



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

REGULAR MEETING
Wednesday, August 7, 2013

The Emma S. Barrientos Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Board Members in Attendance:

Juan Oyervides, Chair
Velia Sanchez-Ruiz, Co-Chair
David Carroll, Member
Cassie Smith, Member
Anna Maciel, Member
Veronica Forsyth, Member

Board Members Absent: 1

Blanca Valencia, Member

Staff in Attendance:

Laura Esparza, HAND Division Manager
Linda Irizarry Crockett, ESB-MACC Media, Marketing & Event Coordinator

1. **CALL TO ORDER:** Chair Oyervides called the Board Meeting to order at 5:35 pm.
2. **APPROVAL OF MINUTES:** Motion to approve the minutes from July 3rd, with an addition to Item 6A made by Co-Chair Sanchez-Ruiz with a second by Member Forsyth. The motion was passed (6.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members: Smith, Forsyth, Maciel, and Carroll.
3. **COUNCIL MEMBER COMMUNICATION: GENERAL**
Chair Oyervides explained that Items 3 and 4 will be collapsing into Item 5: Citizen Communication.
4. **LATINO ARTS RESIDENCY PROGRAM COMMUNICATION: GENERAL**
Chair Oyervides explained that Items 3 and 4 will be collapsing into Item 5: Citizen Communication.
5. **CITIZEN COMMUNICATION: GENERAL**
Citizens spoke during related Board Items.
6. **STAFF BRIEFINGS**
 - a. Linda Crockett notified the Board that Cine de Oro is now sponsored by AARP, and the Dieciséis celebration is sponsored by Telemundo. The ESB-MACC, Parks Department, and the Battle of Medina Historical Society will present the “Save Tejano History Symposium” on September 28. KLRU interviewed current Community Gallery artists Hector Hernandez and William Hundley for the “Arts Collective” series, and the ESB-MACC is collaborating to screen excerpts from KLRU’s Latino History series on September 10.
 - b. Laura Esparza briefed the Board on ESB-MACC sound issues. She met with members of the Rainey Street Neighborhood Association and pinpointed four main areas that are most disturbing to them: the last band of the night, the recorded music between sets, the reverberation of bass notes, and the location of the stage (the ESB-MACC sits in an echo chamber made of the

surrounding buildings). She met with Jason Maurer, Parks Special Events Manager, who explained that the Parks Department issues sound permits, and abides by an 85 decibel limit. David Murray, Sound Engineering Consultant suggested notifying neighbors about sound levels for events. Herlinda Zamora purchased a sound meter to conduct regular tests during events. The agave bed was identified as an ideal location, for the stage.

Laura also noted concerns about potential limitations of the mission statement that were raised after Dr. Tomas Ybarra-Fausto's speech at the LARP welcoming. He commented on the importance of embracing people of all Spanish-speaking heritages. Esparza stated that some people have come to her saying they feel unwelcome at the ESB-MACC because they are not Mexican American. Esparza notified the Board of a world music series event she'd like to bring to the ESB-MACC that will showcase three different Spanish-speaking heritages.

7. PRESENTATIONS

a. David Smythe-Macaulay, Project Manager, reported on the over-flow parking lot status. They hit a roadblock with locating an affordable designer and the quotes were too high. Construction costs for a sustainable, paved lot are estimated at \$340,000. The Permitting and Transportation Departments tentatively approved the use of pavers, so now David must go to the Planning Commission and Waterfront Overlay and Land Use Board to get a permit to begin construction. Smythe-Macaulay estimates the design will start in early September and construction in April of next year to be completed in September. Member Smith asked what price Smythe-Macaulay is expecting for the design fee, to which he responded \$50,000 or below. Member Carroll asked if the layout will change and requested to see the design plan once it's completed. Smythe-Macaulay responded that it will be going through the Planning Commission process by November and he will bring each phase back to the Board. Member Forsythe asked if the overflow parking will be exclusive for the ESB-MACC, or if it will be shared with other entertainment and commercial venues. Smythe-Macaulay responded that it has not been determined, but he has to sell it that the lot is open to the public and metered. Laura Esparza noted that the overflow lot stemmed from a Parking Study that was completed, and it is a possibility that it will be open for the other entertainment and commercial venues at times when the ESB-MACC has smaller events and classes. Smythe-Macaulay also stated that the overflow lot would not be open all the time, only for times of overflow, and would be controlled by the ESB-MACC. Member Maciel inquired about the revenue of the meters. Laura Esparza answered that currently, 40% benefits the ESB-MACC while the remaining revenue is paying for the machinery. Once the machinery is paid in full, 80% of the meter revenue will go to the ESB-MACC. Chair Oyervides asked about the complications of removing the sprinklers and the strength of the pavers. Smythe-Macaulay replied that the sprinklers would be left in place and only modified. The pavers are sturdy and must be watered, so the irrigation system has to be reconfigured. Smythe-Macaulay will also provide a copy of the paver plan once the schedule and timeframe are set.

