



## **Annual Internal Review**

**This report covers the time period of 7/1/2017 to 6/30/2018**

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

**The Board/Commission mission statement (per the City Code) is:**

- 1. Describe the board's actions supporting their mission during the previous calendar year. Address all elements of the board's mission statement as provided in the relevant sections of the City Code.**

*(Reference all reports, recommendations, letters or resolutions presented to the City Council on mission-specific issues. If some of the elements of the mission statement were not acted on by the board in the past year, the report should explain why no action was taken.)*

During the period of 7/1/2017 to 6/30/2018 the ESB-MACC Advisory Board's primary focus has been to continue to review and complete the ESB-MACC Master Plan. It has been a 12 month public input process on the project that began in late May of 2017.

**ESB-MACC MASTER PLAN:** The Master Plan is a continuation of the efforts of the ESB-MACC Board and the local Mexican American and Latino community to create a cultural facility that promotes and expands the teaching of the Mexican American heritage, as it relates to the visual and performing arts, as well as other mediums including culinary, literary, historical, and others. It is our hope that this new master planning effort leads to improving what we already have and expanding the center to meet the needs of the community in the future. The City of Austin Parks and Recreation Department, utilized the ESB-MACC's Master Plan Working Groups, scope of work to include community feedback in the process to develop a new vision and Master Plan for the ESB-MACC. The 12-month process was being led by CasaBella Architects and a team of consultants whose goal was to prepare design options that meet the current and future needs of the center. Additional site plan elements included design options for mobility access or circulation, the "Gran Entrada" or entrance to the complex, its relationship to the waterfront at Lady Bird Lake and Waller Creek, and to the neighboring commercial and residential properties.

**Phase (1) Public Input** - Public input on the project began in late May of 2017 with the team hosting four small stakeholder group discussions with the MACC Board,

former board members, artists, community members and ESB-MACC staff. Three additional sessions were hosted with partners such as the Waller Creek Conservancy and The Trail Foundation. The first of three public open house meetings took place on June 17th and provided participants an overview of the project and an opportunity to discuss programming space needs directly with representatives from the CasaBella design team. This phase encouraged participants to complete a substantive survey made available online and in print. **Open House Community Meeting, Saturday, June 17th, 10am-1:00pm**, included discussion on the following: La Gran Entrada, Performance and Gallery, La Plaza (El Zocalo), Waterfront, Additional Space, Circulation, presentation, and meeting handouts.

**Phase (2) Public Input** - On October 7, 2017, the City hosted a second public open house meeting for the CasaBella design team to present a series of design concepts that responded to the input received from the community. Four additional focus group sessions were held with performance and visual artists, community arts and cultural groups to gather feedback on how well the proposed design concepts met the objectives and needs for the future. The public feedback received during this meeting helped CasaBella prioritize elements of the design and prepare a final recommendation to be presented during the third and final public open house.: **Open House Community Meeting #2, Saturday, October 7th, 10am-12pm**, included a meeting presentation and meeting handouts and questionnaire.

**Phase (3) Public Input** - On January 20, 2018, the third and final public meeting was hosted by the City to present a final draft of the proposed Master Plan. The purpose of the meeting was to document public input on how well the plan accomplishes the needs for each of the Center's key programming space elements. Feedback received during this phase will be considered for a final design presentation being prepared for City Council, Boards and Commissions in early 2018. A list of the public meeting materials is available for download: **Open House Community Meeting #3, Saturday, January 20th, 10am - 12pm**, included a meeting presentation and meeting handouts and questionnaire.

**On May 24, 2018**, the ESB-MACC Master Plan was passed unanimously by the Austin City Council. The City of Austin, Park Planning Division Staff for the Austin Parks and Recreation Department demonstrated and contributed to the community in the visioning process and planning for the next phases of the MACC.

**2018 Bond Proposal:** The ESB-MACC Board attended a meeting held by the 2018 Bond Development Group, Reinvestment in Facilities and Assets working group held on December 15<sup>th</sup>, 2017. In response to significant feedback received during citizen's communications, PARD was requested by the work group to develop a bond proposal for the (3) cultural centers currently under PARD ownership and management including the Asian American Resource Center, George Washington Carver Museum and Cultural Center and the Emma S. Barrientos Mexican American Cultural Center. The Parks and Recreation Department recommended a pre-determined \$15 million to the 2018 Bond Election Advisory Task Force, to address top priorities identified in a Preliminary

ESB-MACC Master Plan for Phase 2, that included general renovations to the existing building, renovation of the auditorium, expansion of the South Crescent, and high priority site improvements. In response to the recommendation of \$15 million as recommended by the 2018 Bond Election Advisory Task Force, the ESB-MACC Board sent a letter requesting- fulfillment of a commitment by Austin City Council towards building a more complete phase by supporting \$37 Million for the ESB-MACC phase 2 in the 2018 Bond proposal.

