

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, April 5, 2017

The Emma S. Barrientos Mexican American Cultural Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Board Members in Attendance:

Blanca Valencia, Co-Chair

Julia Aguilar, Member

Juan Oyervides, Member

Kathy Vale-Castillo, Member

Anna Maciel, Member

Aida Cerda-Prazak, Member

Board Members Absent:

Rick Hernandez, 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: Co-Chair Valencia called the Board Meeting to order at 6:06pm.

B. CITIZEN COMMUNICATION:

1. Luis Ordaz, Director of Proyecto Teatro expressed to the Board that he was having issues with the MACC's scheduling. He notified the Board prior to PT's termination that the 2017 dates he requested were approved, and believes the MACC should honor his request for the use of space that was initially granted.
2. Hector Ordaz, Audio Visual Director of Proyecto Teatro expressed his concern that there had not been a provisional agreement to protect the Latino Arts and Residency Program members. He brought to the Board's attention that he and Luis Ordaz are working with Lucas Massie, Acting PARD Assistant Director on the issue, also letting the Board know that part of the agreement for PT's reinstatement would be that Herlinda Zamora, ESB-MACC Site Manager as well as himself and Luis Ordaz attend mediation.
3. Isabel Segarra, stated to the Board that she had reviewed the LARP agreement and believes that all nine members of the program are at risk. She asked that the Board prioritize and find a solution to the situation.

C. APPROVAL OF MINUTES:

With no corrections, Member Cerda-Prazak motioned to approve. Member Vale-Castillo seconded. Motion passed. (6.0) Chair Hernandez, and Member Tijerina were absent.

D. PRESENTATIONS:

1. Kim McKnight, PARD Project Manager announced to the Board that PARD is officially under contract with CasaBella Architects.
 - McKnight let the Board and staff know that the next step would be for PARD to get with the consulting team to come up with a public engagement plan. She noted that she would

come back to the Board in May to provide an update, and mentioned the possibility of the first public meeting taking place Tuesday, May 30th at the MACC.

- Member Vale-Castillo expressed the importance of advertising the MACC Master Plans future and upcoming additions.
- Co-Chair Valencia suggested instead of placing reading material onto the website of the Master Plan that there be a video placed on the MACC's website. McKnight stated she would check the City's resources and find out if there would be an opportunity, and follow up with the Board.
- Member Oyervides asked McKnight when and who should he direct the final results of the Traffic Study Working Group findings to, McKnight responded that she will be contacting the consultant and will make sure that the information is considered in the Master Plan process.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. No further discussion.
2. Member Maciel motioned to postpone the elections of officers until the May 3rd Board meeting. Member Cerda-Prazak seconded the motion. Unanimous vote. (6.0) Chair Hernandez, and Member Tijerina were absent.
3. On behalf of Chair Hernandez, Co-Chair Valencia read aloud to the Board an update on the meeting with the Hispanic Quality of Life Commission letting the Board know that he had suggested four priorities to the budget, and noted the MACC's budget would be approximately \$1,500,000 for the year. The top priorities are as followed:
 - Need for improved parking (overflow parking is on the grounds of the MACC with no impervious cover).
 - Need for additional full-time security person (\$20,000 salary, \$10,000 for support including work station, supplies, and uniforms). Including adding the cost of one full-time parking lot attendant to the budget.
 - Ensure the MACC completion (or some aspect of it) is included in revenue distribution that may result from increase Hotel/Motel tax.
 - Support entrepreneurial venture to generate ongoing revenue for completion and/or operations of the MACC (i.e. contracting with the parking lot company; build hotel on MACC grounds, including theatre, parking, Mercado and residential spaces for MACC guest artists/artists-in-residence).
4. Member Oyervides encouraged the Board to make a recommendation to City Council to provide funding to have a full-time staff member available to open the facility on Sundays.
 - Co-Chair Valencia asked Member Oyervides to draft a recommendation for the facility to open on Sundays and email it to the Board for their reviewal.
5. Co-Chair Valencia believes if the MACC will be open Sunday then it is important that there be parking security for the parking lot.
6. Member Oyervides expressed the importance of Palm School and suggested there be a request to council for funding to use towards the Master Plan and the Rainey Street Historic District.
 - Co-Chair Valencia asked Kim McNeeley, Acting Director of PARD to find out if the Rainey Street Historic District fund currently stands as a city ordinance or a resolution.
 - Recessed at 7:22pm. Resumed at 7:26pm.

- Member Vale-Castillo suggested asking Commissioner Gomez and a Waller Creek representative to provide the Board with an update at the MACC's May Board meeting.
7. Member Vale-Castillo reported to the Board that the Working Group decided to turn the 10 Year Anniversary event into a two day celebration.
 - The event would take place Friday from 6-9pm and Saturday from 3-9pm.
 - Ten food vendors will be set up for the evening, numerous performances, and the emcee would be Joe Morales.
 - Member Cerda-Prazak asked for staff to verify with Herlinda Zamora the status of placing up the banner in District 4.
 - Maria Gutiérrez, Citizen mentioned she was concerned about making sure that the 10 Year Anniversary would be a reflection of not just Mexican or American Culture but a fusion of Mexican American Culture. She also expressed that having the 10 Year Anniversary Celebration and the Diez y Seis Event at the same time may take away from one another and stated she hopes that does not happen.
 8. Member Oyervides let the Board and staff know that the Latino Arts and Residency Program Working Group met March 21st to discuss the issues of the LARP agreement.
 - The LARP contract was reviewed and the members on the Working Group did not agree to LARP members only being able to cancel once a year. They did not believe that was a reasonable agreement and asked that the MACC be more flexible.
 - Member Oyervides asked that the MACC show the number of attendance for their programs and LARP's programs for the current and prior year. He would also like to know the number of participants that are using the MACC's spaces.
 - Co-Chair Valencia requested that Tina Herrera, ESB-MACC Administrative Assistant look up a recommendation that was made in 2013 with the language being that the Board moves to a different department, as well as a second recommendation to create a new cultural department and provide the documentation to the Board.
 - Co-Chair Valencia asked Hector Ordaz to send an email of his request that were not met to the Board Members. She also asked that Member Oyervides type up a summary of the discussion that took place during the Working Group meeting and send to Herrera to forward to the Board.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

- Discussion and possible action on recommendations to the Hispanic Quality of Life Commission on possible funding initiatives for the FY18 City budget, recommendation to request Council funding for a Master Plan for the Rainey Street Historic District, parking security for the ESB-MACC Parking Lot, and providing a full-time staff person to open the facility on Sunday.
- Discussion and possible action on the ESB-MACC Master Plan.
- Working Group Report regarding the 10th Anniversary of the ESB-MACC.
- Working Group Report regarding Latino Arts Residency Program.
- Discussion and possible action to reaffirm a previous Board recommendation of moving the MACC to another city department.

G. ADJOURNMENT:

Member Vale-Castillo motioned to adjourn with a second by Member Cerda-Prazak. Motion passed. (6.0) Chair Hernandez, and Member Tijerina were absent. Co-Chair Valencia adjourned the meeting at 8:49pm.