

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, November 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, Chair
Aida Cerda-Prazak, Vice Chair
David Goujon, Member
Andrea Chavez, Member
Endi Silva, Member (Arrived at 6:32pm)
Art Navarro, Member (Arrived at 6:07pm)
Nelly Garcia, Member
Anjelica Erazo, Member
Tomas Medina, Member

Board Members Absent:

Rosemary Banda, Member
Claudia Massey, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager
Tina Herrera, ESB-MACC Administrative Assistant

- A. CALL TO ORDER:** Chair Maciel called the Board Meeting to order at 6:06pm. Chair Maciel asked that new Board Member, Nelly Garcia introduce herself.
- Member Garcia let the Board know that she was a native from Monterrey, Mexico, currently serving on the Board & Directors Greater Austin Hispanic Chamber and Commerce, and owned her own bakery. She expressed her excitement to be a part of the Emma S. Barrientos Mexican American Cultural Center Advisory Board.
- B. CITIZEN COMMUNICATION:**
1. Leonard Davila announced that he would be hosting an event at the Emma S. Barrientos Mexican American Cultural Center, April 6, 2019 to celebrate Tejano Independence Day.
 - Member Erazo requested that more information on the event be forwarded to the Board via email.
 2. Anita Quintanilla, Juan Oyervides, Luis Ordaz, and Hector Ordaz signed up to speak under E(3) *“Discussion and possible action on the Artist Access Program.”* All citizens requested that they speak during the item and not during Citizen Communication. Quintanilla stated that she would like to donate her 3 minutes to Juan Oyervides.
- C. APPROVAL OF MINUTES:**
- Special Called Meeting:** Vice Chair Cerda-Prazak motioned to approve the September 29th meeting minutes with a correction to be made to ***D. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS***, under bullet 3, changing “scar” to “scare”. Member Medina seconded. Motion passed. (8.0) Members Banda and Massey were absent.

Regular Called Meeting: Member Goujon motioned to approve the October 3rd meeting minutes with no corrections. Member Chavez seconded. Motion passed. (8.0) Members Banda and Massey were absent. Member Silva was not present during the time the votes took place.

D. PRESENTATIONS:

Presentation by Alicia Dean Communications & Marketing Consultant on Special Events Ordinance Rules.

1. Laura Esparza, PARD Division Manager, let the Board and staff know that Alicia Dean had planned to attend the meeting however had mixed up her dates and would not be able to make it to present.
 - Esparza will get with Dean to make sure she will be able to present at December's meeting.

Presentation by Friends of the MACC on fundraising for the MACC.

2. Chair Maciel announced that the Friends of the MACC would not be available to present until January.
 - Chair Maciel requested that staff take note and make sure to place on January's agenda.

Briefing by Kim McNeely on Department operations.

3. Kim McNelly, PARD Acting Director provided a presentation that she had given August 29, 2018 on the budget with regards to the comparison of the Cultural Centers and its overviews.
 - McNeely explained that the presentation given was in response to specific questions that were received by Council where they wanted to understand how the different Cultural Centers compared to one another.
 - McNeely went over the budget for each Center, the number of full-time employees, when the facilities were constructed, and discussion of proposed bonds...etc. (Please see the Board & Commissions website to view back up material.)
 - Chair Maciel, asked that since the bond passed for the additional 27 million, what's that mean for the Center and what's the timeline. McNeely responded that PARD does not get all the money in one lump sum but that a certain amount would be given for design work. She stated that she would get back to the Board with actual allocations.
 - Chair Maciel asked McNeely what happened to the 12 million that Council Member Ann Kitchen had sponsored, she wondered if it was going to be used for a specific part of the MACC. McNeely responded that she was not aware of any funding sources outside of the bond program but would look into finding out how the 12 million was/would be used.
 - Member Navarro expressed that he was concerned, he explained that he had seen a video of the presentation where there was discussion between McNeely and Council Member Delia Garza on customer service issues. He stated that it was important for advisors to know the customer service issues so they could report back to Council. McNeely stated that she would be happy to provide specific context on the issue during the December Board meeting.
 - Member Navarro requested that a presentation by Kim McNeely on the customer service issues as well as the video clip during the August 29th meeting be added to December's agenda.
 - Vice Chair Cerda-Prazak brought to McNeely's attention that to build the master plan the architects had estimated it would cost 37 million, pointing out that the MACC will only be receiving 27 million, leaving a 10 million dollar deficit. She asked what would happen now and would the master plan need to be modified. McNeely, commented that the master plans are done in phases so what would happen would be to come up with a priority list and complete and design phase 2 and then in 6 years another bond would pass to finish the master plan or a public partnership could possibly complete the building of the Center.

Presentation by Laura Esparza Division Manager on MACC budget and fee schedule.