8. BOARD ITEMS FOR DISCUSSION AND/OR ACTION

- a. Chairman's report
 - i. No discussion.
- b. The Board will discuss and take action on proposed rental(s), Council Member, LARP or Citizens Communications Issues.
 - i. No discussion.
- c. The Board will discuss and take action on Downtown Commission Rainey Street Working Group recommendations. (Oyervides, Sanchez-Ruiz)
 - i. Leonard Davila, Chairman of Crossroads Events, suggested measuring the sound decibels at the ESB-MACC property line and not the stage.

- ii. Chair Oyervides spoke with Don Pitts who agreed that the ESB-MACC should be retracted from the recommendation and not be included in discussions of the Downtown Commission because the Commission does not have the authority to make recommendations for the ESB-MACC. The sound officers at APD said they tested the sound levels at the property line when they were called out and the ESB-MACC was always under the decibel requirement. Laura Esparza said she will be performing sound tests 300 feet away from the music at the Dieciséis event. She also clarified that the Wobeeon event received the most complaints because it was ten hours of music for two days. Member Smith asked if sound is written into rental contracts. Linda Crockett responded yes because they have to get permits. Member Carroll remarked on the difficulty of maintaining a sound level of 85 decibels.
 - iii. Leonard Davila stated that the bass is not louder, people just feel the reverberations. He asked if the stage could be where it has been in the past or by the agaves. Esparza stated they do not know yet. He expressed worries about electrical shock if the stage was moved in front of the agaves. Crockett and Esparza clarified that the entrance and breezeways could be blocked, and the generator would be placed on the north lawn by the stairs. Member Smith said she didn't want the new location to cover the character of the building. Crockett explained that the building would act as a backdrop to the stage. The agaves would just be moved into a single curved line behind the stage. She and Esparza will provide a diagram for the Board.
- d. The Board will discuss and take action on Council approved Waller Creek Design Plan Pontoon Bridge. (Oyervides, Sanchez-Ruiz)
 - i. Member Carroll volunteered to sit in on a Waller Creek Conservancy design meeting to get more information.
- e. The Board will discuss and take action on FY 2013-2014 budget issues. (Oyervides, Sanchez-Ruiz)
 - i. Esparza notified the Board that the Budget Office determined the Parks Department will not receive any funding for unmet needs, including the \$143,000 allocated towards the ESB-MACC for a FT Education Specialist and afterschool program. Chair Oyervides urged the Board and community to speak to their Council Members to receive this funding. He would like to add additional needs identified by the Hispanic Quality of Life Initiative to this request.
 - ii. Member Smith asked about the parking revenue fund. Esparza said that according to state law, they can expend the \$10k earned this year in the next fiscal year on parking-related expenditures, which may be a Parking Attendant and/or booth. Esparza responded to Member Forsyth's inquiry about the general fund money, stating that if this new funding source is approved, the general fund money allocated towards the Parking Attendant/booth construction could go towards programming as an offset.
 - iii. Member Smith notified the Board that there is talk in Council about changing the law stating that the parking revenue fund must go back to parking and urged the Board to speak with their Council Members to use this money for programming instead.
 - iv. Chair Oyervides asked if there was a reason for cutting the unmet needs. Esparza said she did not hear any reported reason at the Director's Meeting.
 - v. Motion to approve a recommendation to Council for the proposed additional budget items for the ESB-MACC 2013-14, as identified by the HQLI, in the amount of \$258,000 to meet the community's needs: \$45,000 Transport van for underserved youth and adult programs, \$40,000 Fulltime Marketing/Graphic Designer, \$20,000 Halftime Event Parking Attendant, \$10,000 Construction of Parking Attendant Booth, \$115,000 Subtotal additional support, made by Co-Chair Sanchez-Ruiz with a second by Member Maciel without objection (6.0). +Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Maciel, Forsyth, and Carroll.
- f. The Board will discuss and take action on parking issues. (Smith, Valencia)

