



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, July 2, 2014

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
David Carroll, Co-Chair – Arrived at 5:48pm
Veronica Forsyth, Member – Left at 7:58pm
Anna Maciel, Member
Kathryn McMahon, Member
Velia Sanchez-Ruiz, Member
Blanca Valencia, Member – Arrived at 5:47pm

Board Members Absent: 0

Staff in Attendance:

Laura Esparza, HAND Manager
Herlinda Zamora, ESB-MACC Manager
Kelly Grajeda, ESB-MACC Administrative Assistant

1. Call to Order: Chair Oyervides called the Board Meeting to order at 5:43pm.

2. Approval of Minutes:

- a. Motion to approve the minutes from the Board meeting held on 6/4/14 by Member McMahon with a second from Member Forsyth. The motion passed unanimously. (5.0) + Chair Oyervides, and Members Forsyth, Maciel, McMahon, and Sanchez-Ruiz. Co-Chair Carroll and Member Valencia arrived after the vote.

3. Citizen Communication:

- a. Dr. Angela Valenzuela updated the Board on Nuestro Grupo's Saturday academy plans. The Texas Education Grantmakers Advocacy Consortium grant application was not funded. Nuestro Grupo has applied for a grant to develop a Tejano history curriculum. The academy will accommodate 60 students, many grandfathered from the ESB-MACC's afterschool program. It will be dual-language and will be launched on October 4.

4. Presentations:

- a. Haley Howle, KUTX MapJam, presented a rental request for February 21, 2015. The event will unite Austin's community through its musical landscape. It is a free, all ages, outdoors event that will showcase two bands that fit the ESB-MACC's mission. They are anticipating 3,500 attendees.
 - i. Howle responded that they do not foresee any disturbances, and the ESB-MACC performances would be earlier in the day in response to Member McMahon's questions.
 - ii. Howle and Herlinda Zamora agreed it would be beneficial to collaborate on activities.
- b. Nick Goodling, City Attorney's Office, was unable to present because he requested more time to prepare for his presentation.
 - i. Co-Chair Carroll requested the information in advance of Goodling's presentation at the next Board meeting.

- c. Lyn Estabrook, Project Manager for Park Planning and Design, was absent and did not present.

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

5. Recommendation to PARD Director on implementation of Nuestro Grupo's Saturday academy at the ESB-MACC. (Maciel, Oyervides)

- a. Citizens in attendance reiterated the importance of this program for the community.
- b. Valenzuela responded that she is confident 100% of the program would be funded by AISD in response to Co-Chair Carroll's question.
- c. Co-Chair Carroll and Member Valencia stressed the importance of seeing a more concrete written plan including specific timelines, performance measures, how the teaching plan will be evaluated, and an implementation plan.
- d. The Board is in support of the program as long as there is no conflict with ESB-MACC space and programming. Co-Chair Carroll thinks there should be a condition if the funding is not approved by AISD. Member Maciel stated that it is not the Board's place to have a say in how the program is implemented.
- e. Member McMahon motioned to recommend the use of the ESB-MACC for the Nuestro Grupo Saturday academy and afterschool program upon condition of AISD funding of the teachers, if that does not happen, Nuestro Grupo will come back with a Plan B for reconsideration for use of the space at the 8/6/14 meeting. Member Sanchez-Ruiz seconded the motion. Motion passed unanimously. (7.0) + Chair Oyervides, Co-Chair Carroll, and Members Forsyth, Maciel, McMahon, Sanchez-Ruiz, and Valencia.

6. Recommendation to PARD Director on implementation of KUTX MapJam rental request for February 21, 2015. (Carroll, Maciel)

- a. Member Sanchez-Ruiz motioned to have the KUTX MapJam use the ESB-MACC space on February 21, 2015 with a second from Member Carroll. Motion passed unanimously. (7.0) + Chair Oyervides, Co-Chair Carroll, and Members Forsyth, Maciel, McMahon, Sanchez-Ruiz, and Valencia.

7. Recommendation to City Council on ESB-MACC dedicated parkland process and implementation to include 64 Rainey. (Carroll, Oyervides)

- a. Member Forsyth expressed her dissatisfaction with staff cancellations and postponements of presentations since they are hindering the Board's work.
 - i. The Board decided that Chair Oyervides will draft a letter for each Board Member to send to their respective Council Members regarding this issue.

8. Recommendation to City Council on current CIP projects and budget to include Award of Excellence installation. (Oyervides, Sanchez-Ruiz)

- a. Chair Oyervides reiterated the Board's dissatisfaction with staff no shows during presentations. Esparza will communicate this to the PARD Director.

