



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

**ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, December 2, 2015**

**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:**

Rick Hernandez, Chair  
Aldo Davila, Member  
Juan Oyervides, Member  
Adriel Meditz, Member  
Juanita Tijerina, Member  
Anna Maciel, Member

**Board Members Absent:**

Blanca Valencia, Co-Chair  
Ruth Powers, Member  
Julia Aguilar, Member  
Kathy Vale-Castillo, Member  
Aida Cerda-Prazak, Member

**Staff in Attendance:**

Laura Esparza, HAND Manager  
Herlinda Zamora, ESB-MACC Manager  
Socorro Chapa, ESB-MACC Administrative Assistant

**A. Call to Order:** Chair Rick Hernandez called the Board Meeting to order at 6:21 pm when a quorum was present. Herlinda Zamora introduced the new Production Tech Coordinator at the ESB-MACC, Ernesto Garza. Ernesto talked briefly about his past employment, training, and skills.

**B. Citizen Communication:**

None.

**C. Approval of Minutes**

The minutes were reviewed. Member Tijerina motioned to approve the minutes with a second by Member Meditz. Motion passed (6.0).

**D. Presentations:**

1. Roen Salinas did not attend the meeting to make his LARP presentation to the Board. Chair Hernandez stated he would contact Mr. Salinas and give him one more opportunity to make a presentation at the next Board meeting. Chair Hernandez also expressed that at the next meeting the Board needs to go through a process of exploring what recourse to take when the Board doesn't get a response for a presentation.
  - a. Laura Esparza explained that Mr. Salinas' company has not used the facility and they are not active in the program right now. Their application focused on using the dance studio for holding classes and recruiting, which did not happen. They have not fulfilled their residency. They used the MACC once for an event. They have another facility available to them.
  - b. Esparza recommended that the Board take a look at the contracts with the resident artists and put a stipulation they must meet their residency obligations or maybe after a year perform a review and determine if the groups or individuals are a fit for LARP, which may be the case for Mr. Salinas.
  - c. Chair Hernandez and Member Tijerina sponsored the agenda item to review and discuss a criteria, responsibility, and policy for evaluating residents of the LARP program.

#### **E. Briefing, Discussion and/or Action Items.**

- a. Herlinda Zamora gave a presentation on the new process and event for the Award of Excellence, for 2016. Zamora explained the new process and that when nominations are received, she will be responsible for putting together the packets, and assign staff to do the research on nominations.
  - b. She mentioned that the Center would be partnering with Texas Folklife to do the judging and the Board Chair will deliver packets to Texas Folklife. Texas Folklife will review all applicants and make recommendations for the selection of recipients. The selected recipients will be returned to the MACC and the PARD Director and Assistant City Manager will review the final recipients and put their stamp of approval. The final recipients will be given to Zamora and she will contact the recipients and the invitations will be finalized. Texas Folklife will serve a 3 year term as judges and then they will recommend the next non-profit for the next round.
  - c. The 2016 award ceremony will be held May 21 in the plaza from 6-8 pm and the media sponsor will be KLRU.
  - d. Member Oyervides stated he was told by the designer that the installation of the Wall of Excellence will be ready in 60 days.
  - e. Member Oyervides shared concern regarding Council Member Tovo being asked to present the awards. He stated he felt a commitment to Council Member Zimmerman to make the presentations from last year and be given the chance to turn it down. Member Oyervides asked how CM Tovo was elected to do the presentations for this award ceremony. Laura responded that all Council Members are invited and all have the opportunity to speak when they are invited but because it is CM's Tovo's district it is City protocol to offer her the opportunity and she has the right of first refusal.
  - f. Member Oyervides asked to see the protocol in written form before moving forward.
  - g. Member Davila asked who would be the entity to have the conversation with CM Zimmerman. Laura stated it would probably be the Public Information Office or the Corporate Information Office who should have handled the invitation last time. CM Zimmerman was not invited by staff or the Public Information Office that handles these invitations. Laura stated we would be happy to explain the change in circumstances to CM Zimmerman and let him know that he is welcome to attend. Chair Hernandez stated that he would be a happy to be part of that conversation.
  - h. After much discussion about the event Laura Esparza asked the Board what they thought about combining the two events. Chair Hernandez along with Members Davila, Maciel and Oyervides supported combining the two ceremonies. Zamora stated her staff would not object to combining both events. Member Tijerina stated marketing both events is crucial in not minimizing the recognition of all recipients and to involve the community.
  - i. Member Oyervides shared concern that if the Board moves forward with what was presented at the meeting, what was the point of having these discussions. Laura stated the purpose was to take advice from the Board but ultimately it is a City funded program.
  - j. The consensus of the Board was that the 2015 Awards ceremony and the 2016 Awards ceremony will be combined and held on May 21, 2016 and that Chair Hernandez will attend the conversation with Council Member Zimmerman along with the Assistant Director Kimberly McNeeley as well as the Public Information Officer, John Nixon.
2. Chair Hernandez gave a progress report on the working group formed to develop recommendations for staff to incorporate into a scope of work for the architect who will be charged with updating the ESB-MACC Master Plan and shared a memo with the Board outlining the following discussions.
    - a. Public hearing should be conducted by the Architect.

- b. Of importance is the security at the MACC on the grounds and around the buildings; the canvas shade for the Plaza as it was originally recommended; the completion of the two pyramid structures including the underground parking; underground parking beneath the existing lot; grand entrance from 58 Rainey to 64 Rainey; dock, floating stage and water feature at the river; completion of the arc with classroom, studio, workshop and storage space; resurfacing the plaza area.
- c. Also discussed was moving the utility pole (transmission tower) at 58 Rainey (or place underground); creating a closed north service entrance at Red River Street; and building a Mercado structure in the existing lot with parking on top or underground.
- d. Chair Hernandez has been communicating with Jane Rivera of the Parks Board and there will be a joint meeting to share ideas and he will bring back the recommendations to the board.

#### F. Staff Reports

1. Herlinda Zamora provided a report on marketing and outreach, and programming for the month of December. She stated that she sent out a notice to Board Members about attending events and only two members responded. Chair Hernandez informed the members that the MACC staff will advise the Board Members attending an event on what to do, which could be welcome remarks and introducing other board members. Board Members will be recognized at events.
2. Zamora shared an outline of the FY 15 recap of the LARP program and a parking revenue report. Member Oyervides asked to get a report on how the parking revenue is applied to the MACC.

#### H. Adjournment

Member Maciel made a motion to adjourn. Member Davila second the motion. Motion passed. (6.0) Members Valencia, Powers, Aguilar, Vale-Castillo and Cerda-Prazak were absent for the vote. Chair Hernandez adjourned the meeting at 8:17 pm.