

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURE CENTER

SPECIAL CALLED MEETING

ADVISORY BOARD MINUTES

Wednesday, August 10, 2016

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:

Rick Hernandez, Chair
Blanca Valencia, Co-Chair
Juan Oyervides, Member (Arrived at 6:35PM)
Juanita Tijerina, Member
Kathy Vale-Castillo, Member
Aida Cerda-Prazak, Member
Anna Maciel, Member

Board Members Absent:

Julia Aguilar, Member
Ruth Powers, Member

Staff in Attendance:

Laura Esparza, MCP Manager
Herlinda Zamora, ESB-MACC Manager
Tina Herrera, ESB-MACC Administrative Assistant

A. CALL TO ORDER: Chair Hernandez called the Board Meeting to order at 6:03pm.

B. CITIZEN COMMUNICATION:

- None.

C. APPROVAL OF MINUTES: With no corrections to the minutes, the minutes were approved. (6.0) passed. (Chair Hernandez, Co-Chair Valencia, Members Tijerina, Vale-Castillo, Cerda-Prazak, and Maciel). Member Oyervides was not present at the time of vote.

D. PRESENTATIONS:

1. Laura Esparza, Division Manager for the Parks & Recreation Department gave a presentation in replace of David Hillers due to him not being able to attend the Board Meeting. Esparza presented a Power Point on the FY 17 budget for the Emma S. Barrientos Mexican American Cultural Center.
 - The Mexican American Cultural Center total for FY 16 budget was \$1,290,000 and for FY17 total budget is \$1,430,000.
 - There was discussion that some of the parking expenses would include a parking booth. The idea is to have a parking booth stationed at the entrance for a parking lot attendant to distribute passes to visitors and for daily usage.
 - Chair Hernandez asked if the MACC has their visitors and customers fill out surveys. Co-Chair Valencia suggested there be multiple ways of filling out a survey other than paper format. She suggested an electronic survey app in English and Spanish where guests would use their mobile device, making it easier for individuals to submit a survey. She believes this would help with numbers and usage of the MACC's facility. Co-Chair

Valencia let the Board know that she would work with MACC staff on coming up with a solution for creating a survey.

- Herlinda Zamora, let the Board know that the numbers given on the presentation under the Performance Measures were not accurate and gave the correct measures. Zamora stated that she would have Tina Herrera, send the presentation with the corrections of the Performance Measures via email to all Board Members.
2. Laura Esparza gave a presentation on the Hispanic Quality of Life Commission's budget CMACA proposal.
- Esparza let the Board know that the Commission requested that Chair Hernandez sit in on the next meeting with the Hispanic Quality of Life on September 28th.
 - Esparza stated that there was a concept menu of all proposals and that HQL went over the Center for Mexican American Cultural Arts proposal for the MACC, and they added an Outreach Specialist position after the community expressed concern that the MACC did not do enough outreach.
 - Esparza described to the Board that there were three positions proposed for the MACC and that they got two out of the three positions. The positions were Health/Wellness Coordinator, Teen Coordinator, and an Outreach Coordinator, the position that the Parks & Recreation Department did not get was the Outreach Coordinator. Esparza explained to the Board how positions are created.
 - Member Maciel believes that the Hispanic Quality of Life is making recommendations assuming what the MACC needs, however she believes that MACC Board Members need to start making their own recommendations and make presentations to the Hispanic Quality of Life. She suggested that a MACC Board Member attend their meetings so that there is a clear understanding of what is going on between both parties.
 - Co-Chair Valencia asked that the concept menu be explained more clearly so that it is understandable. Esparza stated she would do more research on concept menus.
 - Member Vale-Castillo expressed that it caused her concern that the last sentence on the concept menu begins with..."After the community expressed various concerns, the center has not performed enough outreach..." she was concerned that there is a division in the community.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Hernandez gave an update on the Hispanic Quality of Life Budget Proposal.
 - Member Maciel expressed that since HQL has stated that there is an obvious disconnect with the community that they would like for HQL to submit a presentation on the Center for Mexican American Cultural Arts budget proposal.
 - Member Vale-Castillo motioned to the Board to approve a representative to attend every Hispanic Quality of Life Commission meeting starting next month, and for there to be a standing agenda item the following month and report back to the Board, and strive for better communication. Member Maciel seconded the motion. (7.0) passed.
2. Laura Esparza spoke on the Hispanic Quality of Life's FY16 Proposal of an outreach position and its relationship to the Health/Wellness position funded by City Council.
 - Esparza let the Board know that there was a misunderstanding and that staff was not aware there were three positions proposed, noting that the position was for Tejano Trails.

