



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

Regular MEETING

ADVISORY BOARD MINUTES

Wednesday, October 3, 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 5:35 pm.

Board Members in Attendance:

Juan Oyervides, Chair
Velia Sanchez-Ruiz, Member
Cassie Smith, Member
Marisa Limon, Member
David Carroll, Member
Sylvia Orozco, Member (left the meeting at 6:50 pm)

Board Members Absent: 0

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager

1. **APPROVAL OF MINUTES:** Minutes from the Board Meeting held on 8/1/12. Motion to approve minutes was made by Member Orozco with a second by Member Sanchez-Ruiz. The motion was passed (6.0) + Chair Oyervides, and Members: Sanchez-Ruiz, Smith, Carroll, Limon, and Orozco.
2. **CITIZEN COMMUNICATION:** ALTA representative Marylou Castillo expressed her concerns during their theater production at ESB-MACC as it related to issues pertaining to the parking lot and the safety of her staff and volunteers. One of her volunteers experienced a potentially hazardous situation when a car sped through the parking lot nearly hitting him, and the owner of the vehicle parked in the ESB-MACC parking lot with no intentions of attending the theater event and instead headed towards the condos.
3. **STAFF BRIEFINGS:** Herlinda Zamora
 - a. Herlinda reported on the facility improvements regarding safety and the HVAC. She also provided the Board with a memo that explained the difference between public vs private rentals for ESB-MACC. She updated the Board on the LAIP progress and informed the Board of upcoming October events and rentals.
4. **PRESENTATIONS:** NONE
5. **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**
 - a. The Chair's Report
 - i. Chair Oyervides reported on the Special Meeting for Thursday, Oct. 4 at City Hall.
 - b. The Board will discuss and take action on proposed rentals.
 - i. There was no discussion.
 - c. The Board will discuss and take action on matters related to parking. (Oyervides and Sanchez-Ruiz).
 - i. There was no discussion.
 - d. The Board will discuss and take action on the LAIP. (Oyervides and Sanchez-Ruiz).

- i. Herlinda reported that staff was working on the criteria, and a draft of the criteria would be completed for the Board to review at the next Board meeting.
 - e. The Board will discuss and take action on the “Award of Excellence” (Oyervides and Sanchez-Ruiz).
 - i. Herlinda asked the Board for approval to change the date of the event to Thursday, Nov. 29 or 30 due to the street congestion during the Formula 1 event the weekend of Nov. 16th. The Board approved the decision to reschedule it to a later date.
 - f. The Board will discuss and take action on the access of facilities during events. (Oyervides and Sanchez-Ruiz).
 - i. Member Velia-Sanchez questioned why the ESB-MACC bathrooms were closed during events.
 - ii. Herlinda addressed being understaffed, the types of toilets were not able to handle the frequency of flushing during large events, and the cost of janitorial supplies.
 - iii. Herlinda suggested to open the bathrooms during Dia de los Muertos as a trial run and the Board approved.
 - g. 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 Velia-Sanchez and Member Smith met with ESB-MACC staff Herlinda and Linda to discuss marketing ideas.
 - ii. The group agreed to target disenfranchised groups and volunteers to assist with marketing, provide more tours, more Board involvement and to attend more conferences to distribute materials about ESB-MACC events and classes; more signage especially near the freeway; more Board outreach at meetings; Member Limon volunteered to contact Greg Goodman Head of Fine Arts at AISD to inquire about a future children’s exhibit.
 - iii. Member Carroll volunteered to contact TXDOT to inquire about the process to include more signage on the interstate. Chair Oyervides also volunteered to contact someone at TXDOT.
 - iv. Member Velia-Sanchez reported that the landscaping is a work in progress and volunteers will be assigned to assist.
 - h. The Board will discuss and take action on Board Officer Elections.
 - i. The Board overrode the term limit provision for an officer by an affirmative vote of two-thirds of the authorized Board members. Member Carroll nominated Juan Oyervides as Chair with a vote of (4.0). + Members Velia-Sanchez, Smith, Carroll, and Limon. Member Carroll nominated Velia-Sanchez as Vice-Chair, all in favor were (4.0). + Chair Oyervides, and Members: Smith, Carroll, and Limon. Absent for the voting was Member Orozco.

6. FUTURE AGENDA ITEMS

- a. Discuss on a system for parking at ESB-MACC.
- b. Review of Annual Work Plan.

7. ADJOURNMENT:

Member Orozco left the meeting at 6:50pm. **Oyervides adjourned the meeting at 7:15 pm with a motion from Member Carroll and a second from Member Smith without objection (5.0).** + Chair Oyervides and Members Limon, Smith, Carroll, and Sanchez-Ruiz.