After many meetings and sub-committee meetings where the community had the opportunity to voice their opinions, a final report was delivered to City Council on April 10th with a recommendation of \$851M passing with consensus and not unanimously held by the 2018 Bond Task Force.

- On **March 19th**, the Arts Commission votes to draft a recommendation to council supporting the Bond Task Force's recommendations and acknowledging the opportunity for capital funds for projects to address the critical space needs that have been repeatedly voiced by the arts community. On April 2nd, the Music Commission follows suit and asks for \$15M for a Music Hub.
- Upon hearing this, on **April 16th**, a recommendation was submitted to combine the two requests into one for \$40M, also noting that the Arts Commission prioritizes the Bond Task Force recommendation for cultural centers. On the April 16th at the Arts Commission meeting, the ESB-MACC made a presentation, as well as a representative from the Carver Museum Bond Working Group asking us to support increased bond funds for the Cultural centers rather than pursuing their joint venture.
- At the **May 7th** Music Commission meeting, all three of the Cultural Centers presented to the commission. A working group was formed to include two reps from the commissions and a representative from each of the cultural centers.
- Pulling together the Music and Arts Commission, the Emma S. Barrientos Mexican American Cultural Center, the African American Resource Quality of Life and the Asian American Quality of life was a challenge, but developed a networking collaboration with the Cultural Centers and the Commissions.

**Artist Access Program Pause:** On December 29<sup>th</sup>, 2017, The ESB-MACC Board was informed by Laura Esparza, Division Manager, of the creation and the participation of a new Artist ACCESS Program that would include the African American Resource Advisory Board, the Asian-American Quality of Life Board, the Asian-American Resource Center Non-Profit Board and the Emma S. Barrientos Mexican-American Cultural Center Advisory Board. The (3) Cultural Centers had no knowledge of the program effective date, nor had the opportunity to give feedback and input on the program. The ESB-MACC Board later received additional backup information regarding the expanded Artists ACCESS Program that would feature new benefits and requirements. City staff did not inform the ESB-MACC regarding the process that took place on September 2017, where Council passed a budget rider to explore the possibility of funding an expanded “artist residency program” at Parks and Recreation Department

(PARD), Cultural Center using Hotel Occupancy Tax Revenue from the Cultural Arts Division, Economic Development Department (EDD) budget. The intention of the funding was to provide temporary staffing necessary to keep cultural centers open during the week until 11pm for the next two years in order to accommodate rehearsals and performances by Austin's artists. Council's action was based on the Music and Creative Ecosystem Stabilization Recommendations, submitted in June 2016, in response to City Council resolution, the Creative Ecosystem Omnibus Resolution. The ESB-MACC board selected a Artist Access Program working group member to attend committee meetings to update the ESB-MACC board regarding regulations, policies, and standard practices and procedures.

***Latino Art Residency Program:*** As per our 2017 report, Concerns with the Latino Arts Residency Program began in the summer of 2017, the ESB-MACC Board working group and LARP artist established an agreement with PARD that artists would be part of the drafting of a new contract. That agreement never took place, all artists had agreements until 2019, resident artists at the Dougherty Arts Center did not get an notification letter or decline letter, contract has various safety clauses that will impact children and youth programs among other discrepancies, ***BOHEMIOS PERDIDOS***, signed a contract with new program that had not been approved, or voted by city council, as PARD claims, and no ample time for current artists to review the new 17 page contract. The ESB-MACC Board sent a letter addressing various concerns that would affect LARP, which included the current contract, negative repercussions of the Artists Access Program contract and design and imposition of the Artist Access Program with PARD AND LARP. A working group was formed with the intention of strengthening the City of Austin, and the Latino Arts Residency Program participants contract. The ESB-MACC Board voted to continue and support LARP. The Arts Residency Program Committee has not discussed LARP issues that need to be addressed.

***Austin Energy New Rainey Substation:*** The ESB-MACC Board working in a collaborative effort with the City of Austin, Art in Public Places will give the ESB-MACC and opportunity to select an artist/muralist to complete the art work for the substation leading towards the GRAN ENTRADA or ESB-MACC location. The MACC Board will review the Art in Public Places recommendations to City Council and the Waller Creek Conservancy defers to the MACC Advisory Board.

***2018 AWARD OF EXCELLENCE:*** Honoring ESB-MACC, member of our community who has contributed significantly through service or art and holds a place for those who will continue to shape our culture in the future. This year the ESB-MACC Board established a voting Academy of Latino Arts & Culture consisting of Latino Visual Artists, Musicians, Filmmakers, Theater, Dance, Literature, Historian, Museum and Gallery Directors, Allied Non Profit Groups. The ESB-MACC staff prepared and implemented the Awards program. A very successful program designed by MACC Staff.

