

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

**REGULAR MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, March 7, 2018**

**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:**

**Anna Maciel, Chair**

**Aida Cerda-Prazak, Co-Chair**

**Juan Oyervides, Member (Arrived @ 6:10)**

**Hipolito Sarabia, Member**

**Rosemary Banda, Member**

**David Goujon, Member**

**Andrea Chavez, Member**

**Absent:**

**Hector Herrera, Member**

**Julia Aguilar, Member**

**Staff in Attendance:**

**Herlinda Zamora, ESB-MACC Manager**

**Socorro Chapa, ESB-MACC Administrative Assistant**

**A. CALL TO ORDER:** Chair Maciel called the Board Meeting to order at 6:06pm.

**B. CITIZEN COMMUNICATION:**

- None.

**C. APPROVAL OF MINUTES:**

With no corrections, Member Banda motioned to approve with a second by Member Cerda-Prazak. Motion passed. (6.0) Member Oyervides was not present for the vote.

**D. PRESENTATIONS:**

1. April Garcia gave a presentation of her personal experience as a LARP participant and community artist.
  - Garcia expressed her excitement about a show at the MACC in 2020.
  - Garcia would like to renew her LARP contract and continue her residency since her one year contract expired in 2017.
  - Garcia would like to see more marketing and use of social media for events at the MACC.
2. PARD Project Manager Kim McKnight provided a briefing on the ESB-MACC Master Plan process.
  - McKnight's report was based on concerns expressed by Chair Maciel, Member Oyervides and Gonzalo Barrientos at a previous meeting organized by the Tejano Music Coalition and the Texas Tejano Music Association. The goal of the meeting was to let attendees ask questions and get a better understanding of the process.
  - The Bond Election Advisory Task Force has been meeting since the Fall to listen to community members and review city recommendations for funding. The Task Force had an official vote on some the Bond recommendations that will go to City Council for the MACC and other Cultural Centers.

- McKnight gave the Board a handout - Report of the Reinvestment in Facilities and Assets Working Group.
    - The focus of the Working Group was on investment on the existing facilities.
    - Recommendations included: 25 million for the DAC to re-build at a new location; 5 million for AARC; 7.5 million for Carver; 15 million for the MACC for implementation of Phase II; and 15 million for Mexic-Arte which is a non-profit and not a City facility. These recommendations would still need to go through the Council process prior to the Bond Election.
    - In April or May there should be more information available and McKnight will keep the Board updated.
  - McKnight provided the Board a memo with information responding to some of the motions and requests from the Feb 7<sup>th</sup> Advisory Board Meeting.
  - McKnight provided a Fact Sheet with basic history of the MACC, funding information, background on the Consultant Contract and a summary of community engagement.
  - McKnight will be attending the Board and Commissions meetings in March and will be back to share the recommendations with the Advisory Board at the April 4<sup>th</sup> Meeting.
3. Sebastian Puente, Cultural Strategies and a consultant to Casabella gave an overview presentation on the public input process design and how it was executed.
- Puente provided a Draft of the ESB-MACC Master Plan/Public Input Process and discussed at length specific approaches and key elements of the draft.
    - Focus groups discussions were held in English and Spanish to provide public input on the design concepts.
    - Participants in the Focus Group included theatre, performance and visual arts groups. Also included were Education, Cultural and Community groups.
    - A print and online survey in English and Spanish was developed to serve as a primary tool to get feedback from stakeholders, 287 people responded to the survey.
    - Puente spoke regarding the long-term challenges and difficulties to get people to the MACC and give their input.
    - 28 zip codes were included in the Focus Group survey. Member Cerda-Prazak asked which zip codes were and were not represented. Puente will provide the requested information to the Advisory Board.
    - People were asked in the survey for recommendations on programming. The information received is helpful in future phases in the development.
  - Chair Maciel was concerned about the low survey numbers and how the numbers signify the importance of improved marketing of events at the MACC.
4. Iliana Venegas, Acting Assistant Director gave a presentation and discussion on LARP and the Artist Access Program.
- Venegas requested that the Board take action on whether or not they would like to send a representative to be part of the Working Group for the Artist Access Program which is currently on pause.
  - If the current LARP program participants want to opt out they would not have to pay a different rental rate because their current contract will be honored.

- The current LARP artists would not be able to use the HOT funding if they don't participate in the Artist Access Program.
- \$30,000 per the five LARP participants is allotted for the program through 2019. The money needs to be used by December 30, 2019.
- Chair Maciel asked if the MACC can raise funds for LARP and Venegas did not have an answer but will find out.
- If LARP chooses to stay in the current program and use the space at the MACC they can continue to do so at no charge.
- After 2019, LARP participants will need to apply to be part of the Artist Access Program unless they decide to break off and do their own thing.
- The Board can participate in the Working Group without committing to either program.
- The City of Austin Public Information Office will be conducting the community engagement process.
- MACC Manager, Herlinda Zamora, shared with the Board a report of LARP expenses.
- Chair Maciel recommended that the Board sit down with LARP participants and ask their thoughts on what was reported by Venegas. Chair Maciel did not think the Board could make a decision at this time whether to participate in the Working Group.
- Member Goujon recommended the Board proceed with nominating someone to participate in the Working Group and be part of the conversations.
- Member Oyervides made a motion to participate in the Working Group as long as the Board can take one of the LARP artists with them.
- Member Goujon seconded the motion. Motion passed (6-1). Chair Maciel abstained.
- Member Banda volunteered to be on the Artist Access Program Working Group.
- Venegas will need to check if a LARP artist can be included in the Working Group.

