

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, December 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
David Goujon, Member
Claudia Massey, Member
Anjelica Erazo, Member
Tomas Medina, Member (Arrived at 7:13pm)
Rosemary Banda, Member

Board Members Absent:

Andrea Chavez, Member
Endi Silva, Member
Art Navarro, Member
Nelly Garcia, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager
Tina Herrera, ESB-MACC Administrative Assistant

A. CALL TO ORDER: Chair Maciel called the Board Meeting to order at 6:03pm.

B. CITIZEN COMMUNICATION:

1. Michael Mendoza, CEO of Augzoo approached the Board with the opportunity of putting in a digital installation of Emma S. Barrientos at the MACC.
 - Mendoza requested that the topic of discussion be placed on the January Board meeting agenda, stating that the reason for his request was because the deadline for a Culture & Arts grant was January 29, 2019.
 - Chair Maciel believed that the installation would be good for the Center and approved the topic to be placed on the January agenda for further discussion.
2. Leonard Davila stated he had questions for PARD staff relating to the events that occur at the MACC as well as the contracts and agreements that coincide with the process of holding an event with the City.
 - He mentioned that there had always been problems with the City on getting the contracts and agreements completed within a sufficient timeframe.
 - Chair Maciel stated that she was concerned and would like to discuss in more detail at the Boards January meeting.
3. Ross Gomez Jr., representative of Crossroads let the Board know that he was currently in the process of what needed to be done for his organization to perform at the MACC during SXSW.
 - He made the Board aware that the City had informed him that he would need to pay for the facility as well as there was little to no funding to host the event at the Center.
 - Chair Maciel expressed concerns but looked forward to the event.

C. APPROVAL OF MINUTES: Vice Chair Cerda-Prazak motioned to approve the minutes with a correction to be made to *E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS*, under bullet 2, changing “effecting” to “affecting”. Member Erazo seconded. Motion passed. (6.0)

Member Medina was not present at the time of the vote. Members Chavez, Navarro, Silva, and Garcia were absent.

D. PRESENTATIONS:

Presentation by Annick Beaudet Assistant Director on the Austin Strategic Mobility Plan.

1. Beaudet informed the Board of the City's transportation plan and mentioned there were numerous transportation issues due to the plan not being updated since 1985.
 - Beaudet announced that as fall/winter 2018 approached the Austin Strategic Mobility Plan team would be engaging with the community on policies, objectives, programs, and projects to continue to receive public feedback and refine the recommended strategy for the plan. Staff anticipates bringing a final draft plan document to City Council for adoption in early 2019.
 - She noted that the improvements would be an increase in access and safety to River Street as well as better usage for the alleyways. She also made the Board aware that there were now draft policies and infrastructure improvement maps and let them know she would provide them with a link to those plans via email.

Update by Kim Doyal Community Engagement Consultant on the Austin Energy Substation.

2. Doyal provided an update on community engagement and what the next steps were for the downtown Austin Energy Substation.
 - She reminded the Board that in the spring of 2018 the preliminary engineering and design process began, then in the summer of 2018 Community Engagement forums were held to collect community input on concerns, desires, and preferences.
 - Doyal shared the next steps of the process were to continue Community Engagement in early 2019 to share aesthetic design concepts for enclosure and work with the public to refine them. In spring 2019, site preparation would begin with water and wastewater line relocation and then another community forum would be held in spring/summer to present the draft plan, collect feedback, and incorporate features into the design. Staff hopes to have a substation construction completed in the summer and are working towards energization by early 2021.

(Please see the Board and Commissions website to view back up material.)

Presentation by Alicia Dean Communications & Marketing Consultant on Special Events Ordinance Rules.

3. Dean informed the Board that the Special events ordinance became effective May 21, 2018 and was adopted at the May 10th Council meeting. The ordinance will be enforced April 1, 2019.
 - She mentioned that one of the key elements of the process was that staff wanted to have a robust stakeholder engagement process for developing rules and a path to appeal before council. She noted that the rules had been finalized and were currently undergoing legal review.
 - Chair Maciel asked that once the rules were adopted that she would like for Dean to come back and provide an update to the Board. Dean responded that once the process was adopted the Austin Center of Events team would be the group to present before the Board.

