

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, February 1, 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
Kathy Vale-Castillo, Member
Anna Maciel, Member
Aida Cerda-Prazak
Julia Aguilar, Member

Board Members Absent:

Blanca Valencia, Co-Chair
Juanita Tijerina, Member

Staff in Attendance:

Laura Esparza, Museums and Cultural Programs 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 6:05pm.

B. CITIZEN COMMUNICATION:

Ross Gomez Jr., Representative of Crossroads Events, let the Board know that there would be a two day concert showcasing award winning Texas based musical performances March 15-16th from 6-11pm. The event will be called, "The Mexican American Experience 2017"

C. APPROVAL OF MINUTES:

With no corrections, Member Vale-Castillo motioned to approve. Member Maciel seconded the motion. Motion passed. (6.0) Co-Chair Valencia, and Member Tijerina were absent.

D. PRESENTATIONS:

1. Laura Esparza, spoke on behalf of Kim McKnight letting the Board know that there were no current updates to the Master Plan.
 - McKnight will give an update at the March Board meeting of the negotiating results with CasaBella.
2. Mauricio Callejas, gave a presentation on his current project "Live at the MACC". He informed the Board that he had proposed to the MACC the project of bringing in local musicians to play their music, and record with a live audience giving them the experience of how the recording process works.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. No further discussion.
2. Laura Esparza let the Board know that the language for using the MACC's logo and name does not appear on the Concessions Contract. She noted that staff will be speaking with the Legal Department to see if a contract can be amended to recoup the language.

3. Laura Esparza mentioned to the Board that she spoke with a CapMetro worker, and that it was suggested to her that a MACC Board Member attend one of their Board meetings. She noted that it would be important to let CapMetro know the resolution has been passed to City Council.
 - Member Maciel suggested that Member Oyervides attend CapMetro's Board meeting as the MACC's representative. Member Oyervides accepted the responsibility of speaking on the MACC's behalf.
 - Member Vale-Castillo asked that Member Oyervides ask the CapMetro Board to give possible options of where the best place would be to put in a bus stop between River Street and Rainey Street.
4. Chair Hernandez gave a report on the "Taste of Rainey Working Group", letting the staff and Board members know that the working group had not been able to meet.
 - He mentioned that Member Maciel would be helping with soliciting bands, and would be meeting with select restaurants within the next few weeks.
 - The date of the event is tentative for April 29th. Chair Hernandez stated that there are alternative fall dates, these dates would be October 21st, 28th, and November 4th.

F. STAFF REPORTS:

- Laura Esparza provided information on the park rules relating to photography on public property, letting the Board know that generally pictures being taken would be looked upon the same way as freedom of speech. She noted that there is release forms for certain programming for parents to sign in regards to photos being taken (Spring Camps, Summer Camps, and After School programs).
- Herlinda Zamora provided the January Marketing, Outreach report and February Calendar dates.
 - Member Maciel and Cerda-Prazak would like to see how many presentations Vanessa has given when she does Outreach, as well as the zip codes she reaches.
- Zamora invited the Board Saturday, February 4th to the gallery openings for Hector Miranda and Nathan Nordstorm, followed by the Mystic Well performance by Daniel Llanes.
- Zamora mentioned that she would like for the Board to help assist with coming up with ideas for the MACC's 10 Year Anniversary.
 - Zamora will meet with some of the Board members to go over some of the plans.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

- Update on the MACC Master Plan.
- Presentation on CodeNext.
- Report of the 10 Year Anniversary Working Group.
- Report of the "Taste of Rainey" Working Group.

H. ADJOURNMENT:

Member Aguilar motioned to adjourn with a second by Member Maciel. Motion passed. (6.0) Co-Chair Valencia, and Member Tijerina were absent. Chair Hernandez adjourned the meeting at 7:28pm.