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

1. Chair Maciel and Co-Chair Cerda-Prazak gave a briefing on the ESB-MACC Bond Election process.
  - Chair Maciel, Co-Chair Cerda-Prazak and Member Oyervides attended a February 23<sup>rd</sup> Bond Task Force meeting on behalf of the Board and requested at least 30-39 million for Phase II at the MACC.
  - Chair Maciel stated the Board had talked about creating a Working Group for the Bond but it never happened and Council was not aware that the MACC needed more than 15 million.
  - Chair Maciel recommended that all Board members need to be present when the Council votes on funding and support the need for the 30-39 million dollars.
  - Chair Maciel stated that Gonzalo Barrientos has spoken with Council Members Garza and Renteria in support of the 30-39 million dollar funding.
  - Member Goujon made a motion to write a letter to Council advising them that the 15 million dollars currently earmarked in the Report of the Reinvestment and Facilities and Assets Working Group is insufficient based on the MACC's diverse, equitable and inclusive community input process; asking for the 39 million dollars that has been shared with the Board from the Design Team; attach the stats to highlight the accomplishments

for the past two years; include what has been done to earn a second space; include the effects of gentrification especially with parking.

- Members Goujon and Oyervides will provide the motion in letter form to Chair Maciel by Tuesday, March 13. Chair Maciel and Member Oyervides will write the letter and send it to the Board for review and to Council no later than March 16<sup>th</sup>.
  - Member Goujon suggested the letter be hand-delivered to Council Members.
  - Member Chavez seconded the motion. Motion passed (7.0).
  - Member Oyervides requested that the Herlinda Zamora provide the 2017 Events Calendar and Member Sarabia requested information to include accomplishments for the past year.
  - Zamora stated she will also provide the yearly attendance numbers.
2. Kim McKnight, Project Manager gave a briefing on the Master Plan.
- McKnight recapped that at the Board Meeting in February discussions were held about the Board and Commission process and some folks were concerned with the size of the theater and she didn't have specifics so it was moved to the March meeting.
  - The Café Teatro did not go through the public process as a specific request and McKnight was concerned that adding it after the fact might impact other things that have been vetted by the public in terms of a café and gift shop.
  - The report, soon available, will have a recommendation from the Design Team for a theater of 350-500 capacity as a placeholder. At a minimum the team felt this size theatre will meet the needs of the MACC and McKnight asked that the Board support the recommendation on April 4<sup>th</sup>.
  - McKnight asked the Board to please keep in mind the bigger the theatre, the bigger need for parking and it would be 5-7 years, to implement and prioritize planned projects if the Bond passes.
  - A recommendation to explore in the design development would involve a Café Teatro with a small space allowed for performances by artists, poetry, or musicians. McKnight recommended that the Board clearly define a request to include space needs and what it will contribute to the mission of the MACC.
  - Member Oyervides made a motion to explore the inclusion of a Café Teatro in the Master Plan process and he and Member Sarabia will provide additional information about space requirements and programming details.
  - Members Oyervides and Sarabia will send the written information to the Advisory Board for feedback ASAP, and to McKnight by noon Tuesday, March 13. McKnight will then provide it to the Design Team.
  - The Motion was seconded by Member Sarabia. Motion passed (7.0)
  - A separate Motion was made by Member Goujon to explore the placement of the Phase III theatre done in such a way that would allow for expansion of either the exiting or an additional theatre as envisioned in the original Master Plan. The Board further understands that the renderings may not change but that this would be reflective in the narrative.
  - McKnight will provide the information to Mr. Beaman and ask for a response for the April 4<sup>th</sup> Board meeting.

- The motion was seconded by Member Oyervides. Motion passed (7.0).
- 3. Chair Maciel decided that Item E.3 Discussion and action on LARP and the proposed Artist Access Program be combined and reported with Item D. 4 Staff briefing on Artist Access Program by Acting Assistant Director, Iliana Venegas.
- 4. Co-Chair Cerda-Prazak gave a report on the Capital Metro Working Group.
  - Co-Chair Cerda-Prazak presented an idea that the pocket park across the street from the MACC would be a perfect bus stop and entry to the Gran Entrada and would like to share the idea with Casabella.
  - Chair Maciel suggested that Co-Chair Cerda-Prazak address the Capital Metro Board with the recommendation.
  - Member Goujon agreed to work with Co-Chair Cerda-Prazak on the project.
- 5. Member Oyervides gave an update on the Awards of Excellence.
  - The deadline for nominations was extended to March 23. No nominations had been received and Member Oyervides asked the Board to take time and nominate some deserving folks
  - The ceremony will be on May 19<sup>th</sup>.
- F. Herlinda Zamora, ESB-MACC Site Manager informed the Board of March programs and upcoming events.
  - Zamora thanked Member Sarabia for his help in getting the Teen Program to attend a media workshop.
  - Zamora reported that Teatro Vivo had 5550 attendees at their last production.
  - The Mexico Consulate will have an exhibit by Betsabée Romero and an immigration and arts panel presentation on Saturday, March 10.
  - Delores, a documentary about Delores Huerta will be shown the evening of March 29<sup>th</sup>.
  - Chair Maciel asked the Board to please support the upcoming SXSW Tejano Band events.

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

- Member Oyervides would like to have a standing agenda item for reporting updates regarding Austin Energy.
- Chair Maciel would like to create a Marketing Working Group to promote the Center.
- Member Oyervides will give an update on the Awards of Excellence.
- Member Cerda-Prazak will give an update on the Capital Metro Working Group.

**H. ADJOURNMENT:**

Member Banda motioned to adjourn with a second by Member Oyervides. Motion passed. (7.0). Chair Maciel adjourned the meeting at 10:06 pm.