



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

Regular MEETING

Wednesday, June 6, 2012

The Emma S. Barrientos: Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Juan Oyervides, Chair called the Board Meeting to order at 5:40 pm.

Board Members in Attendance:

Juan Oyervides, Chair
Velia Sanchez-Ruiz, Member
Cassie Smith, Member
Sylvia Orozco, Member (showed up around 6 pm)
Rossana Barrios, Member (left the meeting around 7:50 pm)

Board Members Absent: 2

Emilio Zamora, Vice Chair
Marisa Limon, Member

Staff in Attendance:

Herlinda Zamora, Culture & Arts Education Manager
Laura Esparza, Cultural Affairs Division Manager
Kim McNeeley, Assistant Director, PARD

1. **APPROVAL OF MINUTES:** Minutes from the Board Meeting held on 6/6/12 needed corrections under item 5(c), to include a period after reservations, and a typo was made on the numbering of the Board items. Motion to approve minutes was made by Member Sanchez-Ruiz and a second by Member Smith. The motion was passed with corrections (4.0) + Chair Oyervides, and Members: Sanchez-Ruiz, Smith, and Barrios.
2. **CITIZEN COMMUNICATION: NONE**
3. **STAFF BRIEFINGS:** Herlinda Zamora and Laura Esparza
 - a. Herlinda updated the Board on the June events and rentals. She invited the Board to attend the ALMA awards and the new exhibits in the main and community gallery. She informed the Board of Margarita Cabrera's workshops starting and lasting for a whole month.
 - b. Laura sent the May 2 resolution regarding ESB-MACC reservations and the LAIP proposal to the City's Attorney's office. Three determinations were made by the City's Attorney's office: (1) The City can limit the use of its own buildings to other departments internally as seen fit, (2) We cannot limit rentals based on who people are or the activities planned. We rent the facility based on Arts, Culture and Community Building to discourage private parties, (3) We cannot limit the LAIP on the basis of the culture of the applicant,, instead we could limit it on the basis of the content of the artwork.
4. **PRESENTATIONS:** PARD Financial Service Division Manager Angela Means presented PARD's FY2013 proposed budget to include the ESB-MACC's unmet needs of \$277k to include (3) full-time staff and funds for the Latino Arts Incubator Project. Means also explained ESB-MACC's current and past budget. The Board raised many concerns regarding the ESB-MACC budget. Member Orozco pointed out that instead of the budget increasing, it dropped by 20%. She asked what happens to monies that are not spent and wanted clarity on the Latino Arts Incubator Project. Angela Means explained the process of unmet needs. Esparza went on to explain that we cannot deny rentals based on race, heritage, gender, and sexual orientation, and why it's

necessary to have rentals based on a \$50,000 revenue expectation. She also asked the Board to schedule a meeting with Jaime Beaman and the Working Group before the next Board meeting regarding the parking alternatives. Esparza also reported on Greg Marsello's visit to Austin to address its marketing issues. ESB-MACC staff would like to meet with the Working Group to discuss marketing strategies. The Working Group is made up of Members Limon, Smith and Sanchez-Ruiz.

5. BOARD ITEMS FOR DISCUSSION AND/OR ACTION

- a. The Chair's Report
 - i. None.
- b. The Board will discuss and take action on ESB-MACC Budget (Oyervides and Zamora).
 - i. The Board questioned if the Latino Arts Incubator Project would receive funding. Esparza explained that the increase in tax revenue could help the chances of the project getting funded. McNeeley also explained that the Council relies on stakeholder input.
 - ii. Board Chair asked about enterprise funding. McNeeley explained that staff would have to raise the same amount of funds as expenditures.
 - iii. The Board motioned to propose adding an additional \$190,000 to the \$617,788 proposed 2013 budget, adding a caveat to not take funding from PARD programs. The additional funds would include \$75,000, for temp staff and seasonal staff, \$100,000 for programming, and \$15,000 for landscaping. The motion was passed (5.0) + Chair Oyervides, and Members: Sanchez-Ruiz, Smith, Orozco, and Barrios. Vice Chair Zamora and Member Limon were absent. Board members will discuss with their Council Members this unmet need.
- c. The Board will discuss and take action on the placement of the parking meters at the ESB-MACC/Rainey Street Parking study, Phase 2 Parking Alternative Models (Oyervides and Zamora).
 - i. The Board affirmed that they wanted parking meters based on the needs of the ESB-MACC.
 - ii. Two actions were taken: (1) A recommendation to Council that a parking meter program be implemented at the ESB-MACC that would require it to be gated, have controlled access, and that all revenue would go to the ESB-MACC. Hours of operation would be customized. A motion was made to approve the recommendation by Member Orozco and a second by Sanchez-Ruiz. The motion was passed with (5.0) + Chair Oyervides, and Members: Sanchez-Ruiz, Smith, Orozco, and Barrios. Vice Chair Zamora and Member Limon were absent. (2) A message to PARD Director Sarah Hensley from the ESB-MACC Board that PARD acquire the adjoining Public Works lot in front of the ESB-MACC through whatever means necessary. A motion was made to approve the recommendation by Member Smith and a second by Barrios. The motion was passed with (5.0) + Chair Oyervides, and Members: Sanchez-Ruiz, Smith, Orozco, and Barrios. Vice Chair Zamora and Member Limon were absent. Esparza will submit request to PARD Director.
- d. The Board will discuss and take action on the "Award of Excellence" (Oyervides and Sanchez-Ruiz).
 - i. The Board agreed to invite new panel members to include (1) MACC staff, (1 or 2) Board Members, and (3) community artists.
 - ii. Herlinda stated that staff would take an active role and start to market the event.
 - iii. Herlinda proposed that the Award of Excellence ceremony be held on Oct. 13 in addition to celebrating the ESB-MACC's 5th year anniversary with an open house.
- e. The Board will discuss and take action on Working Group reports: Latino Artists Mercado (Oyervides, Smith, H. Zamora), Bond Phase 2 (Oyervides and Barrios), Marketing (Smith, Sanchez-Ruiz, Limon), Budget (Oyervides and Zamora), and Landscaping (Sanchez-Ruiz).

- i. Member Sanchez-Ruiz reported briefly on her meeting with Herlinda, Lyn Estabrook, Reynaldo Hernandez, and Bunny Bennett.

6. FUTURE AGENDA ITEMS

- a. A report by the Parking Study Working Group.
- b. Ask Jaime Beaman to present at the next Board meeting.

7. ADJOURNMENT:

Chair Oyervides adjourned the meeting at 8:05 pm with a motion from Member Sanchez-Ruiz and a second by Member Smith without objection (4.0). + Chair Oyervides and Members: Sanchez-Ruiz, Smith, and Orozco. Member Barrios was not in attendance.