



**EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
REGULAR MEETING  
MINUTES  
WEDNESDAY, DECEMBER 7, 2022**

The Emma S. Barrientos Mexican American Cultural Center convened in a Regular meeting on Wednesday, December 7, 2022, at City Hall – Board and Commissions Room located at 301 West Second Street in Austin, Texas 78701. (Some members of the ESB-MACC Advisory Board participated via videoconference.)

Chair Endi Silva called the Emma S. Barrientos Mexican American Cultural Center Meeting to order at 6:08pm.

**Board Members in Attendance:**  
Endi Silva, Chair  
Larry Amaro, Member

**Board Members in Attendance Remotely:**  
David Goujon, Vice Chair  
Gerardo Gandy, Member  
Greg Gonzalez, Member (Arrived at 6:32pm)  
Ricardo Maga Rojas, Member (Arrived at 6:08pm)  
Angelica Navarro, Member  
Tomas Salas, Member

**Board Members Absent:**  
Litza Gonzales, Member  
Art Navarro, Member

**Staff in Attendance:**  
Laura Esparza, PARD Division Manager of Museums and Cultural Programs  
Michelle Rojas, ESB-MACC Culture and Arts Education Manager  
Tina Davila, ESB-MACC Administrative Specialist

**PUBLIC COMMUNICATION: GENERAL**

No Public Communications.

**APPROVAL OF MINUTES**

1. The minutes from the Regular meeting of November 2, 2022, were approved on Member Navarro's motion. Vice Chair Goujon seconded the motion. Vote (7.1). Member Maga Rojas abstained. Motion passed. Member Gonzales and Art Navarro absent.

**CHAIR REPORT**

Chair Silva stated she wanted to take a personal privilege to first thank Board Members, particularly Vice Chair Goujon, MACC Staff, and everyone who had been attentive and willing to be present during the Advisory Board meetings. She commented that being present was extremely important, whether it was in hybrid or in person and stated she knew all those participating were all there on their own time, so she

wanted to extend her gratitude and appreciation for everyone rallying so that the meetings could continue and stated her full intentions were to be as visible and present as possible.

- Chair Silva gave a brief overview of the agenda items, informing the Advisory Board there would be discussion on the ESB-MACC Groundbreaking and its next phase as well as a report from the Phase 2 Expansion and Renovation team.

## **STAFF BRIEFINGS**

### **2. Staff Report on ESB-MACC program highlights**

Olivia Tamzarian, ESB-MACC Culture and Arts Education Marketing Representative provided a report on the Día de Los Muertos events letting the Board know there was over 3,200 participants in attendance.

- Tamzarian announced that the Marketing Team was rolling out a new resource called “MyMACC” explaining that it was a simple website redirect link, that link being [www.MyMACC.org](http://www.MyMACC.org). She further explained the website would be a one stop shop that would display the different locations of where all future events and programs would be held while the Center was closed for construction.
- Tamzarian gave an update on the upcoming Figuralo exhibit, programs & events for the month of December, and shared reports of the November LAAP highlights and Teen Caminos program.

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

## **DISCUSSION AND ACTION ITEMS**

### **3. Presentation on initial concepts for Heritage Wayfinding Design by Principal in Charge, John Bosio with Merie Design.**

Melissa Alvarado, Heritage Tourism Division Manager with the Economic Development Department provided a briefing on initial design concepts that would be used as wayfinding elements within the Fifth Street Mexican American Heritage Corridor, Red River Cultural District, and African American Cultural Heritage District as approved by City Council in 2018 and 2019.

- Alvarado clarified that the presentation provided was specific to the engagement process and introduced John Bosio with Merie Design to further present.
- Bosio shared the wayfinding manual goal, guidelines, strategies, tools, considerations, design issues/feedback, and schematic design options.
- Vice Chair Goujon questioned how the presentation given tied into the funds that manifest within Rainey Street. Alvarado responded, letting the Board know that the Rainey Street funds, and the Historic Preservation funds were two different buckets of money but for the specific purpose that the presentation was given for, she informed the Board that given that Rainey Street was a historic district it would be eligible to apply for use of the particular wayfinding elements but would need to be a decision made by those that represent the district and the MACC. She also stated nothing would preclude the MACC from utilizing a different set of design elements but what they were hoping to deliver through the creation of the manual was a solution that answered the community’s needs.
- Chair Silva asked Laura Esparza, PARD Division Manager of Museums and Cultural Programs to confirm if the MACC would be able to automatically leverage the design and framework presented for consistency. Esparza responded, stating yes but it would be a separate process if they were wanting to apply for the Historic Preservation funds.

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

### **4. Presentation of the Emma S. Barrientos Phase 2 Expansion and Renovation project Design Development phase by Heidi Tse, Capital Delivery Project Manager.**

Heidi Tse, Capital Delivery Project Manager started the presentation by giving a brief overview of the history from the 2018 Expansion adopted by City Council.

