

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, January 8, 2020

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:

Tomas Salas, Chair

Aida Cerda-Prazak, Vice Chair

Endi Silva, Member

Art Navarro, Member

David Goujon, Member

Denise Hernandez, Member

Claudia Massey, Member

Gerardo Gandy, Member

Board Members Absent:

Tanya Karakashian, Member (Resigned)

Staff in Attendance:

Laura Esparza, PARD Division Manager

Lucas Massie, PARD Acting Assistant Director

Michelle Rojas, ESB-MACC Supervisor

CALL TO ORDER: Vice Chair Cerda-Prazak called the Board Meeting to order at 6:04 pm.

CITIZEN COMMUNICATION:

1. Cassie Smith presented background on her ethnographic research project on the ESB-MACC and met with Tomas Salas to discuss the topic.
 - Discussed putting a working group together with board members. Topics could possibly include expansion of ESB-MACC, LAAP, educational programs, and space.
2. Michael Mendoza discussed the past work that he has collaborated on with the TEMPO program.
 - He also discussed an art piece for the MACC through a community initiative grant or Art In Public Places (AIPP).
 - He proposed possibly placing a bench commemorating Manuel “Cowboy” Donley.
 - Proposed Action from board in February or March to move forward with the project.
3. Michael Ableson introduced himself as the president of the Towers at Town Lake and Rainey District Neighborhood Associations.
 - Discussed similar interests and concerns with the MACC Board with regard to traffic.
 - He discussed how he had organized with APD a walk around Rainey Street on Friday 1/10/2020 at 10 pm for them to see the issues the neighborhood has been dealing with during the Shared Street program.
 - He mentioned he wants to work together with the MACC and invited members of the board to attend the Rainey Street Neighborhood Association meetings.
 - Discussed the project on 60 East Ave and possible issues with traffic.

- Was approached about the developer on 44 East Ave. asking for glass reflectivity variance and invited everyone to meet with the developer.
- Asked if anyone was attending Capital Metro meetings.
- Shared map showing all developments happening around Rainey district.

A. APPROVAL OF MINUTES

Board member Navarro asked about motion that was made and passed unanimously missing from December minutes.

Minutes were not approved.

B. PRESENTATIONS AND BRIEFINGS

1. Briefing from Project Manager Heidi Tse and Project Coordinator Christina Bies on the RFQ for Phase II.

- Not Present

2. Briefing from Cole Kitten recapping the process of the community engagement process for the Shared Street Pilot Program.

- Kitten from COA Transportation department presented on the Shared Street pilot and provided an overview of the pilot program timeline and discussed community engagement efforts.
- Kitten provided results from the intercept survey that was conducted and that in general the data supported to proceed with the street closures.
- Chair Salas pointed out that the conclusion is based primarily on people that live outside of Austin and don't reflect the users of the MACC and people that live in the neighborhood.
- Member Gandy pointed out that survey was conducted during Formula 1 weekend, which would include more people from outside of Austin.
- Member Goujon asked if the survey could include zip codes. Responses could contain wrong information in order to quickly answer the survey.
- Vice Chair Cerda-Prazak asked if incentives were given to fill out surveys.
- Kitten discussed next engagement opportunities where focus groups will have incentives.
- Member Navarro asked for clarification and felt that the survey was limited in scope. He proposed that the survey should be given to MACC users.
- Kitten explained that this was the only data from preliminary surveys but would have more opportunities and it would include MACC users.
- Kitten reported that positive feedback had been given by ride hailing companies and presented images of activity around MACC. Made observation that TNC's were using the roundabout before the street closure pilot.
- Member Gandy asked how the drop off point would be affected once 60 East Ave project was complete.
- Member Goujon asked what would happen once MACC goes into construction. Also how 60 and 56 East Ave would be affected with the closure. Advised to include construction timeline into COA Transportation report.
- Kitten responded that this was only a pilot period ending on March 8, 2020 and that there were no plans to extend it.
- Chair Salas asked about the decision by council to direct staff to permanently close street.
- Kitten responded that a long term vision included that if Rainey was permanently closed, then another alternate street would have to open such as extending Red River. All options would be presented to public.
- Member Goujon mentioned that a pilot might be in lull phase because of the lack of people coming into the area during this time period.

