

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, October 5, 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
Juan Oyervides, Member
Blanca Valencia, Co-Chair
Julia Aguilar, Member
Kathy Vale-Castillo, Member
Anna Maciel, Member

Board Members Absent:

Juanita Tijerina, Member
Aida Cerda-Prazak
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 6:10PM.

B. CITIZEN COMMUNICATION:

1. Kitty McMahon with the Rainey Street Neighborhood Association thanked the staff and the Board Members for attending the Annual Rainey Street meeting. She let the Board Members know that Program Coordinator, Vanessa Castro, presented on the MACC and Member Oyervides gave a presentation on the construction of the building.
2. Mario Ramirez introduced himself, letting the Board Members know that he is the new Director of Teatro Vivo. He also invited the Board to the next production "Stories that Must Not Die" from October 13-23rd.

C. APPROVAL OF MINUTES:

Member Oyervides noted a correction to the minutes under **F. Staff Reports**, to change the first bullet where it says, "the gentleman" to read Ernesto Calderon. The correction will be made as amended. Member Vale-Castillo motioned. Co-Chair Valencia seconded the motion. Motion passed. (6.0) Members Tijerina, Cerda-Prazak, and Powers were absent.

D. PRESENTATIONS:

1. Ricardo Soliz, PARD Division Manager gave a report on the status of the Master Planning process for the ESB-MACC on behalf of Kim McKnight.
 - Planning will include buildings, programming, phasing, plaza improvements, circulation, integration of waterfront, utilities, and landscaping plans; design of new parkland, "La Gran Entrada", and Funding source.
 - Soliz stated to the Board that if they decided to support the recommendation then they will go before City Council December 1st.

- Soliz let the Board and MACC staff know that they are looking into getting a sign put up off of I-35 and Holly Street. He also noted the possibility of getting a sign going both North and Southbound. Member Vale-Castillo requested that there be numerous signs posted throughout E. Cesar Chavez and other Austin areas for Emma S. Barrientos Mexican American Cultural Center.
- Co-Chair Valencia asked if it would be possible to use some of the Waller Creek Conservancy funding if the MACC would go over the \$360,000 budget limit. Soliz stated he would look into the funding and incorporating the possibility of a Plan B.
- Member Maciel expressed that it is more important to her that there is a Pocket Park. She believes that this is a way that the MACC can utilize the Rainey Street Historical District house and use the funding to restore the house. Soliz does not believe there is a Rainey Street Historical Group District fund but stated he would do some research and follow up with the Board.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Hernandez entertained a motion to accept the recommendation to authorize negotiation and execution of a professional services agreement with Jaime Beaman AIA, Inc. /Casabella Architects to provide design and planning services for the Emma S. Barrientos Mexican American Cultural Center in an amount not to exceed \$360,000. Member Oyervides motioned. Member Valencia seconded. (6.0) passed.
2. Member Oyervides attended the Annual meeting for the Rainey Street Neighborhood Association letting the Board and staff know that they touched on the covenant for Town Lake Villa property.
 - Kitty McMahon, President of the Rainey Street Neighborhood Association stated that Council Member Tovo attended the event. The neighbors expressed concern that they would like the traffic problem addressed.
 - Member Oyervides believes that removing the covenant is an opportunity for bringing more individuals to the MACC and bringing in more marketing opportunities. Chair Hernandez agreed and mentioned that it would be better to have residential development rather than commercial development.
 - Member Oyervides made a motion to remove the covenant but a Friendly Amendment was made in support of the removal of the covenant with the good faith that the developer will reach out to the community at large, and recommend the Raza Round Table as a vehicle for doing so, and secondly support the notion that the Board favor a residential development versus a large commercial development that is more in line to the Centers' mission. Member Oyervides motioned. Chair Hernandez seconded. Motion passed. (6.0)
3. Chair Hernandez reported to the Board that they have not yet met, however he had spoken with Robert Rodriguez one of the Managers at SkyHouse and talked about when they could possibly put together the Taste of Rainey event.
 - Herlinda Zamora gave a date of November 19th to host the event. Zamora will follow up on the possibility of other dates and suggested from noon to 5pm.
 - Chair Hernandez asked if there would be anyone that would sponsor the event. He also noted that at the next working group meeting, he would like for MACC staff to attend.
4. Chair Hernandez stated that there was no Master Plan meeting. At this time no updates.

F. STAFF REPORTS:

- Laura Esparza gave a report on the CIP projects letting the Board know they have received a quote for preparation and painting of railing from service. Labor and materials will cost \$37,825.78. PARD is wanting to use the General Funding maintenance dollars, however they are waiting to see how much funding they will receive in the budget cycle. In the meantime, they will continue to maintain the railing with touch up painting as needed.
 - An illumination survey was taken on the parking lot light fixtures and was determined that there is no need for additional lights.
 - No changes have been made to the Multipurpose room or the Wall of Excellence.
- Herlinda Zamora and Laura Esparza met with Robert Ojeda and Ernesto Calderon in regards to a Community Band for the Center. They are proposing 10 weeks starting with working with a group of six. The staff will assist with marketing. Staff will be working on dates and is looking to host the event on Sundays.
- Zamora invited the Board to attend the Dia de los Muertos event October 29th. She also asked if any of the members would like to participate in putting together an altar. Member Maciel suggested that one be made for Emma S. Barrientos.
- Zamora provided the September Marketing, Outreach report and October Calendar dates.
- Zamora shared her interview in the Austin Monthly.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

- Discussion and possible action on the presentation made by Kitty McMahon regarding a Rainey Street Traffic Study.
- Discussion and possible action on Capitol Metro Bus stop for the MACC.
- Report of the “Taste of Rainey” Working Group.
- Report of the Waller Creek Working Group.

H. ADJOURNMENT:

Co-Chair Valencia motioned to adjourn with a second by Member Maciel. Motion passed. (6.0)
Members Tijerina, Cerda-Prazak, and Powers were absent. Chair Hernandez adjourned the meeting at 7:50pm.