She clarified two positions were proposed by the Hispanic Quality of Life Commission, one for an Outreach position and the other for a Teen Coordinator.

- Esparza let the Board know that the Hispanic Quality of Life Commission is in the process to get approval for an Outreach position. Esparza explained that Linda Crockett, Media/Marketing/Events Coordinator would handle outreach. Member Vale-Castillo asked that staff get with the Board on their Marketing and Outreach plans.
 - Member Maciel would like to see a marketing plan designed to include staff's responsibilities.
 - Co-Chair Valencia asked for Herlinda Zamora to send the Board Members a list of places for the Board to assist in helping promote big events. Zamora agreed to let the Board help and stated to them that the Vivo Mexico event would be taking place September 16th, and that she would have Linda Crockett provide a list and send to all members via email.
3. Laura Esparza gave a brief report on CIP project updates.
- PARD has provided a revised scope of work that trims some items and adds greater focus on park design development at 58 and 64 Rainey. PARD has not yet received a quote of the repair to the upper stair railing that are rusted and will provide an estimate once they receive the quote. It has not yet been determined which funding source, MACC CIP or General Maintenance, will cover this work. Parking lot lighting fixtures have been completed and multipurpose room improvements/renovation are still in preliminary research.
 - Herlinda Zamora updated the Board on the status of the Wall of Excellence letting them know that they are currently getting quotes for the rivets and that Robert Mezquiti recently sent in the quotes for the engraving of the name plates costing about \$1,300.
4. Member Maciel opened the discussion on possible action on a Citizen's Communication for a Community Band.
- Member Maciel asked that staff get in touch with the individuals that were wanting a Community Band to be sponsored by the MACC, to attend the next Board Meeting and speak on the topic. Member Oyervides stated to the Board Members that he will contact Ernesto Calderon.
5. Laura Esparza gave an update of the Annual Report of the Emma S. Barrientos Mexican American Cultural Center Board.
- Esparza let Chair Hernandez and Co-Chair Valencia know that the template of the report was sent to both individuals by email and needed to be discussed and approved by the Board.
 - Member Oyervides moved to close discussion. Member Tijerina seconded. (7.0) passed.
6. Chair Hernandez gave a report on "A Taste of Rainey" for the Emma S. Barrientos Mexican American Cultural Center.
- Chair Hernandez let the Board Members and staff know that he met with Kitty McMahon, President of the Rainey Neighbors Association, and Ben Siegel, Co-President of Rainey Business Coalition. Herlinda Zamora mentioned that November 19th would be available.

- Chair Hernandez believes this meeting would be a way of showcasing Rainey Street. Ben Siegel would be the liaison between restaurants and is in discussion with the bars to come up with a possible drink named after the MACC.
 - Member Maciel suggested that the Board and staff invite other businesses to join the community outreach event.
 - The Board members decided they would like to put together a Rainey Street Working Group that will consist of Members Maciel, Tijerina, and Cerda-Prazak.
7. Chair Hernandez gave a report on the Master Plan Working Group.
- Chair Hernandez believes that it is important for the Board to review the Master Plan and send an email of what members are willing to eliminate so money is not being wasted. Co-Chair Valencia asked that the Board review the plan and provide input by August 19th.

F. STAFF REPORTS:

- Herlinda Zamora invited the Board to attend the Planet Cinema Series August 11th at 7pm. She mentioned the Smithsonian Institution visiting the MACC August 19th.
- Community Forum will be held August 30th in the Black Box at 6:30pm.
- Zamora provided the July Marketing and Outreach report.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

- Update on the Hispanic Quality of Life meeting.
- Discussion on the Masterplan report.
- Discussion and possible action of putting together a Rainey Street Working Group.

H. ADJOURNMENT: Co-Chair Valencia motioned to adjourn with a second by Member Valencia. Motion passed. (7.0). Members Aguilar and Powers were absent. Chair Hernandez adjourned the meeting at 8:35pm.