



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

**REGULAR MEETING
Wednesday, July 3, 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
- Anna Maciel, Member
- Veronica Forsyth, 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 5:38 pm.
2. **APPROVAL OF MINUTES:** Motion to approve the minutes from June 5, with changes was made by Co-Chair Sanchez-Ruiz with a second by Member Maciel. The motion was passed (6.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members: Smith, Valencia, Maciel, and Carroll.
3. **COUNCIL MEMBER COMMUNICATION: GENERAL**
Chair Oyervides explained that Council Members are invited to address the community and Advisory Board on issues relevant to the mission of the ESB-MACC or the Hispanic/Latino Quality of Life.
4. **CITIZEN COMMUNICATION:**
Rusty Tally, a resident from the Milago condominiums and member of the Rainey Street Association provided feedback regarding outdoor music at ESB-MACC. He suggested that when ESB-MACC has outdoors events that staff monitor the sound better as well as those who rent the facility. Member Carroll asked who established the 75 decibel and what about other City events such as ACL. Tally replied that it is the City's Music Department who monitors the bars on Rainey Street. President of the Rainey Street Association Bonita White explained that other City events are at 85 decibels and the Rainey Street area is at 75 decibels. White reiterated Tally's concerns regarding the loud music during ESB-MACC events and asked for the Board's support for sound checks. Member Smith asked about the Rainey Street Association meetings and if they were open to the public. White recommended that Laura Esparza be a conduit between the Board and Rainey Street Association. Chair Oyervides explained that he attended a Downtown Commission where he asked the sound officers about the complaints and was told that there was never a concern with the sound level, when were measured on ESB-MACC property. Esparza suggested that ESB-MACC staff purchase a sound monitor and to relocate the placement of the stage. Member Maciel reminded Tally about the many sound problems in the neighborhood such as the Aqua Fest and the boat races and that there must be a workable solution.

5. STAFF BRIEFINGS:

- a. Herlinda Zamora updated the Board on ESB-MACC July events and rentals. Zamora presented a Power Point looking back at 2012 accomplishments that included: an estimation of over 17,000 visitors/participants since October 2012; media and marketing successes; new staff (Maintenance Worker III, Education Coordinator, and Exhibit Specialist); the completion of AIPP workshop and installation; and facility improvements such as fixed leaks, landscaping improvements, and parking meters installed. She recommended a budget that would include a van to transport students and seniors to ESB-MACC, a full-time Graphic Designer, and a part-time Parking Attendant.
- b. Laura Esparza presented the revenue from the meters, YTD \$6,683.10. She explained that the revenue at the moment must go towards staffing and maintenance. A council action is needed to change the revenue towards programming. Esparza mentioned that she would ask David Smyth-Macaulay to attend the next Board meeting to update the Board on ESB-MACC overflow parking.
- c. Kimberly McNeely updated the Board on the Sunday rentals of the parking lot. Transportation is not prepared to take on this situation. She explained that there are no situations within the City of Austin where parking lots are rented out to the public. McNeely expressed that there will need to be a public process where community input would be needed. The City is not ready to take on this issue for the coming budget cycle.

6. PRESENTATIONS:

- a. Bart Whatley, Chair of the COA Downtown Commission, informed the Board of its purpose, which is to advise City Council and staff about policies and projects impacting downtown Austin. He stressed that they only make recommendations to City Council, and the 15 members are appointed by the Mayor, the Council Members, and include other commissions. Whatley discussed the Working Group recommendations that included #10, stating that the Emma S. Barrientos Mexican American Cultural Center should be required to perform a sound assessment as part of their event permitting. He agreed that the recommendations were made only for Rainey Street. Laura Esparza explained that ESB-MACC does not work with the Music Department; instead, permits are issued through the PARD Department. She suggested that the staff monitor their decibels by purchasing a sound monitor and for staff to ask for assistance with the placement of the stage and speakers. Chair Oyervides asked Whatley if the recommendation even applies to ESB-MACC since it works with PARD on issuing sound permits and not the Music Department. It would require that the City change its procedures. Member Maciel asked how SXSW is monitored. Whatley was unable to answer the question. Co-Chair Sanchez-Ruiz commented that Austin is the “music capital” and there are outside venues every weekend, and how they are all controlled. Member Smith asked about the Bad Actor Program. Bonita White explained that the Bad Actor Program issues warnings to businesses, and after so many warnings the businesses will lose their permits. A discussion continued on which of the recommendations affect ESB-MACC. Member Forsyth also asked how to distinguish the noise level coming directly from the ESB-MACC when other venues in the area are also playing at the same decibel level and how this would affect sound levels, to which Bartley could not answer. Member Maciel suggested that other venues be included not just ESB-MACC to be fair. Chair Oyervides asked how long the Rainey Street Working Group had been working together, and Whatley answered 6 months. Chair Oyervides stated that ESB-MACC Board is a stakeholder and asked why during this period was the Board not asked for input, ESB-MACC was included in the recommendations but the Board was not made aware of the recommendation that was made to the music office without the Board’s notification. He continued to explain that there is an assumption from the community that the Group is targeting a certain demographic and that this process was not