9. Recommendation to City Council for addition of one ESB-MACC Full Time Employee Outreach position. (Forsyth, Oyervides)

- a. Chair Oyervides requested a final copy of the job description from staff.
- b. Member Forsyth suggested the Board send Council the strategic plan with the recommendation to make a stronger case.
- c. Member Forsyth left the meeting at 7:58pm.
- d. Member McMahon motioned to recommend the addition of one fulltime outreach position to the ESB-MACC, to include a summary of Goal 4 of the strategic plan with a second from Member Valencia. Motion passed unanimously. (6.0) + Chair Oyervides, Co-Chair Carroll,

and Members Maciel, McMahon, Sanchez-Ruiz, and Valencia. Member Forsyth left the meeting before the motion.

10. Recommendations to City Council for Rainey Street Historic District to include reconsideration of Austin History Center as host department of the future Rainey Street History Center and request for addition of one Full Time Employee to manage the history center. (Oyervides, Carroll)

- a. Because both the ESB-MACC and the Rainey Street History Center (RSHC) will be part of the Rainey Street Historic District, Chair Oyervides wants to reconsider Recommendation No. 20140507-007. He would like to see a connection between the two, and thus would like the RSHC to also be hosted under PARD.
- b. Member McMahon asked if the location of the RSHC should also be readdressed since citizens at the 6/4/14 meeting communicated their preference of the 64 Rainey lot over the intersection of Cummings Street and East Avenue.
 - i. Chair Oyervides stated there will be a chance to revisit the location through a Council item sponsored by CM Martinez that will be sent to the MACC, PARD, and Waller Creek Conservancy Boards. The item will be to reconsider the final location of the house.
 - ii. Member Sanchez-Ruiz reminded the Board that the citizens did not want the Cummings/East location, and PARD Director Sara Hensley could not understand why the Board changed the proposed location from the 64 Rainey lot. Sanchez-Ruiz stated the Board never came to a decision about 64 Rainey because they still do not know what will happen to the lot. She does not want the house on 64 Rainey because it is not appropriate to the architecture of the ESB-MACC facility. She would rather have the house at the Cummings/East location and not on any property of the ESB-MACC.
 - iii. Member McMahon asked why the ESB-MACC would want to have the RSHC under its umbrella if it's at the Cummings/East location.
 - iv. Member Sanchez-Ruiz said that she still does not understand the historical aspect of the Rainey Street area because the remaining houses do not look historical anymore. She stated that she supports restoration of the area, and if they can supposedly get money from the Rainey Street Historic District fee (and if the Board is supposed to support the establishment of the RSHC) it can be put at the Cummings/East location, not on ESB-MACC land.
- c. Member McMahon stated that the organization of PARD is around the use of outdoor space, whereas the mission of the archival portion of the Austin Public Library has more to do with history and museum activities. Would the FTE position in charge of the RSHC be better supported by the archival position of the library or PARD?
 - i. Chair Oyervides thinks PARD would be better because the ESB-MACC is also under PARD. It would be the common denominator between the two.
 - ii. Member McMahon responded that she does not see the connection and does not see why the ESB-MACC would want control of the Center if it's at the Cummings/East location.
 - iii. Chair Oyervides clarified that the ESB-MACC would not be in control of the RSHC, it would be its own center hosted under PARD.
 - iv. Co-Chair Carroll also does not see the correlation between the RSHC and the ESB-MACC. He believes that by moving the RSHC under PARD's jurisdiction, it would be competing with the ESB-MACC for budgetary resources, and he does not want to do that to the ESB-MACC. Co-Chair Carroll would not recommend the RSHC be hosted by PARD.
 - 1. Chair Oyervides stated that CM Martinez said the RSHC's funding would likely come from the Rainey Street Historic District fee, to which Co-Chair

Carroll responded that the way the Rainey Street Historic District (RSHD) Ordinance was worded, the money from the fee can only be used for infrastructure, not staff. Chair Oyervides said there is a provision for the RSHC in the RSHD Ordinance.