***ESB-MACC 10 YEAR ANNIVERSARY: Celebrating The Past, Illuminating The Future.***

The ESB-MACC Board and City Staff demonstrated their commitment to the Austin community to collaborate with local artists, organizations and vendors to celebrate the 10 YEAR ANNIVERSARY of the MACC. The 10 YEAR CELEBRATION began on Friday, September 15th, 2018, with a Gallery Opening Reception in the Sam Z. Coronado Gallery. Caricatura: Obra Y Vida/Caricature: Works and Life by Raul Valdez, Muralist. The Saturday, September 15th event consisted of a ESB-MACC Open House, viewing of the galleries, children/family activities and in the Main Entrance. the unveiling of Caminos Teen's Mural. Dance Groups performing: Danza Azteca Guadalupeana, Roy Lozano Dance Co., Youth Mariachis and many more activities.

Throughout the year, the MACC programming and outreach has been highly successful. MACC activity is attended by well over 10,000 individuals per month. The MACC is operating at capacity. The completion of the MACC is imperative to keep up with the increased audiences and interests in our program.

**2. Determine if the board's actions throughout the year comply with the mission statement.**

*(If any of the board's actions were outside the scope of the mission statement, the report should explain the non-compliance issues.)*

The primary purpose of the ESB-MACC Board is to advise City Council on the establishment and the operation of the Emma S. Barrientos Mexican American Cultural Center, and to develop a strong community network to develop local artist from the City of Austin, as well as national and international artist.

The ESB-MACC is a landmark complex for the City of Austin that is dedicated to the preservation, creation, presentation, and promotion of Mexican American cultural arts and heritage. The ESB-MACC has become a tremendous resource for our community, visitors and civic arts organization among many others. Ensuring that each of these constituencies are involved and contribute to our mission. As such, the identity of the ESB-MACC is that of an "incubator", where the community comes to learn and grow in the cultural arts. While all visitors are welcome to come and learn, this center is primarily community-focused.

I believe that the Board's actions have complied with the mission statement. Actions described in the previous section are evident that the board is responsive to community and stakeholder input. The ESB-MACC board has been active participants in a variety of activities held by other groups, we have listened to our public and taken action when necessary. Equally important, we have conducted ourselves with integrity and in the best interest of our organization, the City and our community.

The ESC-MACC advisory board is active in the promotion of the facility and participates in ESB-MACC events and projects. We make every attempt to be active ambassadors for the ESB-MACC and the city.

Throughout the year, the ESB-MACC board has (3) vacancies to fill. While we have maintained enough for a quorum we did have (3) instances to reschedule meetings this year because of a lack of a quorum. While we understand that the selection process is a council function, it is our hope that appointments will be expedited in the future. This was particularly important as we moved toward the completion of the Master Plan.

**3. List the board's goals and objectives for the new calendar year.**

*(Make sure the goals and objectives fall within the mission statement of the board/commission.)*

The ESB-MACC has become a tremendous resource for our community, visitors, and civic arts organizations among many others. Ensuring that each of these constituencies network with ESB-MACC staff to receive community feedback to develop ESB-MACC branding and marketing plans to achieve ESB-MACC successful programming and project's desired outcomes.

- Continue to develop relationships with other Latino cultural and civic groups in areas that expand beyond the immediate geographic area of the ESB-MACC.
- Establish an effective network, working closely with the Mayor's Office, City Council and community stakeholders to ensure communication of ESB-MACC current issues.
- Work with pertinent City staff on current project such as the Electric Utility Commission, Rainey Neighbors Association, Town Lake Neighborhood Association, Downtown Austin Alliance , Waller Creek Conservancy, Texas Facilities Commission and Power Improvement Action Committee to support Austin Energy, new substation to be built by 2020.
- Work with ESB-MACC staff on ongoing projects such as the Theater Renovations (repairing wood floor, electrical circuit breakers, wiring, metal conduit), for theater upgrades.
- Collaborate with the Marketing and Outreach Program Coordinator on the proposed 2018 ESB-MACC Marketing Plan.

As the newly elected Chair, as of May 2018, it has been a great pleasure to work toward completing the ESB-MACC Master plan and look forward to developing a stronger foundation to develop community involvement and participation at the ESB-MACC. I truly believe that this facility is a destination for tourism in the future. One of the goals of the master plan is to simultaneously reach a broader Mexican American community and Latino community generally throughout the city, but also not lose sight of the original community that really gave this place its original life. I applaud city staff for their hard work, and to my fellow board members for their dedication and for continuing to support our art community at the Emma S. Barrientos Mexican-American Cultural Center.

Respectfully,

Anna Maciel, Chair  
ESB-MACC