

Perkins&Will

Meeting Minutes

Date: 5.29.2020 Authored By: Uttara Ramakrishnan

Meeting Details

Meeting Date: 5.28.2020

Project Name: George Washington Carver Center

Meeting Time: 6.30 PM

Project Number: 215011.000

Meeting Location: WebEx

Attendees:

African American Resource Advisory Commission:

Elaina Fowler, Daryl Horton, Gregory Smith, Clifford Gillard, Joshua Robinson

Smith & Company Architects:

Terry Smith, Juarez White, Ivonne Canez

Perkins and Will:

Stephen Coulston, Malcom Davis, Kenneth Luker, Paul Ward, Uttara Ramakrishnan

Discussion

Meeting Minutes

George Washington Carver Center

Meeting Date: 5.28.2020

ITEM NO.	DESCRIPTION	RESPONSIBILITY	ORGANIZATION
1	<p>Greeting</p> <p>A brief introduction of the project and the purpose of the meeting to seek the help of the participants to define a vision for the future of the Carver Center. Review agenda and uncertainty of timeline.</p>	Carre Adams	George Washington Carver Museum
2	<p>Welcome to Master Plan and Process</p> <p>A briefing of the project initiation and selection of the design team.</p>	Gregory Montes	COA Parks and Recreation Department
3	<p>Design Team Welcome</p> <p>Design Team: S&C + PW consortium, has a long history of working together; and individually on key projects of local and national significance. Both value diversity and inclusion.</p>	Terry Smith	Smith & Company Architects
4	<p>Facilitate Virtual Guests Intros</p> <p>Brief introduction by each participant – who they are, how are they related to the Carver center.</p>	Carre Adams	George Washington Carver Museum
5	<p>Exercise: KEEP TOSS CREATE</p> <p>The Design Team engaged with the participants to understand their relationships with and aspirations for the Carver Center. The aim of this exercise was to garner detailed information regarding programming, expansion needs, infrastructure, transportation, neighborhood connectivity, environmental concerns, and any other relevant issues affecting the development of the identified area.</p> <p>The participants were asked questions: (details below)</p> <ul style="list-style-type: none"> a) What they enjoy the most at Carver? b) What they least appreciate or dislike about Carver? c) What is missing/ what new programs would they like to see? 	Malcolm Davis & Stephen Coulston	Perkins and Will
6	Q&A	Carre Adams	George Washington Carver Museum
7	Wrap Up	Gregory Montes	COA Parks and Recreation Department

Meeting Minutes
George Washington Carver Center
Meeting Date: 5.28.2020

Exercise: Keep, Toss, Create



1. Keep: The participants were asked what they enjoy most at the Carver.

The replies covered multiple concerns:

a) Idea of the Building:

Juneteenth statues are important to the community and the building experience and needs to be highlighted more.

The participants conveyed the importance of the museum to the community and how it stands as the main attraction in the Carver complex.

b) Experience:

The participants feel that the Carver staff treats the members of the community very well and make them feel welcomed.

c) Programs:

The participants also enjoyed the summer programming – in theater or music at the Carver.

Children's theater is also enjoyed by the community.

d) Spaces in the building:

The participants like the outdoor spaces at the Carver that enables large-scale gathering of people.

Meeting Minutes
George Washington Carver Center
Meeting Date: 5.28.2020

TOSS

What do you least appreciate or dislike?

Carver has stature within the community, but also Af Am Cultural Heritage Center	There is a naming / branding issue within the city's facilities	Heritage facility has a pretty grand name... but there is not a whole lot there	amount of access (hours, programming opportunities) is limited to some extent	functionality, maintenance is limited	lobby is not well suited as the only space for large events
the story and the place are not as interconnected as they should be	space is just not sufficient for many events of size				

OTHER CONCERNS

Untitled + Add note

already looking into cost savings / efficiencies	want to be sure to express our community's vision and needs first.	

2. Toss: The participants were asked what they appreciate the least or dislike the most about the Carver?

The replies elaborated on various issues:

e) Image/Branding:

The participants conveyed that the Carver is an important icon for the African American community in Austin and could be branded to reflect the significance it holds. It was suggested that the name could be possibly be changed to something along the lines of - the African American Cultural and Heritage Center.

