

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

**REGULAR MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, February 5, 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, Member**

**Endi Silva, Member**

**Claudia Massey, Member**

**Art Navarro, Member (Arrived at 6:50pm)**

**David Goujon, Member**

**Gerardo Gandy, Member**

**Board Members Absent:**

**Denise Hernandez, Member**

**Staff in Attendance:**

**Lucas Massie, PARD Acting Assistant Director**

**Michelle Rojas, ESB-MACC Supervisor**

**Tina Davila, ESB-MACC Administrative Assistant**

**CALL TO ORDER:** Chair Salas called the Board Meeting to order at 6:05pm.

**CITIZEN COMMUNICATION:**

Benito Guerrier shared with the Board that he was born in Mexico City, studied architecture and had been practicing for 30 years.

- Guerrier expressed that he was excited to learn that one of his favorite architects, Teodoro Gonzalez de Leon had designed the Center and commented that the next phase would be a challenge since Gonzalez had passed away in 2016.
- He asked that the Board keep an open mind when exploring architectural possibilities.

**A. APPROVAL OF MINUTES**

Member Silva motioned to approve the meeting minutes from December 4<sup>th</sup>. Member Goujon seconded. Unanimous Vote. (6.0) Motioned passed. Member Navarro was not present at the time of the vote.

**B. PRESENTATIONS AND BRIEFINGS**

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

1. Tse informed the Board that the letter of support that was submitted to Council for the alternative delivery methodology of construction manager at risk for the Phase II Master Plan addition and renovation would be on Councils agenda February 20<sup>th</sup>.
  - She announced that they were in the midst of preparing the RFQ, the request for qualification for the architecture and engineering team, and made the Board and staff aware that the RFQ was projected to go out March 4<sup>th</sup> with the anticipation date being due April 15<sup>th</sup>.
  - She mentioned that target dates had been set and would share the official dates with the Phase II Working Group.

**Briefing from Cole Kitten recapping meeting with APD and the Rainey Street Neighborhood Association.**

2. Kitten let the Board know the Austin Transportation Department and MACC staff had worked together closely to create a MACC specific survey on how the Rainey Shared Street pilot program may affect MACC visitors.
  - Kitten went over the MACC intercept survey questions, result highlights, and feedback.
  - Kitten commented that the next step would be for ATD staff to continue working with MACC staff to identify additional surveying times during events and would be releasing an online survey about the pilot to gather additional feedback.

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

**Presentation by Michael Mendoza on a commemorative artwork for Manuel “Cowboy” Donley.**

3. Presenter was not in attendance. No presentation was given.

**C. STAFF REPORT, DISCUSSION AND POSSIBLE ACTION ITEMS**

**Discussion and possible action on how the funds from the pocket park will be spent.**

1. Chair Salas reported that he had met with Laura Esparza, PARD Division Manager and was told \$150k of the funds that were originally supposed to be used for the pocket park would be added to Phase II of the MACC.

**Discussion on the Mexican American Cultural District.**

2. Vice Chair Cerda-Prazak commented that Member Hernandez had attended a meeting at City Hall to discuss the Mexican American Cultural District. She commented that Member Hernandez had informed her and Chair Salas via email that she would not be able to attend the ESB-MACC Advisory Board meeting but asked that the Chair or Vice Chair provide the Board with Member Hernandez’s update.
  - Chair Salas asked that Vice Chair Cerda-Prazak read the statement of Member Hernandez’s update.
  - Vice Chair Cerda-Prazak read Member Hernandez’s letter reading, “-The City of Austin is moving towards the formal creation of a cultural district to preserve and celebrate Mexican American heritage downtown. A city memo details recommendations from city staff on how to officially create a district that “will best give honor and place-based testimony to this area’s rich Mexican American heritage.” -The meeting held on January 14th with community leaders discussed location and goals of the district. No decisions were made. This was a general meeting to brainstorm to the direction of the district. Paul Saldana plans on organizing a meeting with community leaders to make decisions on location and goals of district. Attached is copy of the memo from the city.”

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

**Discussion and possible action on a commemorative artwork for Manuel “Cowboy” Donley.**

3. No further discussion.

**Discussion and possible action on ESB-MACC February Programs and LAAP reports and events.**

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

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

- ❖ Lorie Martinez, Rental and LAAP Coordinator provided the Board with LAAP’s January 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 January of 2020.
  - Member Goujon provided feedback on the data that was being provided to the Board. He commented that it would be helpful for Martinez to interpret what the numbers meant by

preparing short statements. Member Massey offered to meet with Martinez to help design metrics to summarize the information that Martinez had been providing during the advisory meetings.

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

**Discussion and possible action on all working groups.**

5. Michelle Rojas, ESB-MACC Supervisor reminded the Board since the January meeting was not recorded to its entirety the Board would have to remake their motions to establish all created working groups.
  - Rojas provided a handout of the motions to the Board for all Members to reapprove.
  - Member Goujon motioned to recapture all the working groups that were formed during the January 8<sup>th</sup> Board meeting. Member Massey seconded. Unanimous vote. (7.0) Motioned passed.
- a. **LAAP** – 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. (7.0) Motion passed.
- b. **Budget** – Member Goujon motioned to establish a new Budget 2020 working group. Vice Chair Cerda-Prazak seconded. Unanimous vote. (7.0) Motion passed.
- c. **Transportation** – No further discussion.
- d. **Phase II** – Member Massey motioned to create a 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 budget, advising on branding, and promoting and supporting the coordination of the grand opening. Member Goujon seconded. Unanimous vote. (7.0) Motioned passed.

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

Discussion and possible action on the ESB-MACC Bylaw amendments. (Cerda-Prazak, Salas)

Update on how the 2020 Summer Camp will be managed and if there will be a free summer camp program.

Introduction from New ESB-MACC Site Manager.

Presentation from Waller Creek Conservancy on their Master Plan.

**ADJOURNMENT:**

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

Meeting adjourned at 7:12pm.