



## EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

### ADVISORY BOARD MINUTES

**REGULAR MEETING**  
**Wednesday, May 1, 2013**

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

#### **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, HAND Division Manager

1. **CALL TO ORDER:** Chair Oyervides called the Board Meeting to order at 5:35 pm.
2. **APPROVAL OF MINUTES:** Motion to approve the minutes from March 6<sup>th</sup>, with the last sentence on Item (6)(g) omitted was made by Member Carroll with a second by Co-Chair Sanchez-Ruiz. The motion was passed (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members: Smith, Valencia, and Carroll. Herlinda Zamora was asked to review the audio tape and make any corrections needed to the item for the next board meeting where the minutes would be amended.
3. **CITIZEN COMMUNICATION:** NONE
4. **STAFF BRIEFINGS:**
  - a. Herlinda Zamora reported on the ESB-MACC facility repairs that remain pending such as the HVAC and leaks. She reported that COA/Solis Constructions will begin working from May 13 – 31, and the HVAC would be switched to Automated Logic System in the fall. Zamora informed the Board on the installation of the parking gate, the planting of roses in the front entrance, and about the progress of the Awards of Excellence bids. She told the Board about Nino Miranda's promotion and that he will be overseeing the Artist and Residency Program. Zamora concluded with an update on ESB-MACC May programs and rentals.
  - b. Laura Esparza introduced PARD Assistant Director Cora D. Wright and discussed how ESB-MACC is now under Cora's unit and explained the reorganization of the department based on the concept of Gather, Grow and Learn. She explained that each unit has a programming component that encourages cross-divisional collaboration. Wright expressed how she has witnessed the Board's continued commitment and explained that the realignment was not going to impact programming but that ESB-MACC will be more aligned with the management of special events. She discussed that the intent of the Gather, Grow, and Learn initiative is based on shared responsibilities.

Esparza and Zamora reported on the parking meters and noted that there have not been any complaints. Esparza explained that the Department, along with Transportation, is still working on

its operational plan to develop a parking benefit district for PARKs. In that plan, it has been stated that the revenue from the meters will benefit programs at ESB-MACC. Chair Oyervides requested a meter report from Esparza. She will ask Transportation for a revenue report.

Esparza reported on the Latino Artist Residency's first review session. Five applications were submitted and four were approved based on their high scores. She explained the benefits of the residency that included (1) how to develop a non-profit, (2) how to develop a board, and (3) how to develop youth programming. The four groups that were selected were ALTA, AZTLAN Dance Company, Teatro Vivo, and Proyecto Teatro.

Esparza presented the updated Board and Commissions Recommendations and Community Interest Announcements. Recommendations replaced Resolutions, and she discussed Resolution 20120301-049 that explains Board postings. She suggested changing the Board meeting day since the Board's meeting falls on the night before City Council meetings.

5. **PRESENTATIONS:** Angela Means, Finance Division Manager, presented the FY2014 proposed PARD budget. She discussed the Organization Overview, Citizen's Survey Results, Budget Forecast, Revenue Forecast, Capital Highlights, and Priority Unmet Demands, which included the Latino Arts Residency Program. Means stressed how important the Board's feedback is when going to City Council. Chair Oyervides asked if ESB-MACC budget was doing well. Esparza explained that an After-School Program is integral to the Artist and Residency. She mentioned that staff requested a van. He asked that the Board be notified when there is something on the proposed budget that will not get approved. Means and Esparza explained how important the Board's input is at the Public Budget discussion starting in May through June, and that the proposed budget hearings will begin in August.

6. **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**

- a. The Chair's Report
  - i. Chair Oyervides' report covers most of the items on the agenda.
- b. The Board will discuss and take action on proposed and approved rentals. (Oyervides, Sanchez-Ruiz)
  - i. There were no rentals to approve, or proposed.
- c. The Board will discuss and take action on Rainey Street development and compatibility issues. (Oyervides, Sanchez-Ruiz)
  - i. Chair Oyervides discussed The Notice of Filing of Application for Administrative Approval of a Site Plan for 70 Rainey Street. He explained that it's not going to City Council for approval, that there will not be a public hearing, and it's not going to the planning commission. The application is under the purview of Greg Guernsey at Public Works. The Chair made an inquiry and found that it was going to take 3 months to approve the site plan.
  - ii. On the map of the site plan is the parcel of land in front of ESB-MACC. He reminded the Board that the community had concerns of something blocking the view to the entrance of ESB-MACC. The Chair suggested that it's time to make a recommendation to Council and support the February recommendation that stated the Board had input from the project developer stating that they would be willing to meet with a small group of representatives, the Board, and City staff to talk about compatibility standards and issues, and they were agreeable to the meeting. The meeting has not occurred and they filed a site plan without meeting with the Board.
  - iii. Chair Oyervides reviewed the Board Recommendation Regarding Rainey St. Compatibility Standards. The Recommendation was approved by the ESB-MACC Board on a 4-0 vote with Advisory Board Member Smith abstaining. + Chair Oyervides, Co-Chair Velia-Sanchez and Members Carroll and Valencia. Member Smith abstained from the vote because she wanted more time to look over the report.