(Please see the Board and Commissions website to view back up material.)

Briefing by Laura Esparza Division Manager on Artist Access Program and LARP.

4. Esparza shared with the Board a memorandum from Kim McNeeley, PARD Acting Director on the Artist Access Program Update.
 - Esparza read aloud paragraph five, "City of Austin Law Department has advised that it is allowable to conduct the concurrent operation of the Artist Access Program and the Latino Arts Residency Program. PARD intends to respect the wishes of the ESB-MACC Board and operate the Artist Access Program and the Latino Arts Residency Program concurrently. However, PARD recommends that the newly allocated funding

be dedicated to Artist Access Program participants. The Artist Access Program has had extensive community engagement, including input from both Austin community representatives and artists, whereas the Latino Arts Residency Program has not. Additionally, the Artist Access Program has been designed with program and spending criteria specific to meeting Hotel Occupancy fund spending requirements. The same does not hold true for the Latino Arts Residency Program.” (Please see the Board and Commissions website to view back up material.)

- Vice Chair Cerda-Prazak expressed her frustration with the comment of PARD’s recommendation of the newly allocated funding being dedicated to the Artist Access Program. She believed that it seemed like a judgement call was made and sounded like retaliation for the MACC Board choosing to not participate in the Artist Access Program.
- Esparza asked that there be 3 Board Members to help structure community engagement forums for the Latino Arts and Residency Program.
- Chair Maciel asked how long it would take to construct the community engagement process. Esparza responded, it was hard to say but would like to have a conversation to figure out what that timeframe might look like for the process.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

Discussion and possible action on Austin Strategic Mobility Plan.

1. Chair Maciel stated that she would love for the Mobility team to hold one of their community engagements at the MACC.
 - Annick Beaudet, Assistant Director on the Austin Strategic Mobility Plan, let Chair Maciel know that she appreciated the Boards support and would let staff know if their team was interested or had any ideas that they would certainly make the request.
 - Chair Maciel asked Beaudet when a good time for the mobility team would be to come back and give a presentation to the Board. Beaudet responded that she would be willing to present at February’s Board meeting.

Discussion and possible action on the Artist Access Program.

2. Member Goujon shared with staff and the Board an example of accountability stating that he felt that the letter that Esparza provided to the Board did not show good leadership and showed unnecessary confrontation.
 - Member Erazo motioned that a letter be provided before Christmas to City Council and the Mayor stating that the PARD Department will continue to fund the LARP program and will be creating a working group and applying a process for a new contract. Member Goujon seconded. Unanimous vote. (7.0)

Update from the Transportation Working Group.

3. Chair Maciel commented that there were no current updates.

F. STAFF REPORTS BY HELINDA ZAMORA, ESB-MACC SITE MANAGER

Herlinda Zamora, ESB-MACC Site Manager informed the Board of December programs, updates for the MACC’s Teen Caminos Program, and LARP highlights.

- Zamora invited the Board to attend the Figúralo Youth Exhibit and Noche Navideña event on Saturday, December 8th.
- Zamora provided a calendar breakdown of space utilization and let the Board know that she would present a breakdown of the information on a quarterly basis going forward.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

Update from Transportation Working Group.

Presentation by Kimberly McNeely on the bond process design.

Presentation by Ricardo Soliz Division Manager on the process for vacating the alleyways and timeline.

Presentation by Friends of the MACC on fundraising for the ESB-MACC.

Briefing by Laura Esparza Division Manager on LARP community forum process.

Discussion and possible action on the Artist Access program.

Discussion and possible action on the process for completing paperwork to hold an event on City sites and receiving grants from the City of Austin.

Discussion and possible action displaying an Augzoo installation of Emma S. Barrientos

H. ADJOURNMENT:

Member Banda motioned to adjourn with a second by Vice Chair Cerda-Prazak. Motion passed. (7.0)

Members Chavez, Silva, Garcia and Navarro were absent. Chair Maciel adjourned the meeting at 8:58pm.