



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

**REGULAR MEETING
Wednesday, Sept. 4, 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
- Blanca Valencia, Member

Board Members Absent: 0

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager

1. **CALL TO ORDER:** Chair Oyervides called the Board Meeting to order at 5:35pm.
2. **APPROVAL OF MINUTES:** Motion to approve the minutes from August 7 with corrections to Item 8 (c)(ii) to replace “ met” with “spoke”, was 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; Member Valencia abstained.
3. **CITIZEN COMMUNICATION:**
 1. Marta Cotera recommended that the Board form sub-committees on issues related to the parcel of land in front of the ESB-MACC and to work on a Master Plan for the completion of the ESB-MACC. She also stated that it’s the Board’s responsibility to resolve the issue regarding the parcel of land and to work with the community on these issues.
 2. Paul Saldaña with the ESB-MACC Coalition voiced his concern with the developer’s intent for 64 Rainey and stated that the community is not interested in giving up 64 Rainey. He expressed an opposition for the selling of the land in front of the ESB-MACC and would like the Board to ask City Council to transfer the parcel of land to PARD and the ESB-MACC.
 3. Gloria Pennington informed the Board that she, Paul Saldaña, and Marta Cotera have met with CM Martinez about the transfer of the land and he was quoted as saying, “Oh, that’s easy.” Pennington said, “So easy that it has not been done.” She explained that she has been asking CM Martinez for support but all she receives are excuses based on the Waller Creek Project. She believes that the job of the Board is to push for the transfer, which is the first step in protecting the architecture of the ESB-MACC.
 4. Dan Arrellano talked about the struggles of Latinos and the right for Latino culture to survive. He believes the ESB-MACC is an outlet for Hispanic culture, and he does not support the selling of the parcel of land.
 5. Gilbert Rivera spoke about the Treaty of Guadalupe Hidalgo, how it continues to be violated with the selling of our culture and heritage, and how the Rainey neighborhood is disappearing. He remembered that in 1983, CM Martinez stated that condos would be built after the demolition of Juarez Lincoln Center, which has come true. He said “some of our own have betrayed us” and

have lost the respect of the community. He expressed that “we” should protect the future of our children and the Latino community here in Austin, and “we as a community need to take a stand.” Rivera recommended that the Board form committees for 64 Rainey and the additional phases of the ESB-MACC.

6. Ricardo Zavala, President of Friends of the MACC, spoke in support to not sell 64 Rainey property to private contractors.

7. Manuel Garcia, Video Producer for NALIP (National Association of Latino Independent Producers) spoke about the view of the ESB-MACC and said to not give an inch to block the view.

8. Peggy Vasquez stressed the importance of expediting the process for the parcel of land and to transfer it to PARD. She does not support development.

4. PRESENTATIONS

Artist and muralist Raul Valdez presented his idea for a mural based on “Los Elementos,” which he painted on the wall of the Juarez Lincoln Center. The mural represents our culture and history. He explained how the original mural was destroyed in 1983. The new mural would be a mosaic, which he has not done before and would be 26 feet in height and 80ft in length. Chair Oyervides asked how much it would cost, and Valdez responded about \$200,000 and that it would take about one year to complete. He also mentioned that he would ask young artists to participate.

5. BOARD ITEMS FOR DISCUSSION AND/OR ACTION

a. Chairman’s report: Tejano Music collection, rental usage statistics, and outreach efforts.

i. Chair Oyervides reported that Ray Brimble needed space and the ESB-MACC does not have space to house his collection.

ii. He reported on the ESB- MACC’s rentals, reservations, and COA usage verses ESB-MACC programming since 2010.

b. The Board will discuss and take action on mural proposal for 64 Rainey Street parcel. (Oyervides, Sanchez)

i. Member Sanchez-Ruiz asked that the Board revisit the proposal Gloria Pennington presented of Miss Quintanilla’s work, and asked for more information about the mural.

ii. There was no action taken because the Board members discussed the importance of coming up with a strategy for the parcel of land and the funding for future art projects.

c. The Board will discuss and take action on FY 2013-2014 budget issues. (Oyervides, Sanchez)

i. Member Forsyth questioned why the ESB-MACC only has 5% budgeted for programming.

ii. Chair Oyervides raised concerns as to why the ESB-MACC’s programming budget gets cut during the budget process.

iii. There was no action taken.

d. The Board will discuss and take action on parking lot management issues. (Smith, Valencia)

i. No action was taken.

e. The Board will discuss and take action on Award of Excellence. (Oyervides, Carroll)

i. The Board decided on Nov. 1 as the deadline for submissions and Nov. 28 for the reception.

ii. The Board discussed that working group be formed to work on the Award of Excellence, which led to a discussion on forming working groups. The Board then decided to schedule a Special Meeting for Wednesday, Sept. 11.

6. STAFF BRIEFINGS

a. Herlinda Zamora updated the Board on the ESB-MACC September events and rentals.

7. FUTURE AGENDA ITEMS:

- a. 64 Rainey Street Issues (Smith/Forsyth)
- b. Award of Excellence (Sanchez-Ruiz/Maciel)
- c. Working Groups
- d. Calendar and elections
- e. Budget

8. ADJOURNMENT

A motion was made to adjourn the meeting at 8:49pm by Co-Chair Sanchez-Ruiz with a second by Member Forsythe, all were in favor (7.0) + Chair Oyervides, Co-Chair Sanchez-Ruiz and Members Smith, Maciel, Forsyth, Valencia, and Carroll.