

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

**REGULAR MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, February 7, 2018**

**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:**

**Anna Maciel, Co-Chair**

**Aida Cerda-Prazak, Member**

**Julia Aguilar, Member**

**Juan Oyervides, Member**

**Hipolito Sarabia, Member (Arrived @ 6:11pm)**

**Hector Herrera, Member (Arrived @ 6:05pm)**

**Rosemary Banda, Member (Arrived @ 6:05pm)**

**David Goujon, Member**

**Andrea Chavez, Member**

**Staff in Attendance:**

**Herlinda Zamora, ESB-MACC Manager**

**Tina Herrera, ESB-MACC Administrative Assistant**

**A. CALL TO ORDER:** Co-Chair Maciel called the Board Meeting to order at 6:03pm.

**B. CITIZEN COMMUNICATION:**

- 1.** Rosendo Gomez Jr., President of Crossroads Events informed the Board that they would be hosting a two-day event March 14-15 called the “Mexican American Experience” at the MACC for the 8<sup>th</sup> year during SXSW. He asked for the Board and MACC staff to help promote the upcoming event.
  - Gomez announced that some of the challenges he has come across when hosting an event at the Center is coming up with the funding and not getting the contract on time.
- 2.** Larry Amaro, Citizen expressed his concern on a presentation given at a community forum on the Master Plan relating to the seating of the Auditorium.
  - He questioned the Board on what could be done for the MACC to get a 900 seat Auditorium and mentioned the importance of putting together a focus group that extends an invitation out to all the East Austin Mexican American community members.
- 3.** Leonel Garza, volunteer of the MACC stated he is grateful for the facility but is fearful of a larger theater space.
  - His belief is with a bigger space there could be issues with double booking and doesn’t believe that the community would have any control of the space.
- 4.** Marissa Limon, former MACC Advisory Board Member thanked the Board for sending a letter of Recommendation to City Council. She stated that the letter helped put the Artist Access Program on hold.

5. Leonard Davila, Musician expressed the importance of the Center promoting the Mexican American Culture and asked for the Boards support in advocating for a bigger theater space.
6. Co-Chair Maciel welcomed new Board Member Andrea Chavez from District 8 and asked for Commissioner Chavez to tell the Board a little about her background.
  - Commissioner Chavez let the Board know she was from Chihuahua, Mexico and has lived in Austin for the last 8 years. She expressed that she was thankful and excited to be apart of the MACC Board.

**C. APPROVAL OF MINUTES:**

With no corrections, Member Cerda-Prazak motioned to approve. Member Banda seconded the motion. Motion passed. (9.0)

**D. PRESENTATIONS:**

1. Kim McKnight, PARD Project Manager gave a summary on the Master Plan process. She reported developing the scope of work, scheduling public meetings, contracting Casabella, and the kickoff of focus groups beginning in May 2017, totaling 11 focus groups.
  - McKnight let the Board know that initially it was being proposed that there would be a larger theater that would seat 1000 but had received negative feedback about that concept being placed into the Master Plan.
  - McKnight stated after receiving feedback on the theater space the architects are looking to build a theater in the 300-500 hundred seat range.
  - McKnight let the Board know that she had sent a link to Board Members of the concepts taken from the January 20<sup>th</sup> focus group meeting.
  - February 14<sup>th</sup> is when PARD hopes to have the plan finalized. McKnight noted that the plan would not be finalized until the process has been completed.
  - McKnight mentioned that she had been sending updates to the Board on the Bond Election and made the Board aware that the Bond Election would take place in November.
  - She also stated that the PARD Board would not support the idea until the MACC Board had approved. Once the Board had received the communities' feedback then the Board Members would need to make a motion on April 4<sup>th</sup>.
  - Member Oyervides asked McKnight to provide a list of the artists that were invited to the forum as well as those that were in attendance.
  - Member Herrera requested that McKnight provide data of the feedback from the community forums.
2. Iliana Venegas, Assistant Acting Director gave a presentation on the Artist Access program.
  - Venegas let the Board know that she had been assigned the project and would see it through until April 30, 2018.
  - Venegas announced that the program had been postponed so that they could reengage the community and planned to begin the program July 1, 2018.
  - Actions that would be taken would be that PARD would create a working group. The working group would consist of one member from each advisory group, those groups would be the African American Resource Commission, Asian American Commission, Hispanic Quality of Life Commission, Mexican American Center Advisory Board, Arts Commission, PARD Board, City of Austin Equity Office, Culture and Arts Division,

Economic Development Division, City of Austin Law Department, and the PARD Department.

- All existing artists in the Latino Artist Residency programs will remain in the program.
- Three community engagement forums would be put together for artists to discuss what they needed for the Artist Access program to be successful.
- Member Sarabia questioned staff on how many contracts had expired in 2017. Herlinda Zamora, ESB-MACC Site Manager responded that 3 of the LARP Members contracts had been completed.
- Member Cerda-Prazak asked if it would be possible for the MACC to opt out of the Artist Access program. Venegas responded that it might be, but she would need to find out if there would be any repercussions if the Center were to opt out of the program.
- Member Banda expressed that she felt the program goes against the MACC's mission.
- Co-Chair Maciel asked staff to provide an itemized break down of the funds used for LARP Members, budget for the MACC, an understanding of how they came up with the allocation of the upcoming bond.

**E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:**

1. Member Herrera nominated Co-Chair Maciel for Chair.
  - Co-Chair Maciel accepted the position of Chair. Unanimous vote (9.0).
  - Member Sarabia nominated Member Cerda-Prazak.
    - Member Cerda-Prazak accepted the position Co-Chair. She stated that she looked forward to having more of a leadership role and thanked the Board for the opportunity. Unanimous vote (9.0).
2. Kim McKnight, Project Manager gave a briefing on the Master Plan and 2018 Bond Election Campaign process.
  - Member Goujon motioned to keep the presentation by Jaime Beaman scheduled for April 4<sup>th</sup> and requested a presentation from Sebastian Puentes on March 7<sup>th</sup> on the data compiled from the communities' feedback from the Community Forums. Member Herrera seconded the motion. Motion passed. (9.0)
  - Member Sarabia requested that there be a discussion to consider the inclusion of CaféTeatro and the third theater into the Master Plan.
3. Member Oyervides gave an update on the Awards of Excellence process letting the Board know that they were creating an academy group of members, those members would be the previous winners from the 2017 Awards of Excellence to help with the selection process.
  - Member Herrera created an online form for the public to nominate their nominees. He also mentioned that the online form would then be put into a spreadsheet and he asked that MACC staff send out the link.
4. Herlinda Zamora, ESB-MACC Site Manager informed the Board of February programs and upcoming events.
  - Zamora announced that Ahora Si had done an article on Efren Gonzalez's artwork.
  - Zamora provided a handout to all Board Members of the Calendar of Events for the Month of February.
  - Zamora brought to the Boards attention that Frederico Geib, Teen Coordinator

had received 61 applicants from the Caminos program. She also let the Members know the final twelve applicants were selected.

**F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:**

Presentation on the ESB-MACC Master Plan process.

Update on the Artist Access program.

Discussion and possible action for CapMetro.

Discussion and possible action to consider the inclusion of CafeTeatro and the third theater.

Discussion and possible action to add an additional focus group for artist.

**ADJOURNMENT:**

Member Banda motioned to adjourn with a second by Cerda-Prazak. Motion passed. (9.0) Co-Chair Maciel adjourned the meeting at 10:01pm.