- i. Member Carroll asked who owns the gate to the north of the condos and notified everyone that it was propped open. Esparza said it's the ESB-MACC's and Maintenance staff will make sure it's kept closed.
 - g. The Board will discuss and take action on ESB-MACC's Mission Statement. (Sanchez-Ruiz, Carroll)
 - i. Dan Arellano, President of the Battle of Medina Historical Society, gave a history of Mexican Americans' roles in the Latino struggle since the 1700's, and notified the Board about his event on Sept. 28. He feels the statement should be extended. Co-Chair Sanchez-Ruiz said the name of the ESB-MACC would never change, and they are working on marketing to be all-inclusive and welcoming.
 - ii. Member Carroll said his only proposed modification would be to add "all" to the second sentence to read: "...Native American, Chicano, and all other Latino cultures".
 - iii. Larry Amaro stated that the future of the Southwest is Mexican American and said we need to emphasize the "creation" and "promotion" portions of the mission statement by bringing major Latino/a film and music talents to the ESB-MACC.
 - iv. Leonard Davila stated that while other groups are welcome, the ESB-MACC needs to promote more Mexican American events first. Member Maciel emphasized the amount of talented youth the ESB-MACC needs to tap into and cultivate. They need to work on ESB-MACC marketing to reach the community. Member Forsyth said she felt the mission statement was complete, and the ESB-MACC needs to include more art forms such as history to attract other artists.
 - v. Lupe Silva said there is no need for change and spoke of how outsiders view the ESB-MACC. He suggested a Women in Tejano music show.
 - vi. Johnny Limon of the Austin Tejano Music Coalition thinks it is a good mission statement. He said Tejano music is missing from Austin's larger music scene. Chair Oyervides responded that he would like to see more local artists in the Main Gallery.
 - h. The Board will discuss and take action on Award of Excellence issues. (Oyervides, Carroll)
 - i. Chair Oyervides said the Board is inviting Council Member Tovo to be the emcee of the event.
 - ii. Laura Esparza updated the Board on the progress of attaining bids for the installation. So far they have received one bid for a total of \$81k, twice the budgeted amount. If they receive three bids from one bidder, they can accept it. Member Forsyth would like to route the bid through the Hispanic Chamber of Commerce to reach more potential bidders. Chair Oyervides will bring the design for the Board to view at the next meeting.
 - i. The Board will discuss and take action on 64 Rainey Street issues. (Smith, Oyervides)
 - i. Chair Oyervides asked the Board to remind Council Members to transfer the parcel to the ESB-MACC. Member Maciel asked why this is such a problem. Member Smith responded that, seemingly, Council wants to do something else with the land.

9. FUTURE AGENDA ITEMS:

- a. Member Carroll would like to discuss needs of the ESB-MACC and form Working Groups to address them.
- b. Chair Oyervides will present rental usage statistics and a letter from a community member regarding a donation of Tejano music collections, for his Report.
- c. Discussion and action on alternative methods for developing an afterschool program. (Forsyth, Smith)

10. ADJOURNMENT

A motion was made to adjourn the meeting at 8:37pm by Member Smith with a second by Member Forsythe, all were in favor (6.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Maciel, Forsyth, and Carroll.