Meeting Minutes

George Washington Carver Center

Meeting Date: 5.28.2020

It was conveyed by the participants that the story of the community in Austin, the Carver and the various buildings/institutions of importance to the community need to be threaded together into a deliberate narrative that reflects the community's history and connections to the city.

f) **Way finding:**

The participants mentioned that sometimes the facilities of the Carver are hard to access due to lack of space.

g) **Maintenance:**

The craver needs to improve maintenance. There are a lot of spaces that are leaking.

h) **Design and utilization:**

The lobby is not well suited for large-scale events

The participants felt that the Carver does not have enough space for all the events currently taking place here.

CREATE What is missing/ what new programs would you like to see ?

Area for festivals and events outdoor- Eg. Soul food truck festival	Access, theater, size, rehearsal spaces, more dressing rooms	More access to the building	Stand as a strong representative of Af-Am heritage	Invite people from outside Austin as well - place to be desired	Needs more Meeting space for the community	
Connection between story and the place(carver)	Commercial type Kitchen to appraise that space	an interwoven experience of the facilities, site, community, history	ability to host more outside receptions and things like that	Expand library - show great emphasis on education + resource for kids/ future	agriculture and gardening that speaks to our legacy, feed people in the community	
Expand existing educational center to include food science education and history of AA and farming ... wonderful	relationship bt growing healthy food + good health - holistic approach	a venue where af am community can have an event of 200-300 people	a theater that seats more than 125ish (4-500)	place to hold receptions - facility as an imp venue of af-am cultural district	Carver is also missing out on South By Southwest opportunities due to lack of space. - NEED SPACE	More space will mean - addressing the parking around the facility as well to accommodate these larger
I should ask that we remember the historic African American faith community that exists in our city. There are several	a place for young people to learn, not just STEM	an environment where anything we want to do is possible	Dance space			

3. Create: The participants were asked what programs or upgrades they would like to see here.

The replies can be categorized as follows:

i) **Ideas:**

The Carver must posit itself a stronger representation of the African American community and heritage in Austin

The Carver should be 'a place to be desired' that draws people/visitors from all over the country.

Branding/ Narrative – The Carver needs to be better connected to the other organizations, institutions and buildings that speak to the community’s heritage and narrative in the city of Austin. It should be located at the epicenter of an interwoven experience. It must present itself as the heart of an African American cultural district.

Meeting Minutes

George Washington Carver Center

Meeting Date: 5.28.2020

The participants suggested that the new design should remember the historic African American faith community that exists in Austin. There are several churches that are around 150 years old and should be represented within the center.

The Carver must provide an environment for the community where they can do anything, they wish for.

j) **Programming:**

The Carver must be a place for young people to learn different things that are not just STEM related. The center could help children develop a good relationship between growing healthy food and physical wellness. Ideas of nutrition, health and wellbeing could be imbibed into young minds that come here.

k) **Design:**

The participants expressed a desire to see more outdoor space in the Carver center that can accommodate large scale festivals that are dear to the community.

Improving access to the buildings (physical access, time, and space).

More meeting spaces are needed – indoors and outdoors.

The existing education center could be expanded to include food science education, history of the community, farming, etc.

Some of the participants suggested that the new design include a big commercial size kitchen.

The venue must be designed to hold events of 200-300 people and a theater that can seat about 500 people comfortably.

The new Carver to have a strong sense of presence, connected to the streetscape around it and the library nearby.

The library could be expanded and can turn into a great resource for the children of the community and the future.

