



**EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

**ADVISORY BOARD MINUTES**

**REGULAR MEETING  
Wednesday, Feb.6, 2013**

**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 5:42 pm.**

**Board Members in Attendance:**

Juan Oyervides, Chair  
Velia Sanchez-Ruiz, Co-Chair  
Blanca Valencia, 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 12/5/12 were not approved. Member Smith and Valencia asked that the following items be added to the minutes for approval at the next board meeting: (1) There was discussion on the Latino Incubator Program and Item (5)(b) should include that the Architect of Record who designed Phase III should revisit the Master Plan to include the parcel in front of the Center.
2. **CITIZEN COMMUNICATION:** The executive director of VSA Texas, Celia Hughes provided background information about her organization and the history behind Art in the Park, a program that they present at ESB-MACC. Two years ago, having outgrown the McBeth site, the festival was moved to ESB-MACC. Hughes explained that 60% of the students are Hispanic and that they serve over 500 students with disabilities from AISD. They would like to continue their program at ESB-MACC because of its location and room for growth.

Paul Saldaña from HABLA addressed Item (6)(d) and compatibility standards. The Downtown Austin Plan included Urban Design Priorities that encouraged new residential uses that can complement the existing quiet neighborhood character and limit the number of cocktail uses allowed, ensure compatibility with the existing low-rise pattern of bungalows by requiring mid- and high-rise buildings with streetwalls and setbacks, and promote building forms that preserve upland views to the lake.

**3. STAFF BRIEFINGS:**

- a. Herlinda Zamora reported on the ESB-MACC facility's auditorium floors and the progress with the maintenance worker III interviews (Member David Carroll was asked to serve on the interview panel). She updated the Board on February events. Chair Oyervides asked Herlinda to provide the rental requirements at the next board meeting.
- b. Laura Esparza reported on the Rainey Street lot, meters, and budget: (1) City Council has not voted on the Rainey Street lot: it was not on the Feb. 14 agenda. (2) the pay stations will be installed by the 1<sup>st</sup> week of March. Staff negotiated for seven 15 minute parking spaces for

visitors. Staff, board and program participants will receive parking permits and temporary passes for guests. The cost will be \$1 per hour from 6 am – 6 pm and \$5 per hour from 6 pm – 3 am. Signage will include that proceeds will go to ESB-MACC. (3) Staff will be submitting budgets for 1.5 positions (one full-time administrative assistant and part-time education specialist); 15 seated passenger van; and revenue from the parking meters will include staffing for the parking lot and landscaping (\$94,000 estimated revenue - \$82,000 for staff and \$12,000 for landscaping needs). Member Carroll asked what the rest of the revenue was allotted for. Laura explained that for a period of time, the majority of the revenue will pay off the machinery. She also reported that City Attorney's office approved the Latino Arts Residency application. An orientation for potential applicants will be scheduled, and a deadline for the applications would be within a month.

4. **PRESENTATIONS:** PARD Project Manager David Smythe-Macaulay and engineer Carlos Garcia reported on ESB-MACC overflow parking. A five year projection included a 60 – 70 parking deficit that does not include non-ESB-MACC users. Options for additional parking and management include: metered parking for revenue, controlled access and hiring a third party operator. Additional parking alternatives include five above and below ground structures. Carlos discussed seven design constraints. David explained the next steps which include briefing the PARD board, complete preliminary designs, submit the site plan for approval, complete design specifications, award construction contract, and complete parking lot construction. Chair Oyervides asked about the Board's selection of pervious verses impervious cover. Member Smith asked about the aesthetics of the parking lot and Member Carroll asked about sidewalks or paths towards the facility and stated hat no trees should be planted if it's going to be a temporary solution. Carlos informed the Board that all ideas will be addressed.

Tony Fernandez and Julian Correa from Austin Margarita Meltdown presented their event for future usage at ESB-MACC in May. The Board had questions about the artists they were going to invite and the non-profit organizations that were going to benefit from their event. The Board asked Tony and Julian to attend the next Board Meeting and present the following: references from past venues and a summary of solicitation of artists for the event.