2. Member Maciel agrees with Co-Chair Carroll because the house would be converted to a history museum.
- v. Member Sanchez-Ruiz stated that the Board has discussed controlling the RSHC before, and she had said that she does not care for that house. She would rather have it renovated for someone to live in. She asked why they would spend money to fix the house and what would be archived there. She said Palm Elementary is actually historical and worth saving.
 1. Chair Oyervides said the history of Palm Park could be stored at the RSHC.
 2. Member Sanchez-Ruiz reiterated that she does not want the RSHC because there is no more history in the Rainey Street area. Chair Oyervides said he agrees with that, but it's in the ordinance, it's a provision, and it will be funded by the District.
- vi. Chair Oyervides stated that if the RSHC is moved to 64 Rainey, it will go to PARD anyways. Members Valencia and McMahon both felt that the item could be reconsidered in that case because the current Recommendation is worded only if the RSHC goes to the Cummings/East location. Member Maciel stated that she is not clear about what they want to change through this item.
- vii. Chair Oyervides stated that this is a timely item since the City is currently working on the budget.
- viii. Member McMahon motioned to not change the wording of Recommendation No. 20140507-007 with a second from Co-Chair Carroll. Motion passed. (4.2) + Co-Chair Carroll and Members McMahon, Sanchez-Ruiz, and Valencia. – Chair Oyervides and Member Maciel. Member Forsyth was off the dais.

11. Recommendation and/or reaffirmation to City Council on Boards and Commissions task force recommendations regarding merger with the Hispanic/Latino Quality of Life Resource Advisory Commission. (Oyervides, Carroll)

- a. Chair Oyervides asked the Board for their opinions regarding Option 2 of the task force report.
 - i. The Board agreed that quarterly meetings with 22 people would not be conducive.
 - ii. Member McMahon suggested recommending an amendment to allow for liaison activity, and she does not think the Board should say no to both options. Members Valencia, Sanchez-Ruiz, and Maciel agreed.
 - iii. Member McMahon motioned to extend the meeting with a friendly amendment to extend it by 10 minutes from Co-Chair Carroll and with a second from Member Valencia. Motion passed unanimously. (6.0) + Chair Oyervides, Co-Chair Carroll, and Members Maciel, McMahon, Sanchez-Ruiz, and Valencia. Member Forsyth was off the dais.
 - iv. Member Valencia motioned to recommend an amendment to Option 2 of the Board and Commission Transition Task Force Report so that a liaison representative from each of the two commissions attends the others' meetings and report back to their respective commissions with a second from Member McMahon. Motion passed unanimously. (6.0) + Chair Oyervides, Co-Chair Carroll, and Members Maciel, McMahon, Sanchez-Ruiz, and Valencia. Member Forsyth was off the dais.
- v. The Board was in favor of the Joint Cultural Committee recommended by the task force.

1. Member McMahon motioned to endorse the task force recommendation for the establishment of a Joint Cultural Committee as described in the Board and Commission Task Force Report with a second from Member Valencia. Motion passed unanimously. (6.0) + Chair Oyervides, Co-Chair Carroll, and Members Maciel, McMahon, Sanchez-Ruiz, and Valencia. Member Forsyth was off the dais.
- 12. Recommendation to PARD Director regarding ESB-MACC Facebook page. (Forsyth, Maciel)**
 - a. Laura Esparza reported that the Facebook page has been approved and should be up shortly.
- 13. Recommendation regarding establishment and implementation of a Festival del Rebozo. (Forsyth, Sanchez-Ruiz)**
 - a. Item postponed.
- 14. Update, planning, marketing and implementation of 2-14 Annual Cultural Children's Art Exhibit. (Sanchez-Ruiz, Valencia)**
 - a. Item postponed.
- 15. Working Group reports:**
 - a. 64 Rainey Street Working Group; Lead, David Carroll, will update the Board on meetings held regarding the 64 Rainey Street parcel.
 - i. No report.
 - b. Identifying Alternative Funding Working Group; Lead, Juan Oyervides, will update the Board on meetings held regarding identification of alternative funding resources for the ESB-MACC future phases and programming and the City of Austin Rainey Street Historic District.
 - i. No report.
 - c. ESB-MACC Marketing/Volunteers Working Group; Lead, Velia Sanchez-Ruiz, will update the Board on meetings held regarding improvement of marketing efforts and volunteers for the ESB-MACC.
 - i. No report.
 - d. 64 Rainey Street and ESB-MACC Master Plan Working Group; Lead, Blanca Valencia, will update the Board on meetings held regarding the incorporation of 64 Rainey Street into the ESB-MACC Master Plan.
 - i. Member Valencia would like a discussion about merging this working group with another.
 - e. Five Year Strategic Plan Working Group; Lead, Veronica Forsyth, will update the Board on meetings held regarding the development of an ESB-MACC strategic plan.
 - i. No report.
- 16. Staff briefings:**
 - a. Herlinda Zamora briefed the Board on the development of a press packet and marketing in general.
- 17. Adjournment:** Chair Oyervides adjourned the meeting at 9:11pm with a motion from Member McMahon and a second from Member Sanchez-Ruiz without objection (6.0). + Chair Oyervides, Co-Chair Carroll and Members Maciel, McMahon, Sanchez-Ruiz, and Valencia. Member Forsyth was off the dais.