

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, August 2, 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
Kathy Vale-Castillo, Member

Board Members Absent:

Hector Herrera, 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:

Chair Hernandez took a moment and asked both Member Maciel and Herlinda Zamora, ESB-MACC Manager to announce those that had passed away that were community members and worked at the Center.

- Anthony Ortiz Jr., ESB-MACC Instructor passed away at 24 years of age after fighting cancer. Zamora announced that he was a great artist, friend and co-worker, expressing how much of an impact he had on the students of the MACC's camps as well as anyone who had the privilege of meeting him.
- Member Maciel announced the passing of Manuel Gonzalez Jr., musician from mariachi group Guadalupano. She stated that musicians are a big part of the Mexican/Latin culture and that it is important for the community and one another to encourage the youth to support all artist to become better.
- Chair Hernandez asked the Board and staff to take a moment of silence at 6:40pm

Resumed at 6:41pm.

C. APPROVAL OF MINUTES:

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

D. PRESENTATIONS:

1. Stefan Molina, CasaBella Architect let the Board and staff know that after receiving the surveys from the Master Plan forums and MasMACC's website over 800 comments were accumulated.
 - Member Vale-Castillo asked that Molina provide the number of comments given during each survey.

- CasaBella will be presenting public information at the September 16th event during the open house in the Community Gallery.
 - Molina reported that on October 7th they would present 4-5 sketches of the Master Plan in the Auditorium from 10am-12pm. He noted that the public will be able to vote on the sketches.
 - After December PARD will present to City Council.
2. Chair Hernandez gave an update on the Annual Internal Review.
 - He provided a handout to all Board Members and staff and let them know that the report covered the time period of 7/1/2016- 6/30/2017.
 - Report covered the following:
 - 1) Board's actions supporting their mission during the previous calendar year.
 - 2) Board's actions throughout the year comply with the mission statement.
 - 3) Board's goals and objectives for the new calendar year.
 - Member Oyervides stated that for the new calendar year it would be a great opportunity to work with Austin Energy and find a way to create an aesthetic design for the electrical poles. He asked that staff contact the Director of Austin Energy and have them speak on the possibility of what could be done to fix the issue and to provide a quote.
 3. Herlinda Zamora, ESB-MACC Site Manager provided updates on current and future programs and events.
 - Zamora invited the Board to attend the last Summer Camp Open House.
 - Monthly Performance Report was given to all Board Members.
 - Member Vale-Castillo expressed that it was amazing to see the growth in the number of people attending the Center's events and programs.
 - The Board requested the LARP attendance numbers be shared quarterly.
 - Zamora provided a handout of the agenda to the Board for the 10 Year Anniversary: Celebrating the Past, Illuminating the Future event.
 - Zamora reported that LARP Members want upgrades done in the Auditorium.
 - The Board asked that George Maldonado or Kim McKnight give an update at September's Board meeting and provide a quote for possible Theater Renovations.
 - Zamora asked the Board in the event that there is an incident or something that needs to be reported how does the Board want her to address the issue.
 - The Board agreed that Zamora would need to send an email to the Chair and he would discuss with Board Members. If a Board Member needs to report an issue then they will send an email to Zamora.
 - Chair Hernandez read the Boards and Commissions relationship with staff policy that board and staff do not supervise each other.
 - Zamora let the Board know that she thought it would be best to revisit the transitioning of temporary employees when the new budget starts in October.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Hernandez explained that the Downtown Puzzle is the Mayor's proposal for the ESB-MACC Master Plan.

- The Downtown puzzle is a layout of the possible solutions to help with the homeless, restoration of Waller Creek, expansion of the Convention Center, and further development of the MACC.
 - Tourism Public Improvement District (TPID) could annually provide \$4 to \$8 million to address the homelessness (through a combination of direct and matching funding). This would take the form of 1% to 2 % increases in the hotel tax paid by tourists and this tax would be separate and in addition to the hotel venue taxes used for a convention center expansion leading to funding streams that could help with the final phases of the Mexican American Cultural Center.
 - Co-Chair Maciel stated her only feedback would be that the community needs to know the specifics of the Master Plan before moving forward with the final phase.
2. Co-Chair Maciel motioned to put together a working group for the foundation of a long term Mural program. Member Oyervides seconded. (6.0) Members Herrera and Cerda-Prazak were absent.
 - Members included in the Working Group consist of Chair Hernandez, Maciel, and Oyervides.
 - Working Group will meet and report back to the Board at September's meeting on the created curriculum.
 3. Chair Hernandez spoke on behalf of Member Cerda-Prazak letting the Board know that it was discussed that the Board should delegate someone to visit other Mexican American cultural centers in other cities.
 - Chair Hernandez believes that would be a great idea and stated he would contact all centers to see what their schedules looked like before visiting them.
 4. Chair Hernandez gave a report on District 4 Travel Adventure letting the Board know that the process was moving along smoothly.
 - There will be 100 tote bags, the MACC will have to supply water bottles, and come up with transit flyers.
 - Member Cerda-Prazak is in the process of trying to get Gonzalo Barrientos to attend.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

Presentation from the Austin Energy Director.

Traffic study group exercise to suggest priorities.

Presentation from Sebastian Puente on the Master Plan.

Report from Kim McKnight or George Maldonado on CIP funds.

ADJOURNMENT:

Member Vale-Castillo motioned to adjourn with a second by Co-Chair Maciel. Motion passed. (6.0) Members Herrera and Cerda-Prazak were absent. Chair Hernandez adjourned the meeting at 8:09pm.