

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, July 5, 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
Anna Maciel, Co-Chair
Julia Aguilar, Member
Juan Oyervides, Member
Hipolito Sarabia, Member
Hector Herrera, Member

Board Members Absent:

Kathy Vale-Castillo, Member
Aida Cerda-Prazak, 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 6:21pm.

B. CITIZEN COMMUNICATION:

Mauricio Callejas, Latino Arts and Residency Program Member let the Board know of some of his upcoming projects and invited the members to attend some of his future events.

C. APPROVAL OF MINUTES:

With no corrections, Member Herrera motioned to approve. Co-Chair Maciel seconded the motion. Motion passed. (6.0) Members Vale-Castillo and Cerda-Prazak were absent.

D. PRESENTATIONS:

1. Kim McKnight, PARD Project Manager gave an update on the June 17th MasMACC Community Forum meeting.
 - McKnight stated to the Board that the meeting was a huge success and that the major concern seemed to be the traffic situation of how individuals get in and out of the Rainey Street area.
 - McKnight let the Board and staff know that the Survey would still be available until July 15th. She asked that the Board and staff help to promote the survey to the Spanish speaking communities.
 - McKnight provided a report of what she believed to be the current bond amount but let the Board know that once the numbers were confirmed she would give an update via email or at September's meeting.
 - Staff met with the Project Management Team to discuss improvements on the MACC's Auditorium.
 - In order to make the right improvements the MACC believes that a theatrical lighting design would be required. McKnight will be checking to see if there is

funding available to include the staff's request into the Master Plan design contract.

- Member Oyervides asked that George Maldonado, PARD Project Manager come and speak at the next Board meeting in regards to the CIP funds.

2. Jay Crossley, Consultant with Big Red Dog gave a presentation on the Rainey Street traffic study.

- Crossley let the Board and staff know that the study could be found at Raineytrafficstudy.com.
- Based upon the study it was confirmed that traffic is worse during rush hour and Thursday through Sunday.
- Crossley let the Board know that the Texas Department of Transportation was entertaining three scenarios to fixing I-35. The following scenarios were...
 - 1) Not to do anything.
 - 2) Adding an additional lane going both South and North bound that would be a managed lane.
 - 3) Adding capacity to making a hot lane that would have a bus route transit.
- Another discussion to help with traffic and the parking situation was to provide Rainey Street employees with parking passes or link all the public and private entities and come up with a neighborhood parking strategy.
- Crossley let the Board know that over the next few years the MACC will have a lot of growth and explained that when a new development comes there is a rough proportionality ordinance and that estimate was calculated to 9.5 million dollars over the next decade.
- Member Oyervides asked that Big Red Dog provide an amount of how much money came from the MACC's parking lot.

3. Raul Valdez, Mural Artist gave a presentation on the possibility of incorporating a Mural program at the MACC.

- Chair Hernandez asked Valdez if given the opportunity to start a Mural program what would be his first step to get the program started. Valdez response was to formulate a curriculum of mural compositions that help with those that are visual learners.
- Valdez would like to have the Mural program be available to all ages.
- Valdez expressed what art means to him, explaining that art is a way to show culture and the representation of the artist. He also stated it is a way to represent our past and our future.
- Chair Hernandez would like to put together a working group and asked that Valdez be a part of the group to discuss further action.

Recessed at 8:24pm; Resumed at 8:30pm.

4. Herlinda Zamora, ESB-MACC Site Manager introduced Carlos Ufret, Singer Song Writer to the Board.

- Ufret let the Board know that he was one of the Latino Arts and Residency Program Members and reported on his progress with his program. He stated that the music his group does is from different Hispanic backgrounds those being Puerto Rican, Cuban, and Argentinian music.

- Member Oyervides asked if Ufret planned on having events often. Ufret's response was he does plan to have an exhibit sometime within the next few months. He also invited the Board to attend an event that would take place September 30th, letting the Board know the event would be a music history lecture, he believes the lecture on musical genre could draw a larger crowd to the MACC.
- Mario Ramirez, Executive Director of Teatro Vivo also a Latino Arts and Residency Program Member gave an update of some of the performances their group had done at the MACC.
 - He shared with the Board the success of JJ's Arcade performance letting them know that there was a total of 5,000 viewers in attendance.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. No further discussion.
2. No further discussion.
3. No further discussion.
4. No further discussion.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

Report on the CIP funds from George Maldonado, PARD Project Manager.

Traffic study group exercise to suggest priorities.

Discussion and possible action regarding the foundation of a long-term Mural program for the exterior/interior surfaces of MACC buildings, recommendation of muralist Raul Valdez, and identification of funding streams for mural program kickoff.

Discussion and possible action on transitioning temporary employees into permanent part-time employees.

G. ADJOURNMENT:

Member Maciel motioned to adjourn with a second by Aguilar. Motion passed. (6.0) Members Vale-Castillo and Cerda-Prazak were absent. Chair Hernandez adjourned the meeting at 9:08pm.