

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, May 3, 2017

The Emma S. Barrientos Mexican American Cultural 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
Julia Aguilar, Member
Juan Oyervides, Member
Kathy Vale-Castillo, Member
Anna Maciel, Member
Aida Cerda-Prazak, Member
Juanita Tijerina, Member
Hipolito Sarabia, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager
Tina Herrera, ESB-MACC Administrative Assistant

A. CALL TO ORDER: Chair Hernandez called the Board Meeting to order at 6:02pm.

B. CITIZEN COMMUNICATION:

None. Chair Hernandez took a moment to acknowledge the new Board Member from District 10 and asked him to introduce himself. Member Sarabia gave a brief description of his background letting the Board know that he used to be a web designer, and recently started his career in life coaching. He stated to the Board that he enjoys making things better and looks forward to helping further the cause of the Mexican American Cultural Center.

C. APPROVAL OF MINUTES:

With no corrections, Co-Chair Valencia motioned to approve. Member Tijerina seconded the motion. Motion passed. (9.0)

D. PRESENTATIONS:

1. Jaime Beaman, President of Casabella Architects believes that it is important that the Board be involved in the Master Plan process and its vision.
 - Beaman explained that the next step would be to produce a programming document of what the needs and goals are of the MACC and the community. He also mentioned that there will be a survey that would be put out to help define the problematic areas, noting that there would be four focus group meetings to get this process started and completed.
 - The first focus group meeting will take place with the MACC Board and the Parks and Recreation Department Board Tuesday, May 23rd, the following meetings would be for the Trail Foundation and the Community to provide their input and feedback.

- Kim McKnight, PARD Project Manager let the Board and staff know that they were hoping to hold the first public meeting June 17th at the MACC.
 - Member Vale-Castillo suggested that the focus groups be streamed live through social media. McKnight let the Board know that she would speak with the Public Relations office and find out if it would be possible to live stream the meetings but ensured the Board that there would be some sort of media advisory.
2. Herlinda Zamora gave an update on the MACC's Teen Leadership Program letting the Board know that the teens had the opportunity to tour KOOP radio station and put together a short video about the program.
 - a. Zamora let the Board know the next project the students would be working on a mural that would be exhibited at the MACC.
 - Member Maciel expressed that if the program turned out to be a success than she hoped the program would become ongoing.
 - b. Zamora invited the Board to attend the May 3rd-May 7th, Cine Las Americas International Film Festival.
 - c. Zamora reported to the Board that the Awards of Excellence recipients had been selected.
 - d. Zamora presented the Board with a handout of the Outreach Report for 2017-2018.
 - Chair Hernandez asked that Vanessa Castro, Program Coordinator attend the next Board meeting to speak about the MACC's outreach.
 - e. Member Maciel asked that staff provide a report on the number of individuals that attend the LARP events.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Member Cerda-Prazak let the Board know that it had been suggested to her that there be a state of the art professional kitchen included into the Master Plan. She noted the kitchen could be used for nutrition and tradition classes.
2. Chair Hernandez reported that the Hispanic Quality of Life Commission agreed that there would be a \$30,000 budget dedicated to provide the MACC with security.
 - Herlinda Zamora let the Board know that with the transportation funds the MACC would be contracting security service sometime in October.
 - Chair Hernandez let the Board know that he would follow up with any further updates at the next Board meeting.
3. Member Cerda-Prazak let the Board know that the MACC would be advertising in District 4. She announced that she had been working on a project with Cap Metro where she would get a shuttle to go out to District 4 to pick up patrons so that they could attend the 10th Year Anniversary event.
 - The bus program would be called "Transit Adventure". She explained that the bus would hold 50 passengers and would run through Runberg and Lamar. She mentioned that Council Member Greg Casar would be participating and would be on the bus with handheld Mexican flags.
 - Co-Chair Valencia suggested that Member Cerda-Prazak conduct a trial run so that they would know how long the destination would take and what the drop off and pick-up times would be.

4. Chair Hernandez let the Board and staff know that the Working Group did not meet. He mentioned that he sent an email to Luis Valdez to see if he would be willing to be the Emcee for the 10th Year Anniversary event.
 - Member Cerda-Prazak mentioned that she sent an email to Danny Trejo's agent to see if he could make a special guest appearance.
 - The Working Group will give an update at the next Board meeting.
5. Member Oyervides reported that the Latino Arts Residency Program Working Group met April 26th from 6-8:30pm. He mentioned that their meeting was productive and that the group had shared their ideas for future LARP programs.
 - Member Oyervides expressed the importance of keeping the Working Group together and stated that the artist are hopeful and optimistic.
 - LARP Members asked that staff be more flexible, provide a qualified production manager, provide LARP members with keys, and strengthen the Wi-Fi signal.
 - Member Oyervides requested that the Board be provided with a report of the Capital Funds budget.
 - Member Maciel thanked all those who had been working with the LARP Working Group, and expressed how important it is for the Board and staff to understand how the LARP Members operate.
6. Member Vale-Castillo motioned to extend the term of the Chair for one year. Co-Chair Valencia seconded the motion. Unanimous vote. (9.0) Member Oyervides nominated Member Maciel as Co-Chair. Member Oyervides motioned. Member Tijerina seconded the motion. Unanimous vote. (9.0)

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

No further discussion, all Board members agreed they would send their agenda items through email to MACC staff.

G. ADJOURNMENT:

Member Tijerina motioned to adjourn with a second by Member Cerda-Prazak. Motion passed. (9.0) Chair Hernandez adjourned the meeting at 8:07pm.