## 5. **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**

- a. The Chair's Report
  - i. Chair would like ESB-MACC to update and present a programming budget for the Board retreat.
- b. The Board will discuss and take action on proposed and approved rentals. (Oyervides, Sanchez-Ruiz)
  - i. No approvals were granted.
- c. The Board will discuss and take action on Rainey Street parcel issues. (Oyervides, Sanchez-Ruiz)
  - i. Member Carroll asked about the staff report and recommendation. Laura explained that it was turned in and it can be found on the City Clerk website as a backup from the Board's December meeting.
  - ii. Member Carroll also asked if there was an RCA packet. Laura replied that there was not because Council asked for the report and was going to wait to respond based on the report; they may not require an RCA.
  - iii. Laura stated that City Council has not voted on the Rainey Street lot.
- d. The Board will discuss and take action on Rainey Street development issues and compatibility standards. (Carroll, Sanchez-Ruiz)
  - i. Chair Oyervides presented an image of Philadelphia Independence Hall, which he compared to ESB-MACC and its situation with development on Rainey Street, and distributed a resolution.

- ii. Paul Saldaña from HABLA presented the urban design guidelines compatibility standards established by COA that includes the original Rainey Street historic district. He explained that CBD presents challenges and does not provide compatibility standards criteria. Saldaña suggested the following recommendations: to have a discussion with developers to land swap, owned by Austin Energy; ask Public Works Real Estate Division for an inventory of City owned land; and to amend CBD requirements to relocate historic homes to close proximity.
  - iii. Community member Gilbert Rivera voiced his concern about the two options to move or demolish historical homes in the Rainey Street district that will be presented at a public hearing at City Council on Feb. 14. Mr. River disagreed with Mr. Saldaña to relocate historic homes because it's a destruction of the neighborhood. He stated, "To remove a house is to remove our culture." He suggested that a working group made up of community stakeholders should establish compatibility standards.
  - iv. Friendly amendments were made to the Chair's resolution to include Valencia's addition from Imagine Austin Initiative. Juan accepted Valencia's friendly amendment.
  - v. Member Carroll suggested a friendlier way to address the last paragraph.
  - vi. Member Sanchez-Ruiz motions to accept Members Valencia and Carroll's friendly amendments with a second from Member Smith. The motion was passed with (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz, Members: Smith, Carroll and Valencia.
  - e. The Board will discuss and take action on revenues and logistics for ESB-MACC parking (Oyervides, Sanchez-Ruiz)
    - i Laura updated the Board on the fabrication of the gate.
    - ii. The Board discussed the proposed process and revenue from the meters. The Board recommended 30 minute parking for visitors as opposed to 15 minutes, and 5 spaces instead of 7 spaces for visitors.
    - iii. The Board was against earmarking the funds for staff and instead recommended that a special revenue fund should be established. Chair Oyervides handed out a resolution stating that the revenue not go the general fund.
    - iv. Member Carroll motions to approve the resolution with additional changes with a second from Member Valencia. The motion was passed with (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz, Members: Smith, Carroll and Valencia.
  - f. The Board will discuss and take action on exemption from CM Riley's future Business/Parks Parking Ordinance. (Smith, Oyervides)
    - i. Chair Oyervides handed out a resolution that ESB-MACC is not located on "dedicated parkland".
    - ii. Co-Chair Sanchez-Ruiz motions to approve the resolution with additional changes with a second from Member Carroll. The motion was passed with (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz, Members: Smith, Carroll and Valencia.
  - g. 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. There was no discussion.
- 6. FUTURE AGENDA ITEMS:**
- a. Herlinda will present the additions to the Dec.5, 2012 minutes.
  - b. Invite Margarita Meltdown to return and present the Board's request.

**ADJOURNMENT**

**Oyervides adjourned the meeting at 8:29 pm with a motion from Member Smith and a second from Member Valencia without objection (5.0). + Chair Oyervides, Co-Chair Velia-Sanchez and Members Smith, Carroll, and Valencia.**