



EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

ADVISORY BOARD MINUTES

**REGULAR MEETING
Wednesday, Dec. 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
David Carroll, Co-Chair - Arrived at 5:45pm
Velia Sanchez-Ruiz, Member
Cassie Smith, Member
Blanca Valencia, Member
Anna Maciel, Member
Veronica Forsyth, Member

Board Members Absent: 0

Staff in Attendance:

Laura Esparza, HAND Manager
Herlinda Zamora, ESB-MACC Manager
Kelly Grajeda, ESB-MACC Administrative Assistant

1. **Call to Order:** Chair Oyervides called the Board Meeting to order at 5:38pm.
2. **Citizen Communication:** None.

BOARD ITEMS FOR DISCUSSION AND/OR ACTION

3. **Approval of Minutes:** Motion to approve the minutes from the Board Meeting held on 11/6/13 by Member Sanchez-Ruiz with a second by Member Valencia. The motion was passed (5.0) + Chair Oyervides and Members: Sanchez-Ruiz, Valencia, and Smith. Member Forsyth abstained, and Co-Chair Carroll arrived to the meeting after the vote.
4. **Review of the annual Award of Excellence program for recognition of cultural artists in the Latino cultural arts. (Oyervides, Sanchez-Ruiz)**
 - a. Chair Oyervides presented a brief history of the formation of the Award of Excellence, emphasizing the Board's desire to make better connections with the community, to market the program, and to start a tradition of recognizing cultural artists. He said the number of nominees should not matter and would like ESB-MACC staff to develop a plan to improve and market this community program.
 - b. Member Sanchez-Ruiz stated that she believes the lack of nominees is a marketing issue and would like to see an ESB-MACC staff member doing community outreach. She asked what the Board could do to find funds to pay for this. Herlinda Zamora said that the Center could use temporary employees.
 - c. Member Maciel stated that the City of Austin's website is not user-friendly and the Board should look into different avenues of online marketing, such as creating their own Facebook page, to attract people.
 - d. Laura Esparza clarified that this is a staff program to implement, and that staff would like to work on a streamlined application and outreach program to present to the Board. Herlinda

Zamora explained that they have already contacted other organizations to see how they attract people, and the general consensus was to have a panel of community members nominate and invite community members. Zamora presented a list of potential panel members developed by ESB-MACC staff. She also proposed Cinco de Mayo as a new date for the ceremony as the installation will hopefully be completed by then and the weather would be nice enough to have the ceremony outside.

- e. Member Forsyth suggested having the event on a famous cultural icon's birthday, such as Frida Kahlo, to avoid competition with other Cinco de Mayo events. She also suggested having a community meet-and-greet at a restaurant to promote community participation and said she could help get a sponsor.
- f. Member Smith inquired about dedicating the award to someone in the community. Zamora said staff has considered dedicating it to Sam Coronado.
- g. Chair Oyervides asked about the status of the installation. Zamora stated they have not heard back from the designer regarding the change in scope, but they are working on it.
- h. The Board made several recommendations: to develop a nomination committee made up of community members, to set a new annual date for the ceremony, to have a meet-and-greet at a restaurant to get people's "buy-ins" from the community, and to develop a plan of action for the event.

5. Review of the 1st annual December Youth Art Exhibit program and upcoming event. (Sanchez-Ruiz)

- a. Herlinda Zamora updated the Board on the progress of the exhibit. They have received over 70 entries, purchased prizes, and have the youth guitar class, Tiarra Girls, and the Austin Community Steelband to perform. Member Sanchez-Ruiz will be the third judge. If present, Council Member Martinez will present the awards, and if not, Chair Oyervides will. Chair Oyervides also inquired about taking photos of the winners for publicity after the event. Zamora said she could ask TODO Austin.

6. Review of the Latino Arts Residency Program and current status. (Oyervides, Carroll)

- a. Laura Esparza updated the Board on the Latino Arts Residency Program. She went over ALTA's lighting workshop and upcoming Pastorela performance, Any Giving Child Program, and the meeting between herself, Herlinda Zamora, Nino Miranda – *LARP Coordinator*, and the LARP residency groups to review the program's progress. She invited Rupert Reyes from Teatro Vivo to talk to the Board about removing the Auditorium sound shell and replacing it with a scrim and drapery.
- b. Reyes informed the Board that all of the LARP groups are in agreement about getting rid of the sound shell. It will add stage space, better sound capability, and will provide access to the row of lights that is currently unusable because they are placed behind the shell. The drapery will not have the same sound issues as the shell and will allow for backlighting. The process will be quick, cost effective, and will produce results that each LARP group can take greater advantage of.
- c. Chair Oyervides asked Reyes how his experience has been thus far in LARP. Reyes responded that it's been a great opportunity and people already associate Teatro Vivo as part of the ESB-MACC. It has also fostered collaborations between the resident groups.

7. Working group reports:

- a. 64 Rainey Street Working Group; Chair, David Carroll, will update the Board on meetings held regarding the 64 Rainey Street parcel.
 - i. Co-Chair Carroll, Chair Oyervides, and Member Maciel met with the developer, Don Reese, and his lawyer, Nikelle Meade, to better understand Reese's proposed use of 64 Rainey should the City sell it. Items discussed ranged from the developer's intended

use of the space to the different options he would offer the ESB-MACC. They also discussed the TIF and affordable housing in the case the lot is sold.

- b. Identifying Alternative Funding Working Group; Chair, Juan Oyervides, will update the Board on meetings held regarding identification of alternative funding resources for the ESB-MACC future phases and programming and the City of Austin Rainey Street Historic District and Fund.
 - i. Nothing to report - the first meeting will be on December 16th.
- c. ESB-MACC Marketing/Volunteers Working Group; Chair, Velia Sanchez-Ruiz, will update the Board on meetings held regarding improvement of marketing efforts and volunteers for the ESB-MACC.
 - i. Nothing to report – the Working Group will meet next year.
- d. 64 Rainey Street and ESB-MACC Master Plan Working Group; Chair, Cassie Smith, will update the Board on meetings held regarding the incorporation of 64 Rainey Street into the ESB-MACC Master Plan.
 - i. They have changed the name of the working group from “64 Visioning” to “Master Plan Working Group”.

8. Staff briefings:

- a. Herlinda Zamora updated the Board on ESB-MACC programming including Dan Guerrero’s production of *Gaytino!*, Flor de Nopal, the winter youth art exhibit, and ALTA’s production of *La Pastorela*. She also discussed staff’s goals and visions in terms of the strategic plan. Chair Oyervides requested the parking revenue for the last fiscal year.
- b. Answering Chair Oyervides’ inquiry, Laura Esparza updated the Board on where LARP is in terms of the application cycle. She said that it is currently in the first cycle with four resident companies. There is an ongoing call for visual artists and none have applied. They’ve been approached by another group to come on board the second year of the program. They will begin taking applications in spring 2015 for the fall 2016 schedule.

9. FUTURE AGENDA ITEMS:

- a. Award of Excellence
- b. Member Smith asked for David Smythe-Macaulay to attend the next Board meeting.

10. Adjournment: Chair Oyervides adjourned the meeting at 8:18pm with a motion from Member Smith and a second from Member Valencia without objection (7.0). + Chair Oyervides, Co-Chair Carroll and Members Valencia, Smith, Sanchez-Ruiz, Maciel, and Forsyth.