- Tse shared a report of the ESB-MACC Phase 2 Design Developments currently in progress those updates being the design process, community outreach, a list of coordination with nearby projects, and a timeline of the targeted schedule as well as a report of the Design Development Improvements where schematic designs and a table of the updated areas square footage was shown to provide a visual aspect of the space being renovated for the existing spaces.
- Tse reminded the Board that the Groundbreaking Ceremony was scheduled to take place Saturday, December 10<sup>th</sup> starting with the Blessing of the Grounds at 9:30am and following with the Ceremony at 10am.
- Laura Esparza, PARD Division Manager of Museums and Cultural Programs asked Chair Silva if she could update the Board on a pending Council Action. Chair Silva acknowledged Esparza and gave her the opportunity to provide the update. Esparza announced there was a City Council meeting to be held the following day, Thursday, December 8<sup>th</sup> at 10am where Mayor Adler had introduced a resolution appearing as Item No. 68 on the Council Agenda. She went on to inform the Board that the item was sponsored by Mayor Steve Adler, Council Members Natasha Madison, Pio Renteria, and Ann Kitchen stating it read, “Approve a resolution directing the City Manager to proceed with the construction of the Dougherty Arts Center and Emma S. Barrientos Mexican American Cultural Center without a reduction in the scope of proposed work to the extent feasible and to include funding needed to complete the work in the 2024 City of Austin General Obligation Bond election, to develop cost estimates for the next phase of the George Washington Carver Museum and Cultural Center and the Asian American Resource Center as part of the development of the 2024 City of Austin General Obligation Bond Program, and to work the with Austin Economic Development Corporation to develop recommendations and possible funding levels for creative space funding as a part of the development of the 2024 City of Austin General Obligation Bond election.”

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

**5. Discussion and possible action on the Phase 2 Expansion and Renovation project.**

- After Esparza shared the news of the pending action item regarding the resolution to proceed with the construction without a reduction in the scope of the proposed work for the MACC, Vice Chair Goujon commented that it was important for the Board Members who could attend City Council’s meeting to be present to show their commitment to the request. He also asked the Board to reach out to their community leaders and let them know the importance of their leaders making an appearance to show their support.

**WORKING GROUP UPDATES**

**6. Arts – Joint Cultural Committee Liaison Report**

No updates.

- Vice Chair Goujon stated the group had been dormant and could be dropped from the agenda. Chair Silva responded, confirming the item would be removed from the future agenda.

**7. Phase 2 Project**

Chair Silva stated there was no update, has not met, only discussion was of the resolution that was passed out to the Board during the November 2, 2022, ESB-MACC Advisory Board meeting.

- Chair Silva stated that once the December 8<sup>th</sup> City Council Meeting takes place, the group will convene and provide an update during the January 4<sup>th</sup> 2023, ESB-MACC Advisory Board meeting.

**8. Ethnographic**

Chair Silva introduced Cassie Smith who signed up to speak specifically on the purpose of the Ethnographic Working Group.

- Cassie Smith introduced herself letting the Board know that she was currently a PhD candidate at the University of New Mexico as well as a teaching artist at the MACC. She was also an ESB-MACC Advisory Board Member from 2011 through 2014 and a long-time volunteer before then.

- Her research studies the MACC community of practice or the group of artist, activist, educators, and politicians who worked and continued to work to promote the MACC and their history of learning and the groups relationship to the City and how they shape programs, events, and the future of the Center.
- She explained that the group is a collaborative project where she has been engaging with the Advisory Board, Working Group, and the MACC staff at every stage of the research process. Currently she is writing up her findings for the dissertation to submit a draft to the Working Group which she plans to provide in the Springtime.
- Smith shared with the Board that she recently received two grants from the University of New Mexico from the Alfonso Ortiz Center for Intercultural studies to further the work and the applied projects that are associated with her dissertation. The grant she received was for \$2,000 to revise and format her interview transcripts and prepare them for donation to the Austin History Center noting that she has 30+ interviews to donate to the Mexican American archives.
- She mentioned that she had submitted a grant for \$10,000 and was awarded the funding and plan to proceed with a project, she formalized a collaboration with the MACC and had a preliminary meeting to discuss format, content, length, and resources for the making of a short film.
- Chair Silva thanked Ms. Smith for sharing and asked that when new members join the Board that she provides them with a brief overview of the Working Group and its purpose. Chair Silva also let her know that the Board was looking forward to seeing her research and the outcomes as they become available.

### **FUTURE AGENDA ITEMS**

Working Group Updates (Goujon, Silva)

Staff Report – Update on request for additional funding for Phase 2 from City Council.

### **ADJOURNMENT**

Member Amaro motioned to adjourn the December 7, 2022, Advisory Board meeting at 8:39pm. Vice Chair Goujon seconded. Unanimous vote (8.0). Motion passed. Member Gonzales and Art Navarro absent.