



**EMMA S. BARRIENROS MEXICAN AMERICAN CULTURAL CENTER
REGULAR MEETING
MINUTES
WEDNESDAY, OCTOBER 2, 2024**

The Emma S. Barrientos Mexican American Cultural Center convened in a Regular meeting on Wednesday, October 2, 2024, at City Hall Boards and Commissions Room. (Some members of the ESB-MACC Advisory Board participated via videoconference.)

Chair Navarro called the Emma S. Barrientos Mexican American Cultural Center Meeting to order at 6:07pm.

Board Members in Attendance:

Angelica Navarro, Chair
Lillian “Lily” Zamarripa-Saenz, Vice Chair
Hilario “Larry” Amaro, Member (Arrived at 6:12pm)
Noemi Castro, Member
Cynthia “Cy” Herrera, Member (Arrived at 6:12pm)
Raul “Roy” Reyna, Member

Board Members in Attendance Remotely:

John Estrada, Member
Gerardo Gandy, Member
Anthony Martinez, Member

Staff in Attendance:

Michelle Rojas, ESB-MACC Culture and Arts Education Manager
Marie Ortiz, ESB-MACC Culture and Arts Education Supervisor
Tina Davila, ESB-MACC Administrative Specialist

PUBLIC COMMUNICATION: GENERAL

None. Chair Navarro made the board aware that Member Eduardo “Eddie” Rodriguez had resigned and commented that the boards current vacancies were for District 6 and 9.

APPROVAL OF MINUTES

1. The minutes from the Regular meeting of August 7, 2024, were approved on Vice Chair Zamarripa-Saenz’s motion. Member Reyna seconded the motion. Unanimous vote (9.0). Motion passed.

STAFF BRIEFINGS

2. **Staff briefing on staffing updates, August, September and October programs, marketing and outreach efforts, and updates on signature event planning.**

Lorie Martinez, ESB-MACC Culture and Arts Education Coordinator gave a presentation on the Holistic Wellness Programs mission, shared information on the role of each of her team members and discussed a few programs that were successful they were turned into annual events, such as the Tamalada workshop where participants were taught how to make traditional tamales and their Day of Wellness program.

Olivia Tamzarian, ESB-MACC Culture and Arts Education Marketing & Outreach Representative reported on Education, Academia Cuauhtli, Caminos Teen Leadership programming, and current and upcoming marketing and outreach events. She also shared an update on the MACC’s Viva Mexico event,

reminding the board that they had partnered with Univision, Claudia Talamantez, Karla Barreto, Blanca Gaytan, and the Mexican Consulate Humberto Hernandez Haddad. She stated there were over 1,200 participants in attendance and thanked everyone for their role in executing an amazing celebration. (Please see the Board and Commissions Website for backup material.)

DISCUSSION ITEMS

3. Presentation on Waterloo Greenway Palm Park engagement efforts.

Lana Denkler, Parks and Recreation Project Manager introduced herself stating she worked in partnership with Waterloo Greenway to deliver the Capital Improvement Projects (CIP) along Waller Creek and Downtown Austin as outlined by the council approved design plan. Denkler provided some background on the project letting them know it had begun several years ago, and the feedback received from the community was a strong desire for the park and Palm school to be connected to and relate to one another but the site was owned by the county and there was some uncertainty around its future, so Waterloo Greenway and City decided to pause the Palm Park project until more was known. After 5 years it was decided that they could not wait anymore. They decided to move forward with the Palm Park design. Denkler stated that Melissa Ayala, Waterloo Greenway Communications and Engagement Director would be giving an update on the community engagement efforts and the next phase of work for the district.

Ayala shared an image of the Waterloo vision explaining it was a connected series of 35 acres that would run along Waller Creek. She stated the engagement process was completed, and a detailed summary could be found at waterloogreenway.org/future. She provided a snapshot of their timeline, strategies for getting the word out to the community, and data on the number of people and what districts were participating in group & design conversations, surveys, tabling, pop-up events and outreach opportunities.

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

4. Update on Phase 2 Construction Project.

Michelle Rojas, ESB-MACC Culture and Arts Education Manager provided a brief overview of the current project timeline, announcements, scheduled milestones, as well as photos showing the construction progress. Rojas let the board know the construction team was also looking at dates for the board and staff to revisit the center as the project gets closer to having all the concrete floors poured so its safer for another onsite visit.

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

5. Updates by board members on meetings held with their appointed City Council members.

Member Herrera informed the board that she had been having conversations with Council Member, Ryan Alter and it seemed he was interested in knowing more about the value engineering going on with Phase II of the MACC. She also mentioned that she was made aware the next bond would be in 2026 and it was suggested to her that a conversation for Phase III might be a topic of discussion that needed to start happening. Member Herrera believed it was important for the board to start strategizing and communicating with their council members. She commented that she planned to meet with her council member quarterly to provide him with an overview on program participation and how people are receiving the programming.

- Vice Chair Zamarripa-Saenz stated she was also having conversations with her Council Member, Mayor Watson and commented that he was very supportive. She noted that when he is not able to attend a MACC event, he tries to make sure to send a representative on his behalf.

DISCUSSION AND ACTION ITEMS

6. Plan and approve 2025 Advisory Board meeting dates.

Chair Navarro entertained a motion to move January, July, and September's meeting to the second Wednesday of the month. Member Herrera motioned. Member Castro seconded. Unanimous vote (9.0). Motion passed.

FUTURE AGENDA ITEMS

None

ADJOURNMENT

Member Amaro motioned to adjourn the meeting at 7:42pm. Member Herrera seconded. Unanimous vote (9.0). Motion passed.