**Aida Cerda-Prazak**

**Board Members Absent:**

**Ruth Powers, Member**  
**Juanita Tijerina, Member**  
**Julia Aguilar, 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 6pm.

**B. CITIZEN COMMUNICATION:**

None.

**C. APPROVAL OF MINUTES:**

With no corrections, Co- Chair Valencia motioned to approve. Member Maciel seconded the motion. Motion passed. (6.0) Member Powers, Tijerina, and Aguilar 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 letting them know PARD was given authorization to negotiate a contract, however Council asked that the contract come back to them before execution due to concerns the contractor on 71 Rainey had on the budget being used for the Master Plan.
    - Member Maciel asked why there were concerns. McKnight informed staff that back in August of 2015 there was work done to lease the park land to the developer at 70 Rainey and Council Member Delia Garza's office was involved in the negotiating. Due to Council Member Garza's previous involvement she was contacted by the developer of Rainey where he shared his concerns about the Master Plan budget.
  - Co-Chair Valencia as well as Member Oyervides were present at the City Council meeting and represented themselves as citizens supporting the process. Co-Chair Valencia expressed that her biggest concern was that the Board would not be able to see what goes on in the negotiations or give their input.

- McKnight explained to staff and Board Members that essentially the process has not changed. PARD still plans on negotiating with CasaBella, the price will be under the \$360,000 bracket that has been given, and believes that the soonest they will potentially be able to get with Council and the Contracting office will be March 23<sup>rd</sup>.
- Chair Hernandez believes it is important that there is mass communication between the community, MACC staff, and the Board Members.
- Member Vale-Castillo suggested that as the process gets going, that each Council Member be informed of what is going on by their appointees.
- McKnight shared Mayor Adler's article, letting the Board know that there is current consideration of possibly funding the MACC using the Downtown TIF and Public Improvement Districts (PID).
- McKnight gave an update on the multipurpose room, letting the Board know that staff is working to further define the scope and budget.

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

1. No further discussion.
2. Co-Chair Valencia let the Board know that she attended the Rainey Neighbors Association meeting, and that there was not a lot of discussion on the Master Plan being taken into consideration when conducting the Rainey Street traffic study.
  - Co-Chair Valencia mentioned she did speak to Big Red Dog Engineering and let them know it is essential that there is an ingress and egress. She also expressed that they are concerned about traffic, rerouting of the alleyway, and would like these concerns to be the forefront of the study.
  - The Rainey Neighbors Association wants to know more details about the Master Plan and would like to know how they can be more supportive.
3. Chair Hernandez stated that the Board is aware that at the Dia de Los Muertos event there was inappropriate use of the MACC's name and logo. The Board as a whole wanted to make sure that there is policies and procedures that are put into place to prevent those types of situations.
  - Kim McNeely, PARD Assistant Director let the Board know there are absolutely policies explaining to the Board that in every contract there are stipulations stating that any marketing materials or logos with the MACC's name would have to be approved by PARD, before being distributed.
  - Chair Hernandez asked that the staff include the type of language in the contract agreements when working with vendors.
4. Co-Chair Valencia gave feedback on the Figuralo Exhibition, letting the Board know that she believed the event had a good attendance, and was successful. Herlinda Zamora let the Board know there were about 800 patrons in attendance total, including the Univision event.
  - Member Oyervides expressed that he liked how there were two separate events and it felt like one big event.
  - Co-Chair Valencia suggested to Zamora to take pictures of the gallery receptions and post them on our website, social media, and newsletter. Chair Hernandez asked Zamora if we kept an archives, and if so would they be available to the public outside of visiting the MACC.

- Co-Chair Valencia recommended that the staff post a sign letting the public know that you may be photographed or videotaped. Kim McNeely responded that she was not sure but would get with the Law Department and find out.
5. Herlinda Zamora provided the Board with the Nomination forms for the Awards of Excellence event, and let the Board know the deadline for nominations would be April 14<sup>th</sup>.
    - Zamora stated the next process will be selecting the panel members. She noted that Chair Hernandez, Member Oyervides and herself would be meeting to discuss the criteria for selecting the nominations.
    - Chair Hernandez suggested that the MACC staff create a conflict of interest form to help alleviate some concern.
    - Zamora let the Board know that she would look into getting the Award of Excellence Wall put on a timer for the evening when there events.
  6. Member Oyervides let the Board know he had attended a meeting with Capital Metro where he brought up the fact that the MACC does not have direct bus service from the Eastside.
    - Member Oyervides motioned that the Board recommend a bus stop at the MACC or somewhere nearby. Member Cerda-Prazak seconded the motion. Motion was passed unanimously. (6.0) Members Tijerina, Powers and Aguilar were absent.
    - Member Vale-Castillo suggested that since Council Member Garza is on the Capital Metro Board that Member Tijerina discuss with Council Member Garza this item going forward in addition to asking for her support. Member Oyervides accepted as a friendly amendment.
  7. Chair Hernandez, Member Tijerina and Maciel met January 17<sup>th</sup> where they discussed their plans for the Taste of Rainey event.
    - Chair Hernandez stated the purpose of the event is to recognize the ESB-MACC as the anchor for the Rainey Street/East Austin Historical District, recognize and feature Rainey St. and East Austin Restaurants, introduce MACC patrons to Rainey St. Restaurants, and introduce area residence to the MACC.
    - The event will be called “Sabor de Historic Rainey Street”, Herlinda Zamora recommended April 29<sup>th</sup> and will provide fall dates. The Board is looking to hold the event on a Saturday between 11am-2pm.
  8. Member Maciel motioned to keep meeting every first Wednesday of the month at 6pm. Member Cerda-Pazak seconded the motion. Motion passed. (6.0)

**F. STAFF REPORTS:**

- Laura Esparza provided the Board Events Calendar for 2017, and let the Board know that Elections would take place in April.
- Zamora provided the December programming schedule.
- Zamora invited the Board Saturday, January 21<sup>st</sup> to the Sexo, Pudor y Lágrimas performance.
- Update on Camino Teen Leadership Program, letting the Board know that there were 26 teens that applied to the program.

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

- Update on the MACC Master Plan.
- Update on the MACC E-mail sign up for the Master Plan.
- Presentation by Vanessa Castro, Program Coordinator on Outreach efforts.
- Report of the “Taste of Rainey” Working Group.

**H. ADJOURNMENT:**

Member Vale-Castillo motioned to adjourn with a second by Co-Chair Valencia. Motion passed.  
(6.0) Member Powers, Tijerina, and Aguilar were absent. Chair Hernandez adjourned the meeting at 8:17pm.