- Member Goujon asked if anything was done to assist the MACC with traffic control.
- Kitten responded that so far there was only observations. He also restated that meeting organized by the RNA would have APD present.
- Member Navarro asked about how much the opening of Red River would take from the MACC parking space.
- Kitten responded that the math hasn't been done because it's still in a conceptual phase. He added that during design phase different types of parking configurations could be proposed. He also reminded the board that there was an opportunity to possibly include the underground parking structure.
- Member Navarro asked about funding.
- Kitten responded that COA Transportation would be looking for funding but would also possibly include it in a mobility referendum. Possibly through Project Connect. Explained that it would be a general obligation bond.
- Member Goujon asked staff present if there had been any feedback given by MACC users.
- Supervisor Rojas mentioned that this was the down time for events at the MACC and that no negative feedback had been given besides observation of ride hailing vehicles idling around the front of the MACC.
- Member Goujon asked staff if any complaints had been received by LAAP artists or patrons with regards to the closure.
- Member Navarro mentioned that that the MACC has several events that draw as many as 3000 people. Advised Kitten to present that information in his report to council.
- Kitten mentioned that this was also an opportunity to explore alternate forms of transportation such as shuttles.
- Member Navarro introduced Assistant City Manager Christopher Shorter
- Member Silva asked about future survey questions and if they would be the same. Also wanted questions to be provided to MACC staff to include MACC attendees to include that data.
- Kitten mentioned that future surveys would definitely include MACC users.
- Member Hernandez asked staff if APD representative was asked to attend meeting.
- Acting Assistant Director confirmed that APD was invited to attend.
- Member Hernandez thanked ACM Shorter for attending and also wanted to include in the minutes that APD was not present even though they were asked to attend but has scheduled a meeting with the RNA.
- Member Hernandez discussed issue with the video that was taken. She felt like the period of time the video was collected was too short. Asked if there were plans to take continuous video.
- Kitten responded that video collection was not scheduled only traffic counts.
- Member Hernandez asked about previous video collection of pedestrian traffic. Would like continuous observation of the circle for a 360-degree impact of closures. Suggested that APD patrol unit be stationed in the area to control vehicles stopping and to collect video and observe traffic flow in real time.

(Please see the Board and Commissions Website for backup material.)

C. STAFF REPORT, DISCUSSION AND POSSIBLE ACTION ITEMS:

Discussion and possible action on the community engagement process, impact of the closure of Rainey Street on the MACC parking lot and illegal ride share drop offs.

1. No further discussion since it was discussed during presentations and briefings.

Staff Report on ESB-MACC January Programs and LAAP reports and events.

1. Lorie Martinez, Rentals & LAAP Coordinator provided the Board with LAAP's December highlights as well as handouts of a bar graph and pie charts of the ESB-MACC's Actual

Attendance by reservation type, space utilization, and comparison of attendance and space use for December of 2019.

- Vice Chair Cerda-Prazak noted that there was a large discrepancy between attendance and space reservations. She noted that there is space being reserved but not being used. She inquired if MACC staff was doing anything about it.
- Martinez clarified that it had to do with the large attendance at the November MACC events. Member Goujon concurred.
- Member Massey noted that there were lots of no shows for Proyecto Teatro. She inquired if anything was done about their no shows.
- Martinez clarified that the new LAAP contract, the no shows, cancellations and changes were not being counted against the artist until December.
- Martinez clarified that in the LAAP contract it states there is a limit of 8 cancellations and no shows and those are being tracked.
- Member Hernandez referred to previous contract and that she wasn't sure if she had received final contract.
- Massie confirmed that board had received final contract.
- Martinez added that there will be a review of the contract for the next cohort and are keeping documentation of proposed changes to future contract language.

