



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, Nov. 7, 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 5:36 pm.

Board Members in Attendance:

Juan Oyervides, Chair
Velia Sanchez-Ruiz, Vice Chair
Sylvia Orozco, Member
David Carroll, Member
Cassie Smith, Member

Board Members Absent: 0

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager
Laura Esparza, Cultural Affairs Division Manager

1. **APPROVAL OF MINUTES:** Minutes from the Board Meeting held on 11/7/12. Member Orozco asked that her friendly amendment be added to Item 5 (a)(iii). Member Cassie asked that Item 2 include that Juarez Lincoln University was located where IHOP is now and it was where LUCHA was housed. Motion to approve minutes with the additions was made by Co-Chair Velia-Sanchez with a second by Member Smith. The motion was passed (5.0) + Chair Oyervides, and Members: Sanchez-Ruiz, Smith, and Orozco.
2. **CITIZEN COMMUNICATION:** Gloria Pennington presented the work of Cat Quintanilla as a possibility to include in the parcel of land in front of ESB-MACC. Pennington explained that Cat was raised in the Rainey Street neighborhood and has close, emotional and cultural ties to the neighborhood.
3. **STAFF BRIEFINGS:**
 - a. Herlinda Zamora reported on the ESB-MACC facility and grounds, which include the idea of security gates in front of the bathrooms, the refinishing of the auditorium floors, making the public doors more ADA compliant, and updated the Board on the new positions. She also reported on upcoming events and rentals.
 - b. Laura Esparza provided updates on ESB-MACC parking issues and completion of the public input process for Resolution No. 20121011-117. She reported that CMC will be installing towing signs and a gate by the end of the year. She updated the Board on the progress of the HVAC, the leaks and the Awards of Excellence installation, which needs rebidding. She also discussed the next steps for the Board's decision on the parcel of land in front of ESB-MACC and recommended that an ad-hoc committee meet to discuss the community input meetings, which will be held Nov. 13 and 19th.

4. PRESENTATIONS: NONE

5. BOARD ITEMS FOR DISCUSSION AND/OR ACTION

- a. The Chair's Report
 - i. Chair Oyervides informed the Board that Marisa Limon had resigned from the Board.
- b. The Board will discuss and take action on Rainey Street parcel issues (Oyervides, Sanchez-Ruiz)
 - i. The Board asked that Lauraine Rizer, Division Manager of Real Estate Service be invited to the next Board meeting to discuss if the parcel of land is ESB-MACC's.
 - ii. Member Orozco would like PARD to obtain the parcel for ESB-MACC.
 - iii. The Board brainstormed on ideas for the parcel that would later become a recommendation to Council, which would also include the North lawn.
 - iv. Member Orozco was interested in seeing the LAZ proposal and expressed a need to generate revenue for ESB-MACC. Co-Chair Sanchez-Ruiz was more interested in the aesthetics of the parcel and is interested in a creative landscape sculpture garden.
 - v. Member Carroll reminded the Board about the timeline as to when the parcel would even become available and the cost of maintenance needs to be considered. He also mentioned that architect Teodoro Gonzalez de Leon needs to be involved in the design of the entrance to the Center.
 - vi. Some of the ideas the Board suggested were: sculpture garden, Mercado, Juarez Memorial mural, way station, Rainey Street historical marker, labyrinth, community garden, and art space.
 - vii. An ad-hoc committee was formed to include Chair Oyervides, Co-Chair Sanchez-Ruiz and Member Carroll to meet on Nov. 26 at 10:30 am. After the meeting, Chair Oyervides will draft a resolution and recommendation for Council to be presented at the next Board meeting.
- c. The Board will discuss and take action on Award of Excellence issues (Oyervides, Sanchez-Ruiz)
 - i. There were no bids for the installation of the work. David Smythe-Macaulay will post again.
 - ii. Co-Chair Oyervides and Member Carroll with ESB-MACC staff Bernardino Miranda and community member Sam Coronado will serve on the panel to select the winners of the Awards of Excellence.
 - iii. Herlinda provided information about the planning for the event.
- d. The Board will discuss and take action on 2013 ESB MACC Advisory Board meeting schedule (Oyervides, Sanchez-Ruiz)
 - i. The Board agreed to meet the first Wednesday of the month.
- e. The Board will discuss and take action on LAIP issues (Oyervides, Sanchez-Ruiz)
 - i. Laura reported on the LAIP application, which she explained was in a draft format. She suggested at least (2) Board members and (2) staff members and community members serve on the panel to select the applicants. The Board recommended an extension of the completion of the application for Jan. 15, 2013.
- f. The Board will discuss and take action on parking issues (Oyervides, Sanchez-Ruiz)
 - i. The Board discussed the gate and how that process would work, and would the North lawn also be gated. Laura explained that perhaps the Park Rangers would close the gate at 10 pm, and towing signs would be installed.
- g. The Board will discuss and take action on proposed and approved rental issues (Oyervides, Sanchez-Ruiz)
 - i. Chair Oyervides asked Herlinda about Michael Crockett's rental for April 2013 and Herlinda explained that they were moving forward with their event.
- h. The Board will discuss and take action on Working Group reports.
Latino Artists Mercado (Oyervides, Smith, H. Zamora), Marketing (Smith, Sanchez-Ruiz, Limon), and Landscaping (Sanchez-Ruiz)
 - i. Co-Chair Sanchez-Ruiz and Herlinda informed the Board that they were in communication with Big Red Sun for a potential proposal.

6. FUTURE AGENDA ITEMS:

- a. Revenue issue for the new parking lot at ESB-MACC.

ADJOURNMENT

Oyervides adjourned the meeting at 8:13 pm with a motion from Member Velia-Sanchez and a second from Member Cassie without objection (5.0). + Chair Oyervides, Vice-Chair Velia-Sanchez and Members Smith, Carroll, and Orozco.