

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, June 7, 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:

Rick Hernandez, Chair
Anna Maciel, Co-Chair
Julia Aguilar, Member
Juan Oyervides, Member
Kathy Vale-Castillo, Member
Aida Cerda-Prazak, Member
Hipolito Sarabia, Member
Hector Herrera, Member

Staff in Attendance:

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. Chair Hernandez took a moment to acknowledge the new Board Member from District 6 and asked him to introduce himself. Member Herrera gave a brief description of his background letting the Board know that he was from Houston and is currently a Media Marketing Specialist. He stated that he wants to give back to the community and looks forward to helping the MACC grow.

C. APPROVAL OF MINUTES:

With no corrections, Member Oyervides motioned to approve. Member Vale-Castillo seconded the motion. Motion passed. (8.0)

D. PRESENTATIONS:

1. Kim McKnight, PARD Project Manager announced that the Master Plan process had finally started and that she was excited.
 - McKnight let the Board know that she had sent an email to Tina Herrera, ESB-MACC Administrative Assistant to forward to the Board. She explained that the email was a way for the Board to help with promoting the June 17th MasMACC Master Plan meeting.
 - McKnight shared with the Board that there would be three more focus groups with two additional public meetings.
 - McKnight informed the Board that the CIP balance from the bond was \$341,549.
 - Co-Chair Maciel asked McKnight to send the Board the original agreement of how the \$400,000 was to be used on the Master Plan.
 - Chair Hernandez asked McKnight if the MACC would become parkland once it was completed. McKnight responded that currently the MACC is City land and that she

believed as soon as the MACC was completed it would become parkland but she would need to confirm with the Zoning Department. She stated that once she has confirmed she will update the Board.

2. Suzanne Piper, Acting Financial Services Division Manager gave a briefing on the budget forecast for Fiscal Year 2018.
 - Piper let the Board know that the MACC's budget had a slight increase and that the Finance Department does not foresee any decreases.
 - Piper stated that if the Board would like to advocate for the Center they would have an opportunity to do so through the General Fund process between now and September.
 - Chair Hernandez asked if there was a way to receive donations and have the funds restricted for the MACC. Piper responded that if someone wanted to donate funds specifically to the Center then they would give it to the City and state that it be restricted for the MACC.
 - Member Oyervides would like for Finance to come up with a cost estimate for the MACC to possibly be open on Sunday's. He asked for staff to review the Board Meeting minutes to confirm if there was action taken on having the MACC open regularly on Sunday's.
3. Herlinda Zamora, ESB-MACC Manager gave an update on the Center's June events as well as a brief update on the Teen Camino program.
 - Mural Project: The students are doing both historic and artistic research on Austin's history. The MACC plans to unveil the project to the public at the 10th Year Anniversary event.
 - Zamora provided the Board with handouts of the Outreach report as well as the Monthly Performance Counts.
 - Zamora gave an update on the Awards of Excellence letting the Board and staff know that she had heard nothing but positive things about the event.
 - She stated that during the scoring of the nominees the panelist wanted to know more about the people that were nominated as well as bullet points as to why the person was being nominated.
 - Staff has discovered that the deadline for submissions be sooner. Zamora believes Mid-March would be best. She would also like for the Board to help brainstorm new ideas for the event and asked if they thought of anything to send her an email.
 - Zamora let the Board know that staff was currently working on a design for the 10th Year Anniversary invitation and that the MACC is wanting to hold a press conference for the event September 13th.
 - The program would be a two-day event starting Friday, September 15th with a gallery opening by Raul Valdez.
 - Zamora asked Co-Chair Maciel to see if the Ruben Ramos family would be able to perform at the event and asked that she provide confirmation by July 1st.
 - Chair Hernandez stated that he has asked Cheech Marin to be a part of the event but needed to know what exactly is it that the MACC would like for him to do. Zamora stated that she would like for him to open Saturday's event with a ten-minute grand welcoming.

- Zamora provided the Board with a Room Capacity report from Fiscal Year 2015-2017 as well as a brief Latino Arts and Resident Report.
- Zamora provided a hand out of the sign in sheet for City Code Chapter 4-8: Registered Lobbyists. She let the Board know that going forward it'd be required that a person appearing on behalf of a client or another person for a scheduled meeting on a "Municipal Question" under the terms of the Lobbying Ordinance and has received or expects to receive compensation for attending a meeting and are not a government employee or official must fill out the new form and provide it to her, and she will then provide to Laura Esparza, Museums and Cultural Programs Manager.
- Member Maciel exited the meeting at 7:34pm.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Hernandez believes it is important for all Board Members to attend as many as the Focus Group meetings they can attend. Member Aguilar agreed and believes that it is important for the Board to email friends and family the Master Plan survey.
2. Chair Hernandez stated that the Annual Internal Review was his responsibility to write and that Co-Chair Maciel would be helping him write the report. He asked that if staff or Board members had anything they wanted him to report that they send him an email so he could make sure to address the items. Chair Hernandez will provide a draft at the next meeting.
3. Member Oyervides asked that the Board make a recommendation to City Council of a Mural Program.
 - Member Vale-Castillo asked that Raul Valdez, Muralist Artist attend the next meeting and give a presentation.
 - Member Oyervides motioned to recommend to allocate \$160,000 from the Rainey Street Historic District funds for the development of the Mural Program at the ESB-MACC that would be led by a master local muralist. Member Vale-Castillo seconded. Unanimous vote. (7.0) Members Valencia and Maciel were absent.
 - Member Vale-Castillo exited the meeting at 8:30pm.
4. Discussion tabled for the next Board meeting.
5. Member Cerda-Prazak challenged other Board Members to participate in the Transit Adventure.
 - She asked that staff promote and put out flyers so that more individuals can participate in the Transit Adventure to the ESB-MACC.
6. Zamora gave an update letting staff and the Board know that she had met with Latino Arts Residency Program Members Luis and Hector Ordaz May 18th.
 - She stated that they had expressed their concerns regarding staff and the lack of experience, as well as the lack of consistency with policy and procedures.
 - Positive feedback was Proyecto Teatro feels they work well with certain staff members, they include Ryan, Fabian, Stephen, Matthew, and Ulises. Zamora stated that going forward they would be the production team to work PT's performances. They also suggested that Ernesto Garza, Production Coordinator and Lorie Martinez, Rentals & Facility Coordinator needed more training on production skill sets and some technical.
 - Zamora has agreed to let PT provide the appropriate training to MACC staff.
 - Member Aguilar asked that Zamora have other large LARP group members attend the Board meetings and speak about their programming.

7. Chair Hernandez sent an email to the Board Members of the budget that was submitted to the Hispanic/Latino Quality of Life Commission of \$150,000 and has asked that \$130,000 out of the budget submitted be specifically for the next phase of the Master Plan and then the other \$20,000 be for manicuring 64 Rainey after it has been vacated.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

Discussion and possible action regarding the plans for community engagement for the ESB-MACC Master Plan.

Discussion and possible action of improvements on the theater.

Discussion and possible action on the Annual Internal Review Report.

Presentation by Raul Valdez on the Mural Program.

Presentation from Big Red Dog on the Rainey Street Traffic Study.

Working Group Report regarding Latino Arts Residency Program.

Working Group Report regarding the 10th Anniversary of the ESB-MACC.

G. ADJOURNMENT:

Member Aguilar motioned to adjourn with a second by Member Cerda-Prazak. Motion passed. (6.0) Members Maciel, Valencia, and Vale-Castillo were absent. Chair Hernandez adjourned the meeting at 9:00pm.