4. Esparza provided the Board with a handout of the MACC's budget and went over the ESB-MACC Budget fact sheet.
 - She explained that the MACC's budget comes out of the General Funds Budget and was determined by City Council in the budget process. The budget is presented by object codes which is a chart of accounts. Esparza noted that the final budget results do not impact the following year's budget.
 - She announced that 70% of ESB-MACC'S Budget pays for operating cost, and that 20% pays for temporary support staff for programming.
 - Esparza provided the ESB-MACC fee schedule with the Board letting them know that the fee schedule was standardized across the Department and Division. She noted that fees are set by City Council as part of the Budget process. She also let the Board know that the fee schedule has the strength of an ordinance and staff cannot change or waive fees. Other ways to work with the ESB-MACC include: Co-sponsorships, collaborations, contracted by ESB-MACC to perform, Artist Access Program. (Please see the Board & Commissions website to view back up material.)
 - Chair Maciel expressed that staff continues to say they don't have space at the Center and that concerned her because that meant turning participants away from the MACC.
 - Chair Maciel stated that she would like to see temporary portables built outside the MACC for staff to use so that the spaces could be relieved, and the community could use the spaces more successfully. Esparza thanked Chair Maciel for the suggestion and believed it would be a great idea for the Bond working group to discuss as a possible option.
 - Member Navarro asked if there were written benchmarks or timelines about accomplishing certain performance activities throughout the year on a month by month budgeting plan that could be reviewed by the Board. He believed with their help as advocates it could help prevent the MACC from being over budget in the upcoming years. Esparza let the Board know there was a benchmark where there's revenue expectations that revenue is provided back to the City. Esparza believed the dollar amount was \$44 thousand but would get back to the Board with the actual dollar amount.
 - Another benchmark for the Centers is based off performance measures that are specific to the budget that are reported to Council on a yearly basis. One of the measures asked patrons if they increased their learning about Arts & Culture when visiting the Center and another factor was if they enjoyed their time at the facility.
 - Member Navarro requested a list of all current instructors of the ESB-MACC as well as what they teach.

Presentation by Herlinda Zamora Culture & Arts Education Program Manager on MACC Annual report.

5. Zamora went over highlights of 2017's events and shared why they were successful.
 - Zamora explained to the Board the way the Center kept track of their performance measures were by tracking education programs, signature events, gallery exhibit attendance, partnerships, collaborations, co-sponsorships, LARP performances, and drop-in visitors. Notating that staff used clickers or a calendar to tally attendees.

- Member Erazo asked what the typical budget for the MACC's Awards of Excellence event was, Zamora responded that they usually spend 5k on the event.
- Chair Maciel expressed that she felt there was a disconnection with the Dies se Seis September event. She mentioned that at one point the consulate was involved and felt that maybe they needed to sit down and have an open discussion about possibly working together on the event to see if it could be restored to the MACC.
- Member Silva asked if staff sets goals to increase from the prior year. Zamora stated that was correct, but the goal was dependent on the space and programs.

(Please see the Board & Commissions website to view back up material of this presentation.)

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

Discussion on the local elections.

1. Member Goujon thanked PARD, McNeely and Esparza for their support with the bond. He continued to state that staff was supportive and that with the bond passing it was an exciting and amazing time for the MACC.
 - He reminded the Board, staff, and citizens in attendance of the MACC's struggles and hoped that the master plan completion was a chance to collaborate and find new ways to promote the Center.
 - Chair Maciel would like to invite all the Cultural Centers to the MACC to celebrate the passing of the bond. She stated if anyone was interested in hosting a small gathering to contact her and she would investigate what could be done.

Discussion and possible action on board meeting location.

2. Vice Chair Cerda-Prazak gave a brief recap of what it meant if the Board relocated their meetings to City Hall. She shared her concerns of it affecting the community, LARP Members, and imposing an inconvenience for staff.
 - Member Erazo stated that the pros would be that City Hall would be a bigger platform for visibility. She believed it would be a great opportunity for people to learn more about the MACC and would give individuals a chance to utilize the space as well as providing a great way to market the Center.
 - Member Erazo motioned to have the ability to move the meetings to City Hall. Member Garcia seconded the motion. Vote (3.6) Motion denied. The Board would continue their monthly meetings at the MACC.

Discussion and possible action on the Artist Access Program.

3. Member Banda was not present to provide an update on the status of the program.
 - Chair Maciel mentioned that from what she could recall, Member Banda had reported to her that there had been 5 meetings and still no final agreement.
 - Esparza provided a handout of the consensus that they had come up with after all 5 meetings. (Please see Boards & Commissions website to view back up material.)
 - Due to the ESB-MACC Advisory Board meeting the 10pm meeting cut off, Member Goujon motioned to extend the meeting to 10:30pm. Member Navarro seconded. Unanimous vote. (9.0) Members Banda and Massey were absent.
 - Juan Oyervides, Former Advisory Board Member commented on the Artist Access Program. His main points were that the process of becoming a cultural contractor were restrictive to future applicants, that the AAP website included the MACC even though the

Center should not have been included, and that Proyecto Teatro needed a new contract as soon as possible.

- Member Goujon went over the scoring and evaluation process for the Artist Access program applicants.
- McNeely offered the idea that if the Artist Access program didn't meet the needs of the MACC, the Board should take a vote.
- Member Goujon motioned to continue the LARP Program with an update to the justification process with reference to the January 21, 2018 letter to Council, furthermore, would like to explore the use of the hot tax funds through the approved ordinance to support and fund the existing LARP program. Member Navarro seconded. Motioned passed. Unanimous (9.0) Members Banda and Massey were absent.

Update from the Transportation Working Group.

4. No update, will table discussion and add onto December's agenda.

F. STAFF REPORTS BY HELINDA ZAMORA, ESB-MACC SITE MANAGER

Herlinda Zamora, ESB-MACC Site Manager informed the Board of November programs, shared improvements of the MACC's event calendar, and LARP highlights.

- Zamora noted that she would begin to update the Board quarterly on how the spaces were being used starting at the December Board meeting.
- She announced that November's biggest rental would take place November 24th, that the Austin's Jazz Fest would be holding their event at the Center. Due to time Zamora requested that the Board review all handouts and accomplishments on their own time.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

Update on Artist Access Program (AAP).

Update from Transportation Working Group.

Presentation by Alicia Dean Communications & Marketing Consultant on Special Events Ordinance Rules.

Presentation by Kimberly McNeely on the bond process design.

Presentation by Kimberly McNeely on customer service issues.

H. ADJOURNMENT:

Chair Maciel motioned to adjourn with a second by Vice Chair Cerda-Prazak. Motion passed. (9.0)

Members Banda and Massey were absent. Chair Maciel adjourned the meeting at 10:23pm.