- iv. Chair Oyervides presented the new development in and around Rainey and Driskill Street. There was a recommendation to Council that would allow six properties to be moved instead of demolished by the new owners. He pointed out that Council can approve moving them to another location. The community is concerned that these houses have to be moved or demolished. He was invited to a meeting with Go Valley Development Corporation who has property near East Austin (Tillery Street) for low income housing projects. The developer is only going to offer \$25,000 per house towards the cost of moving these homes, which is not enough funds to move them or make them livable for affordable housing. There have been suggestions that 1 or 2 houses be moved to the parcel of land in front of ESB-MACC.
- v. Suggestions such as establishing a Latino Cultural District within the Rainey Street sub-district were made. The Chair informed the Board that CM Martinez would be proposing a program called the Business Retention Enhancement Program to Council designed to use land development fees in the Rainey Street area for these houses in the future. Suggestions were made that maybe ESB-MACC Board could get involved regarding the question of who would control the funds.
- vi. The Board then discussed ideas if one or two houses were moved in front of ESB-MACC. Co-Chair Sanchez-Ruiz was not sure that the houses would fit with the architecture of ESB-MACC or enhance the entrance of the facility. Instead, she would like to see the houses as art spaces. Member Smith would like to see the houses for more ESB-MACC programming, such as a satellite center for ESB-MACC or low income housing for artists. Discussion followed regarding using them for low income housing or a satellite center if they were moved to East Austin. Member Carroll brought up a few concerns regarding the relocation of the houses including that it's a conflict with the Board's current recommendation, the costs associated with relocating the houses include operational, and that it's not compatible architecturally.
- d. The Board will discuss and take action on parking issues. (Oyervides, Sanchez-Ruiz)
  - i. Chair Oyervides asked about ESB-MACC hang tags and if they are being monitored. Zamora explained that they were only given to staff and the Board and were not monitored in the beginning.
  - ii. The Chair discovered that the Boat House's website still states that members can park at ESB-MACC parking lot. There was discussion about increasing the fees for the parking lot. Member Smith expressed that she did not want to create competition.
  - iii. CM Riley's proposition Parks Parking Program is not favored by most commissions. ESB-MACC will be exempted from CM Riley's proposal regarding the Parks Parking Program as well as recreation, senior, and cultural centers and museums.
  - iv. Esparza was asked to look into Sunday rental of the parking lot. She stated that Kim McNeeley was working on it. The Chair would like to recommend to Council a program for renting the parking lot on Sundays to be included as an agenda item. Esparza was asked to present monthly meter reports from Transportation.
- e. The Board will discuss and take action on LARP issues. (Oyervides, Sanchez-Ruiz)
  - i. Esparza suggested that the visual arts deadlines be rolling since no visual artists applied on the first deadline.
- f. The Board will discuss and take action on FY2014. (Oyervides, Sanchez-Ruiz)
  - i. An internal recommendation was made to PARD director that there is an increase of funds for professional staff development in the amount of \$5,000. Chair Oyervides suggested in the future using the funds from the meters for professional development.
- g. The Board will discuss and take action on Rainey Street parcel issues. (Oyervides, Sanchez-Ruiz)
  - i. The Mexican Consulate Rosalba Ojeda met with the Mayor and Jaime Beaman to propose that a sculpture be placed on the parcel of land in front of ESB-MACC by an artist she knows from the Rio Grande Valley. Jaime met with Chair Oyervides, Paul Saldana, and PARD director Sara Hensley to inform them of the proposal. The Chair met with Raul Valdez who wants to propose a project on the parcel of land. The Chair reminded the Board that they have the ear of the Council,

and they may support or underwrite the cost of an art project. Co-Chair Sanchez-Ruiz wants the project to be local and from the community and mentioned Gloria Pennington's proposal. Member Smith suggested that it should be a formal process. The Chair suggested that the Board make a recommendation as part of the bidding process to stipulate that it tell the story of Rainey Street, and to develop criteria. Member Carroll would like to make a recommendation that the contractors restore the construction site, and that Public Works do a temporary change order so that the contractor can assist with the cost. The Chair will make recommendations for the restoration and parcel in front of ESB-MACC.

- h. The Board will discuss and take action establishing an annual children's Christmas gallery program. (Sanchez-Ruiz, Valencia)
  - i. A motion was made from Co-Chair Sanchez-Ruiz with a second by Member Valencia to establish a children's winter gallery. All were in favor (5.0). + Chair Oyervides, Co-Chair Velia-Sanchez and Members Carroll, Valencia and Smith.
- i. The Board will discuss and take action on Annual Internal Review Report.
  - i. A motion was made from Co-Chair Sanchez-Ruiz with a second by Member Smith to approve the annual report. All were in favor (4.0). Advisory Board Member Valencia abstaining. + Chair Oyervides, Co-Chair Velia-Sanchez and Members Carroll and Smith.
- j. 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. No reports. Zamora and Sanchez-Ruiz will attempt to meet with Big Red Sun before the next Board meeting.

## **7. FUTURE AGENDA ITEMS:**

- a. Item to recommend to Council a program to rent the parking lot on Sundays.
- b. To invite Eva Munoz from Waller Creek Conservancy to present.

## **ADJOURNMENT**

A motion was made from Co-Chair Sanchez-Ruiz with a second by Member Smith to adjourn the meeting at 9:10 pm, all were in favor (5.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Valencia, and Carroll. Oyervides adjourned the meeting at 9:10 pm with a motion from Co-Chair Sanchez-Ruiz and a second from Member Smith without objection (5.0). + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Valencia, and Carroll.