

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, September 6, 2017

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:

Rick Hernandez, Chair

Anna Maciel, Co-Chair

Julia Aguilar, Member

Juan Oyervides, Member

Hipolito Sarabia, Member (Arrived at 6:08pm)

Kathy Vale-Castillo, Member

Hector Herrera, Member (Arrived at 6:23pm)

Aida Cerda-Prazak, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager

Tina Herrera, ESB-MACC Administrative Assistant

A. CALL TO ORDER: Chair Hernandez called the Board Meeting to order at 6:03pm.

B. CITIZEN COMMUNICATION:

- Edgar Yepez, Founder and Director of Oaxaca Arte Movimiento thanked the Mexican American Cultural Center for collaborating with them on several different occasions and expressed that he was honored to receive an Award from the Center. He is currently working on a project called the “Guelaguetza”, he believes it is a project that is perfectly positioned to promote Mexican culture in Austin for tourist and would like to host the event at the MACC throughout the year. He asked for MACC staff and Board Members to support his idea.
- Gonzalo Barrientos, Former Senator invited the Board to attend an event at the Bastrop Convention Center at 10am on September 23rd. He explained that the Texas Historic Commission would be placing a historical marker at the site of Mina Ward School to honor its civil rights legacy.

C. APPROVAL OF MINUTES:

With no corrections, Member Vale-Castillo motioned to approve. Member Aguilar seconded the motion. Motion passed. (7.0) Member Herrera was absent.

D. PRESENTATIONS:

1. Mayor Pro-Tem Tovo presented to the Board and staff what was discussed at City Council’s August 31st meeting explaining the difference between Item 60 and the Downtown Puzzle.
 - Mayor Pro-Tem Tovo stated that every year she looks at the Hotel/Motel tax budget to see how it’s being used and how it could be used more effectively. She learned that all PARD Cultural Center’s did not qualify for Hot funding because they do not put heads

in beds and must be able to document tourism but could use 15% for Historic Preservation if they could show proof that a significant number of tourists visit the Center. (Note: 15% equals 11.1 million dollars)

- Member Vale-Castillo asked if the Legal Department took into consideration that Rainey Street Historic District was a significant factor of the MACC's location and its history. Mayor Pro-Tem Tovo let the Board know that she would find out if the MACC could qualify for Historic Preservation funding.
 - Member Oyervides asked what the timeframe is for Historic Preservation. Kim McKnight, PARD Project Manager responded that it's a 50 year threshold where it must meet architectural and historical significance.
 - Mayor Adler's proposal would use venue money to fund the completion of the MACC.
 - Chair Hernandez let the remaining members of the Board and staff know that Co-Chair Maciel Members Oyervides and Vale-Castillo had met with Mayor Adler to discuss the Downtown Puzzle, development, and completion of the MACC. He stated that the Mayor had asked for the Board to schedule a Special Called meeting.
 - Member Vale-Castillo motioned to have a Special Called Meeting with the MACC Advisory Board with one agenda item for the Mayor to present the Downtown Puzzle and the implications for the future of the MACC. Member Aguilar seconded. Motion passed. (8.0)
2. Kim McKnight, PARD Project Manager relayed to the Board that the next MasMACC public meeting would be held October 7th and the final meeting would be December 2nd, both meetings are scheduled to take place at the MACC.
- McKnight let the Board know that she would not be at the October 4th Board meeting but would make sure to provide any updates via email.
 - McKnight provided the Board with a handout of the Capital Funding Balance noting the balance has not changed from \$341,549.
 - McKnight reported that George Maldonado, MACC staff, a lighting consultant, and Master Plan consultant would be meeting to discuss the potential cost of theatrical lighting.
 - Jaime Beaman, CasaBella Lead Architect provided a visual for the Board to see what the design teams current process.
 - Beaman stated there were two goals to the Master Plan. The first goal was to draw more patrons to the MACC; and secondly making the design to where it can be phased to meet the current and future needs of the Center.
 - Beaman believes it is important for the design team to respect Teodoro González de León's creation of the MACC's structure. He let the Board know that in October his team would be making recommendations to the public on what they believe needs to happen as well as providing sketches for the public to view.
3. Carlos Cordova, Marketing Communications Consultant gave a presentation on Austin Energy's Repowering Downtown project.
- Cordova mentioned to the Board that the substations are a 30 to 40 year improvement project and will not just benefit the citizens of Austin today but our children in the future.

- Currently there are two substations at the Brackenridge Substation and the Seaholm Substation. Austin Energy plans to build a third substation by the year 2020.
 - Cordova stated the goal is that the electric grid never goes down.
 - Chair Hernandez asked what Austin Energy could do to move the cables and poles that are a part of the Master Plan designs barriers. Cordova responded that Austin Energy would need to figure out what the cost would be, and determine if it would be prudent to do something about the issue.
 - Austin Energy expressed that they give opportunities for public art to be shown at the substations. Their belief is that art helps the economic development.
 - The next steps to the Community Engagement process is to make sure all stakeholders have a voice, get the contract with the design and communication consultant signed, and then install the third 70MVA transformer at the Seaholm substation.
4. Herlinda Zamora, ESB-MACC Site Manager provided the Board Members with the September Calendar of events.
- Zamora invited the Board Members to attend Teatro Vivo’s performance “Enfrascada” September 7th-24th.
 - Zamora let the Board know that the programming for the 10 Year Anniversary’s event had been finalized and provided an agenda of the event.
 - Zamora provided LARP highlights; she mentioned to the Board that there was a new installation called “Barriscope” that is part of the City of Austin’s Temp project located by the trail next to the MACC; Zamora provided the Advisory Board a report on Cosecha Summer Camp 2017.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Member Oyervides moved to make a friendly request to Austin Energy to work with the MACC Board for an opportunity to fashion a façade with artistic elements that reflects the history and presence in the Rainey Street Historic District and its location at the beginning of “La Gran Entrada” to the MACC. Chair Hernandez seconded. Motion passed. (8.0)
 - Member Oyervides believed a working group would need to be created. All Board Members agreed. Members of the working group consist of Co-Chair Maciel, Members Oyervides, Herrera, Sarabia, and Cerda-Prazak.
2. Member Oyervides provided a MACC Board Rainey Neighborhood Traffic Study Priority Ranking exercise.
 - Member Oyervides asked the Board Members to complete the exercise and scan email to him by noon Thursday, September 7th.

F. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

Update on the September 28th City Council meeting and what the impact could be for the MACC.
 Discussion and feedback on the 10 Year Anniversary.
 Report from the Austin Energy Working Group.

ADJOURNMENT:

Member Aguilar motioned to adjourn with a second by Member Cerda-Prazak. Motion passed. (8.0)
 Chair Hernandez adjourned the meeting at 9:10pm.