(Please see Board and Commissions Website for back up material.)

2. Olivia Tamzarian, ESB-MACC Outreach & Marketing Coordinator provided the Board with a handout of updates for the MACC's outreach and marketing projects.

- Vice Chair Cerda-Prazak commented that she wanted to acknowledge Tamzarian's outreach in District 4.
- Member Gandy requested information on Breaking Barriers and also offered assistance with new way finding signs.

(Please see Board and Commissions Website for backup material.)

Discussion and possible action on competencies to consider for the ESB-MACC manager.

3. The Board discussed the results of the community engagement meetings concerning the desired competencies and received an update on the recruitment process. Board were encouraged to propose interview questions and to attend the community feedback session tentatively scheduled for February 6.

Discussion and possible action on all working groups.

4. Vice Chair Cerda-Prazak opened the floor for discussion.
 - a. **LAAP** – Member Goujon thanked Esparza for providing update on intended tasks of working groups versus committees.
 - He informed the Board that the LAAP working group had completed its original intended task of evaluating and providing feedback on LAAP contract.
 - Member Goujon motioned to create a new LAAP working group to gather information and research on the execution of the current LAAP contract with the goal of providing input for the following contract term. Member Hernandez seconded. Unanimous vote. (8.0) Motion passed.
 - Member Goujon asked to join working group as well as member Hernandez

- b. **Budget** – Member Goujon stated that the original working group had also completed its task.
 - Member Goujon motioned to establish new Budget 2020 working group. Vice Chair Cerda-Prazak seconded. Unanimous vote. (8.0) Motion passed.
 - Member Goujon asked to join group as well as Vice Chair Cerda-Prazak, Chair Salas, and Member Navarro.
- c. **Transportation** – Nothing to report
- d. **Phase II** – Member Goujon let the Board know that the Phase II working group also needed to reestablish its tasks.
 - Member Goujon reported to the Board that staff had informed him that the RFQ had been delayed due to continued collaborations between PARD and the Capital Contracts office and would not be out until February 20, 2020.
 - Member Massey motioned to create new working group to include the new tasks of seeing project through successful completion up to issuance of certificate of occupancy, include RFQ validation and feedback process, continued community engagement, reprioritizing of Master Plan based on budget, advising on branding, and promoting and supporting the coordination of the grand opening. Member Goujon seconded. Unanimous vote. (8.0) Motion passed.
 - Member Navarro, Member Goujon, Member Massey, Member Gandy, and Chair Salas all joined working group.
- e. Chair Salas proposed adding an additional working group based on Ms. Smith’s proposal.
 - Chair Salas motioned to establish Ethnographic Research Working group. Vice Chair Cerda-Prazak seconded. Unanimous vote. (8.0) Motion passed.
 - Members Silva, Member Massey, and Chair Salas joined working group.

D. FUTURE AGENDA ITEMS:

Presentation by Michael Mendoza on possible art piece commemorating Manuel Donley. (Cerda-Prazak, Hernandez)

Briefing from Project Manager Heidi Tse and Project Coordinator Christina Bies on RFQ for Phase II. (Goujon, Cerda-Prazak)

Discussion and possible action on how the funds for the pocket park will be spent by Heidi Tse. (Cerda-Prazak, Navarro)

Discussion on the Mexican American Cultural District. (Hernandez, Navarro)

Update from Cole Kitten on the process of the community engagement and process for the Shared Street Pilot Program and briefing on APD and RNA meeting. (Goujon, Navarro)

Member Navarro acknowledged presence of Assistant City Manager Christopher Shorter and ACM Shorter acknowledged presence of Assistant City Manager for Safety and Mobility Gina Fiandaca.

ADJOURNMENT:

Vice Chair Cerda-Prazak motioned to adjourn with a second by Member Hernandez. Unanimous vote. Motion passed. (8.0) Meeting adjourned at 8:02pm.