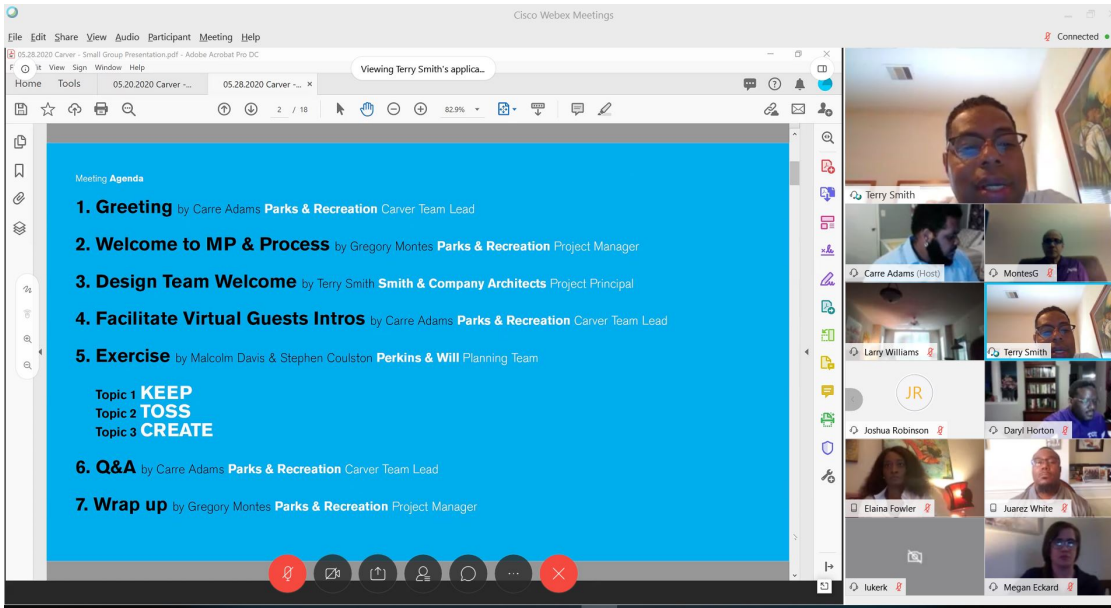
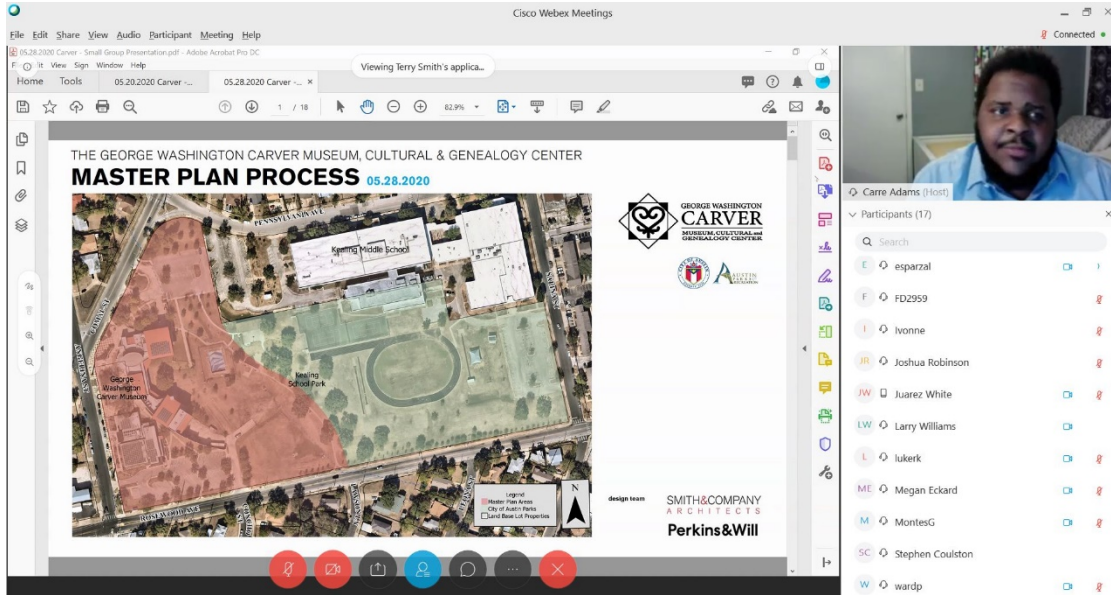
Addition of space to the Carver could enable it to be a part of festivals in the city such as South by Southwest.

More programmed space to be supplemented with adequate parking facilities.

Additional dance studios to be provided.

Meeting Minutes George Washington Carver Center Meeting Date: 5.28.2020

Photos/Screenshots of the meeting:



Meeting Minutes George Washington Carver Center Meeting Date: 5.28.2020

