

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, September 5, 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, Vice Chair

Rosemary Banda, Member

Tomas Medina, Member

Andrea Chavez, Member (Arrived at 6:12pm)

Endi Silva, Member

Angelica Erazo, Member

Art Navarro, Member (Arrived at 6:10pm)

Board Members Absent:

David Goujon, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager

Lorie Martinez, ESB-MACC LARP/Rentals Coordinator

A. CALL TO ORDER: Chair Maciel called the Board Meeting to order at 6:02pm.

B. CITIZEN COMMUNICATION:

- Michael Abelson, President of Towers of Town Lake HOA was present to support CJ Sackman's presentation. He was also interested in having a MACC Board member represented on the Rainey Street Association Board. He mentioned that the alley is a big issue.
- Michael Mendoza updated the Board on the Gus Garcia tribute and mentioned that the Augzoo app was working.
- Ricardo Maga-Rojas with GSC Architects informed the Board about The Hip Hop Architecture Camp to be held on October 6. The one day camp introduces underrepresented communities to architecture and design.
- Aggie Sanchez and Christina Gonzales with the Austin Tejano Music Coalition want to use the MACC as a venue for the Veterans Vietnam Memorial Event on Nov. 9, estimating 200 in attendance.

C. APPROVAL OF MINUTES:

With no corrections, Member Banda motioned to approve. Member Cerda-Prazak seconded.

Motion passed. (8.0) Member Goujon was absent.

D. PRESENTATIONS:

CJ Sackman reminded the Board that \$400k was dedicated to the masterplan to create a greenspace, or pocket park amenity for the residences or the MACC. He mentioned that the alley way needs to vacate within 60 days, and the pavement will be removed. If the alley is not accessible, it will eliminate a traffic artery and put traffic back on Rainey Street, referencing the Traffic study on page 101. He mentioned that the HOA opposes vacating the alleyway. The MACC Board has been invited to support or oppose the vacating of the alleyway. Chair Maciel asked if it was a one or two-way and the answer CJ gave was that 24' is the min. for a street to be legally considered a two-way

but right now it's only 20' and he is willing to give up the 4' further down the alley but not in front of the MACC. The retaining wall would need to be removed to add 4' of more space. He went on to say that his residents would be able to enter and exit through the alley and Rainey as is. Member Erazo asked for more data on which organizations are for and against the alley, and why. His response was, no further studies will be done. He referenced the transportation study done by Big Red Dog. CJ mentioned that 70 -80 public parking spaces will be available in the new tower. Completion date will be in 2019, there would be 9 rentable affordable housing units. Once the tower is completed the alleyway will be designated Parkland.

2. Olivia Tamzarian, Outreach and Marketing Coordinator presented on the MACC's marketing efforts. She identified challenges and potential opportunities. She provided extensive information on different marketing strategies and approaches, along with a history of data that the Center has used in the past.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Maciel, suggested that the community needed to be informed of this issue and a community engagement forum needed to be scheduled before the next board meeting. She expressed that the City Manager, Council Member Tovo and the east Austin community organizations needed to be involved.

Juan Oyervides presented that City Council and the MACC board approved of vacating the alley and that he was going to email the traffic study to Herlinda to share with the Board.

Member Erazo motioned to meet on Sept. 29 for a Special Called Meeting and that a COA representative be present to provide solutions. Member Silva seconded. Motion passed.
(8.0)

2. Chair Maciel mentioned that recommendations were proposed to Assistant Director Kim McNeeley but the MACC board found out after the fact that only \$15million was recommended but that 37million was needed. The Board then sent a letter to City Council and \$27million was approved, which would allow for only one portion of phase II. She asked that Board members be updating their Council Members regularly. Chair Maciel also reminded the Board that they included the AARC, the Carver, and Arts Commission in their request. Final bond ballot language has been posted by the Mayor's office.

3. Working Groups discussed included the following:

Awards of Excellence Working Group: Chair Maciel, Vice Chair Cerda-Prazak, Members Silva, Erazo, and Navarro

Latino Arts & Residency Program Work Group: Chair Maciel, Vice Chair Cerda-Prazak, Members Banda, Silva, and Erazo

Marketing Working Group: Chair Maciel, Members Medina, Chavez, and Silva

Bond Election Working Group: Chair Maciel, Vice Chair Cerda-Prazak, Members Goujon, and Navarro

Transportation Working Group: Vice Chair Cerda-Prazak, Members Medina, and Erazo

Austin Energy Working Group: Chair Maciel, Members Chavez and Silva

Mural Program Working Group (on hold): Chair Maciel

Waller Creek Conservancy Working Group will be on hold.

Working Groups will meet once a month, and each member should be involved on one working group.

4. Division Manager Ricardo Soliz recommended the MACC Advisory board meetings be held at City Hall for the following reasons:
 1. More visibility, highlighting the Board
 2. Multi-media access
 3. The meetings could be videotaped
 4. Parking would not be an issue
 5. Other cultural center boards are meeting there
 6. The MACC spaces could be used for other programs
 7. Each board member could have an iPad
 8. Space is available at City Hall
 9. The Board is guaranteed a specific room

Chair Maciel was concerned that some of the spaces were small and commented on the Hispanic Quality of Life moving to City Hall as well. Member Navarro felt City Hall would provide more visibility and prestige and supported the move. Member Erazo felt moving to City Hall would alleviate the space for MACC staff and it would be more official.
5. Chair Maciel recommended that MACC staff inform the Advisory Board of any City Council events sponsored at the MACC. The Board needs more advance notice of City sponsored meetings.
6. Member Banda updated the Board members about the Artist Access meetings stating that there were (5) meetings held. She mentioned that the MACC has the option to withdraw and loose the hot tax, the contract is being signed by the commissioner. She informed them that artists will need to be cultural contractors and the pilot period would be between Sept. 2019 – Oct. 2020. Community member Juan Oyervides claimed that 75% would be non-Latino cultural contractors and the current artists don't need to be cultural contractors. Member Erazo stated that there were 45 contradictions in the contract. Chair Maciel mentioned that the City has not addressed the concerns that are still in question about the program. Member Erazo motioned to engage with the City Manager on the Artist Access Program. Chair Maciel seconded. Motion was passed (8.0). The LARP Working Group will meet to discuss a meeting date with the City Manager.
7. Chair Maciel is going to email Herlinda the Annual Internal Review Report to send to the Board.
8. Chair Maciel motioned for Member Navarro to become the Parliamentarian Officer, Member Silva seconded. Motion was passed (8.0).

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

1. Discussion and possible action on board meeting location.
2. Report on the Artist Access Program.

ADJOURNMENT:

Member Silva motioned to adjourn with a second by Chair Maciel. Motion passed. (8.0)

Member Goujon was absent. Chair Maciel adjourned the meeting at 10:03pm.