



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

**REGULAR MEETING  
ADVISORY BOARD MINUTES**

**Wednesday, October 2, 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
- David Carroll, Member
- Blanca Valencia, Member
- Anna Maciel, Member
- Veronica Forsyth, Member

**Board Members Absent: 1**

- Cassie Smith, Member

**Staff in Attendance:**

- Herlinda Zamora, ESB-MACC Manager
- Laura Esparza, PARD 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 for Sept. 4 with one correction to Item 4: Presentations, to replace “recommendation” with “idea”, made by Member Carroll with a second by Co-Chair Sanchez-Ruiz. The motion was passed (6.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members: Forsyth, Maciel, Valencia, and Carroll.

Motion to approve the minutes for Sept. 11 with a correction that Member Valencia was absent was made by Member Carroll with a second by Co-Chair Sanchez-Ruiz. The motion was passed (6.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members: Forsyth, Maciel, Smith, and Carroll. Member Valencia abstained.

3. **CITIZEN COMMUNICATION: NONE**
4. **PRESENTATIONS: NONE**
5. **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**
  - a. The Board will discuss and take action on FY 2013-2014 budget issues. (Oyervides, Sanchez)
    - i. Laura Esparza was asked to clarify the budget process based on why the after-school program was not funded. She explained the budget process and how staff determines the “Unmet” needs and how the Department prioritizes those “Unmet” needs. Esparza mentioned that the process became confusing when the Board advocated for the after-school program later in the summer, which was after the “Unmet” needs had been assessed. She suggested that the Division pick three top needs instead of trying to include everyone’s and to try to include the after-school program with next year’s “Unmet” needs.
    - ii. Chair Oyervides felt that the after-school program was not funded because it was not presented to Council. Member Carroll and the Chair requested that PARD Assistant Director Cora Wright attend the next Board meeting to address the ESB-MACC budget.

- iii. Member Forsyth asked what programs were approved for 2014. Esparza answered that ESB-MACC programming was approved for special events (5), exhibits (10), education classes and workshops, collaborations, and LARP. The increase in the budget was for 10% overhead.
- b. The Board will discuss and take action on parking issues. (Smith, Valencia)
  - i. Esparza explained that the funds from parking meters will be accessed this fiscal year for a parking booth and a temporary attendant as well as any costs for maintenance and landscaping.
  - ii. Esparza also mentioned that David Smyth-Macaulay was still taking bids on the over flow parking lot. Member Carroll wanted to know why they were taking bids if the design had not been completed. Esparza explained that the consultant underestimated the cost of the work and that there was a possibility for a different approach of doing it in-house. Chair Oyervides, Member Carroll and Maciel want to set up a meeting with David Smyth-Macaulay to discuss the overflow parking. Esparza will invite him to the next Board meeting as well.
- c. The Board will discuss and take action on the Award of Excellence and Installation. (Oyervides, Carroll)
  - i. Esparza informed the Board that the bids for the Wall of Excellence were coming in at \$85,000.
- d. The Board will discuss and take action on the 1<sup>st</sup> Annual December Youth Art Exhibit. (Sanchez, Oyervides)
  - i. Herlinda Zamora presented a draft of the youth exhibit announcement.
  - ii. Co-chair Sanchez-Ruiz mentioned that she would contact some steel drummers for the opening of the exhibit. Member Maciel also suggested inviting young performers.
  - iii. Chair Oyervides wants every Council Member to be invited and to make a Proclamation.
  - iv. Member Forsyth suggested that the program be tied to Latino culture. Member Valencia came up with the idea to provide a quote from a famous Latina/o and use that as the theme of the exhibit.
- e. The Board will discuss and take action on the Holiday Latino Art Bazaar. (Maciel, Oyervides)
  - i. Esparza reminded the Board that when the staff held an art bazaar in the past, two issues that caused staff to not continue them were staffing, and that vendors had to pay permits, which caused many vendors to get upset because they didn't sell enough to make a profit.
- f. The Board will discuss and take action on Casa Navideña. (Carroll, Maciel)
  - i. The Board realized that it was too late to organize something this year and proposed to have it next year during the youth exhibit.
  - ii. The Board discussed creating a working group in February to organize the event.
- g. The board will discuss and take action on the calendar for Advisory Board meetings.
  - i. The Board agreed that the current day and time works well and they will vote on this item at the next Board meeting.
- h. The board will discuss and take action on Election of Officers.
  - i. Chair Oyervides asked for nominations for co-chair. Members Maciel and Valencia nominated David Carroll and Chair Oyervides seconded the nomination. Member Forsyth nominated Member Valencia or Maciel, they both declined. All in favor of David Carroll as Vice-Chair were (5.0). + Chair Oyervides and Members: Forsyth, Maciel, Sanchez-Ruiz, and Valencia. Absent for the voting was Member Smith.
  - ii. The Board overrode the term limit provision for an officer by an affirmative vote of two-thirds of the authorized Board members and agreed to extend the term of the Chair for an additional year. Member Carroll nominated Juan Oyervides as Chair with a vote of (5.0). + Members Velia-Sanchez, Carroll, Forsyth, Valencia, and Maciel. Absent for the voting was Member Smith.
- i. The Board will discuss and take action on Working Group reports.
  - 64 Rainey (Carroll, Maciel, Oyervides), Identifying Alternative Funding (Oyervides, Maciel, Carroll), Marketing/Volunteers (Sanchez, Forsyth, Maciel), 64 Visioning (Smith, Forsyth, Valencia), Five Year Strategic Plan (Forsyth, Sanchez, Smith).
  - i. Co-Chair Carroll provided a report on 64 Rainey Street. The Working Group has met four times, and their goal is to collect and provide unbiased information from the community and to

set up meetings with experts from the City, the architects, Waller Creek Conservancy, Andy Ramirez, Paul Saldaña, Senator Barrientos, the developers, Austin Energy, and others as necessary. The working group will collect the information and present a report to the Board in March and maybe provide a resolution to City Council. They did meet with CM Martinez, and he wants to have a meeting with the community to flush out concerns.

ii. Member Maciel wants to make sure that the community is involved in the process.

iii. Member Forsyth presented a proposed Five Year Strategic Plan with proposed goals.

iv. Esparza asked that ESB-MACC staff look at current programs to see how the goals fit.

v. Member Forsyth asked that ESB-MACC staff to review the goals and provide feedback.

**6. STAFF BRIEFINGS:**

Herlinda Zamora briefed the Board on the calendar of events and programs for October. She discussed all the programming involved with LARP and the modifications in the Auditorium and the Performance Room. She reported that the Center has been busy with tours, educational programs, and collaborations. She invited everyone to the Día de los Muertos event and presented the donation from AARP. Member Sanchez-Ruiz commented on how Cine de Oro has grown and complimented the staff.

**7. FUTURE ITEMS:**

1. Member Forsyth asked ESB-MACC staff for input on the Board's draft of a proposed strategic plan.

2. Co-Chair Carroll asked ESB-MACC staff for the calendar of events for next year to see how the Board can assist.

**8. ADJOURNMENT**

A motion was made to adjourn the meeting at 8:15pm by Member Valencia with a second by Member Forsyth. All were in favor (6.0) + Chair Oyervides, Co-Chair Carroll and Members Maciel, Forsyth, Valencia, and Sanchez-Ruiz. Member Smith was absent.