fair. Chair Oyervides suggested that the Working Group think about their recommendations before moving forward. Member Carroll commented that there was a missed opportunity during the 6 month period for community input from a community that the Board represents. He also asked Whatley about Recommendation #7- if he was familiar with the process of building code and how that would be a vehicle by which to make these requirements part of the development, construction and design process. He suggested that in order for Recommendation #7 to be effective it must have code backing it up.

7. BOARD ITEMS FOR DISCUSSION AND/OR ACTION

- a. Chairman's report
 - i. Chair Oyervides discussed Item #3 that was added to the agenda.
- b. The Board will discuss and take action on proposed rental(s).
 - i. No discussion.
- c. The Board will discuss and take action on Downtown Commission Rainey Street Working Group recommendations. (Oyervides, Sanchez)
 - i. Leonard Davila, Chairman of Crossroads events, explained that they have monitored their events for the last three years and asked if the issues began when Rainey Street changed over to the current zoning and where the 600 feet starts. Bonita White responded that the only recommendation related to ESB-MACC was #10 with a simple sound assessment. Davila asked that the managers of the condos speak to the developers to help alleviate some of the sound. Member Valencia suggested that there be a consistent protocol implemented during the events.
 - ii. Media Producer for Hispanic Today, Live TV Show, Peggy Vasquez, expressed that ESB-MACC was built for the community before the re-zoning on Rainey Street. She mentioned that ESB-MACC is a number one stakeholder that serves the community. Vasquez asked when the sound is monitored during the evening, and if the neighborhood association has the authority to make recommendations. She expressed that she supports the events at ESB-MACC.
- d. The Board will discuss and take action on Council approved Waller Creek Design Plan Pontoon Bridge. (Oyervides, Sanchez)
 - i. No action was taken and it was postponed. Six Board Members requested more information to make a decision, but Chair Oyervides voted against the Pontoon Bridge.
- e. The Board will discuss and take action on 64 Rainey Street issues. (Smith, Oyervides)
 - i. Laura Esparza had no updates since there has not been any offers to purchase the site. She reminded the Board that it's against City policy to benefit a non-profit.
- f. The Board will discuss and take action on parking issues. (Smith, Valencia)
 - i. Chair Oyervides asked why the parking lot is not closed on Sundays.
 - ii. Chair Oyervides recommended to ESB-MACC staff that they give out passes when there is a community related event. He also expressed that the meter signs are not as evident at night. Action to waive the parking passes for the community regardless of the size of the event was a unanimous vote (7.0).
 - iii. Esparza presented the revenue from the meters, YTD \$6,683.10. She explained that the revenue at the moment must go towards staffing and maintenance. A Council action is needed to change the revenue towards programming.
 - iv. Esparza also reported on ESB-MACC overflow parking lot, stating that the bids came in too high and a designer will be pulled from the rotation list instead. She suggested that David Smythe-Macaulay attend the next Board meeting to address any questions that the Board may have.

- v. Motion to improve the visibility of the parking signage was made by Co-Chair Sanchez-Ruiz with a second by Member Valencia without objection (7.0). + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Maciel, Forsyth, Valencia, and Carroll.
- vi. Motion to validate parking for ESB-MACC events, the Board and community meetings was made by Co-Chair Sanchez-Ruiz with a second by Member Smith without objection (7.0).
+ Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Maciel, Forsyth, Valencia, and Carroll.
- g. The Board will discuss and take action on LARP issues. (Smith, Carroll)
 - i. Zamora informed the Board about the TODO newspaper cover about LARP and invited the Board to attend the event on Saturday, July 13.
- h. The Board will discuss and take action on FY2014 budget issues. (Oyervides, Sanchez-Ruiz)
 - i. Motion to approve a recommendation to Council for additional budget items for FY2014, which include a van to transport students and seniors to ESB-MACC, a full-time graphic designer, and a part-time parking attendant, was made by Co-Chair Sanchez-Ruiz with a second by Member Maciel without objection (7.0). + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Maciel, Forsyth, Valencia, and Carroll.
 - ii. Esparza reminded the Board about the elections and schedule.

8. FUTURE AGENDA ITEMS:

- a. Youth Exhibit for the Fall.

9. ADJOURNMENT

A motion was made to adjourn the meeting at 9:10 pm by Member Cassie with a second by Member Valencia, all were in favor (7.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Valencia, Maciel, Forsyth, and Carroll.