

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, November 1, 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
Aida Cerda-Prazak, Member
Hipolito Sarabia, Member
Rosemary Banda, Member

Board Members Absent:

Kathy Vale-Castillo, Member
Hector Herrera, 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 6:09pm.

B. CITIZEN COMMUNICATION:

- Anthony Martinez, Co-Coordinator of Academia Cuauhtli stressed the importance of the community being informed of the funding for the Mexican American Cultural Center. He let the Board know that their program is an Academy that promotes and creates Mexican American Culture and history and thanked the MACC for allowing his organization to use the Centers space.
- Larissa Davila, Executive Director of Amhiga Hispana explained that she is a community member and her organization had looked for a space in the past with the MACC but the issue was there was not enough space. She believes that more spaces, parking, and a larger theater would benefit the Center and suggested that when staff promoted their events and programs that it was important to make sure that their flyers, ads, websites, and social media were promoted in English and Spanish.
- Angela Valenzuela, Academia Cuauhtli Member provided a handout to Board Members and staff of a published article called, "Academia Cuauhtli and the Eagle: Danza Mexica and the Epistemology of the Circle". Valenzuela expressed that she is not in support of governance and is thankful that their organization is provided a space at the MACC.

C. APPROVAL OF MINUTES:

With no corrections, Member Aguilar motioned to approve. Co-Chair Maciel seconded. Motion passed. (7.0) Members Vale-Castillo and Herrera were absent.

D. PRESENTATIONS:

1. Kim McKnight, PARD Project Manager gave an update on the Master Plan process.

- McKnight announced that there would be a focus group held between November 13-17th to receive more feedback and community input. McKnight asked the Board Members and staff to provide her a list of community members and anyone else that they felt should be involved to provide their input.
 - McKnight informed Board Members and staff that the December 2nd public meeting had been postponed and would be rescheduled for January 6th or 20th.
 - McKnight let the Board Members know that Phase III would be dedicated to the theater space and would leave the door open to the possibility of a collaboration with the Convention Center. She noted that there would be a focus group for the LARP members and artists.
2. Martha Cotera, Nuestro Grupo member gave a brief rundown on the history and the funding of the MACC.
- Cotera expressed that she was concerned that there was a participant in the LARP program (Roen Salinas, Director of Aztlan Dance) that was creating problems for the Center.
 - Cotera asked that the Board monitor and make sure that if there are meetings, collaborations, or issues regarding the center that it is reported to the Board for transparency purposes. She also requested that funding for Phase II be specifically from public funds.
3. Jesus Pantel, Grant Coordinator with the Economic Development Dept. gave a presentation on the possible Cultural Arts Residency Program.
- Pantel let the Board Members know that the Cultural Arts Residency Program was a directive given by City Council to utilize money from the reserves out of the Hotel Occupancy Taxes.
 - City Council is requesting the Dougherty Art Center, Asian American Resource Center, Carver, and the MACC's facilities be open Sundays and would hire two staff members at each Center to remain open until 11pm.
 - Co-Chair Maciel asked if Pantel could provide a copy of the information he presented to the Board.
 - Laura Esparza, PARD Division Manager informed the Board Members that the Latino Arts & Residency Program would be grandfathered into the program. Esparza noted that the two new staff members that would be hired would be trained to assist with marketing and technical support.
 - Co-Chair Maciel expressed that she was upset and wondered how long staff had known about the program. Esparza stated she was recently made aware of the program but would be more than happy to meet with all LARP members to receive their input.
 - Sylnovia Holt-Rabb, Economic Development Assistant Director noted that the program is not something that has been approved yet and explained that there is possibility that the program will not fall through.
4. Herlinda Zamora, ESB-MACC Site Manager provided the Board Members with the November calendar of events.

- Zamora invited the Board Members to attend Dia de Los Muertos: La Alumbrada Thursday, November 2nd from 6-8pm.
- Zamora announced that the Teen Caminos Open House would take place Wednesday, November 15th from 6-8pm to provide Teens guidance on how to apply for the program.
- Zamora provided a handout of the LARP attendance numbers for Board Members to review.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Hernandez let the Board Members know that the Downtown Puzzle Working Group had not yet met, and would give an update at the next Board Meeting.
2. Member Oyervides stated that at this time he was not ready to report to the Board but would give a report on the Austin Energy substation public art project at the December Board Meeting.
3. Chair Hernandez let the Board know that he had attended a meeting with the Waller Creek Conservancy Working Group and announced that at this time the group is gathering information to see how they could invite the East Austin community into the Waller Creek area.
 - Chair Hernandez expressed that he believed it was important for someone on the Board to volunteer to be a representative and report any updates at the monthly Board meetings. Board Members stated that they could not commit to attending the Waller Creek Meetings, Chair Hernandez went ahead and stated that he would attend the meetings.
 - Community members April Garcia, and Anita Quintanilla volunteered to attend meetings with Chair Hernandez.
4. Mario Ramirez, Director of Teatro Vivo let the Board know that he did not agree with the Latino Arts & Residency Program contract.
 - Javier Jara, LARP Member stated that there should be a separation of responsibilities and that the LARP contract that was given to LARP Members did not provide the MACC's staff responsibilities. He also mentioned that LARP Members should receive a stipend and be provided assistance with writing grants and that everything should not rely on the artist.
 - Carlos Ufret, LARP Member stated that he felt the residency program could be improved. He suggested that if there was assistance or better marketing, sound engineering, platforms for dance performances, and stipends provided then the LARP program could be more successful.
 - Ufret believes that the process is a learning experience for the City and LARP Members.
 - April Garcia, LARP Member stated that her personal experience with the MACC has been great. After hearing the possibility of there being a Cultural Arts & Residency Program, Garcia believes it would be important for the Economic Development Department to meet with all LARP Members to receive their input and feedback.
5. No further discussion.
6. Member Oyervides asked that the Awards of Excellence start earlier, he also expressed

that he was not happy with the process.

- Chair Hernandez asked for the Awards of Excellence Working Group to meet and discuss how the process for the event could be improved.
- Members Cerda-Prazak and Banda requested to be added into the Working Group. The Awards of Excellence Working Group would consist of Chair Hernandez, Co-Chair Maciel, and Members Oyervides, Cerda-Prazak, and Banda.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

1. Discussion and possible action on planning for the Awards of Excellence.
2. Report on the Downtown Puzzle Working Group.
3. Report on the Austin Energy substation public art project.
4. Report on the Mural Program Working Group.
5. Report on the LARP Working Group.
6. Report on the Waller Creek Conservancy Meeting.

ADJOURNMENT:

Member Cerda-Prazak motioned to adjourn with a second by Member Banda. Motion passed. (7.0)

Members Vale-Castillo and Herrera were absent. Chair Hernandez adjourned the meeting at 9:55pm.