

## MACC Staff Report – [Website](#) - [Facebook](#) - [Instagram](#)

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# Holistic Wellness Programming

## Past:

### **Community Conversation-Healing through Earth Connections: Thurs, October 10 @ 5:30-8pm (Attendance: 16)** **Lady Bird Johnson Wildflower Center**

Join us to explore cultural expression and honoring our cultural legacies. Harvé Franks and Jesus García will guide us through a flower pressing activity and in creating seed balls, closing our time together with a seed ceremony. Pre-registration required by Thurs, Oct 3 for free entry to the LBJ Wildflower Center.



### **Cumbia Basics I: Saturday, October 12 @ 2-3pm (Attendance: 10)** **Corazon Latino Dance Studio**

Learn basic steps and the body movements that define this popular Latin American Dance. No prior experience or partner is required. Pre-registration required by Mon, Oct 7.



### **Learn to Kayak/Paddleboard (16+): Thurs, October 17 @ 6-7:30pm** **(Attendance: 17)**

#### **Austin Rowing Club**

Join us on Lady Bird Lake and paddle through the heart of Downtown Austin. Pre-registration required.

### **Chair Yoga: 3rd Friday of each month @ 10:30am (Attendance: 10)**

#### **Yarborough Library**

A gentle form of yoga that can be done seated in a chair.



**Rowing Race Training Team competed in their first Austin Rowing Club Head of the Colorado regatta on Sat, Oct 26 (Attendance:5):** Five months of 6am training prepared them to achieve their goal! Training will continue for the ARC Spring Heart of Texas Regatta.

### **Bilingual Yoga + Sound w/Castle Hill Fitness: Monday, October 28 @ 6-7pm (Attendance: 56)**

#### **Waterloo Greenway-Moody Amphitheater**

Melt away stress and tension with Isabel Beltran Sabel. This class combines gentle yoga poses, breathing techniques, and guided relaxation with sound healing bowls to help calm the mind and enhance overall well-being. Bring a yoga mat.

## Upcoming:

### All-Levels Yoga: Saturdays @ 10:30-11:30am

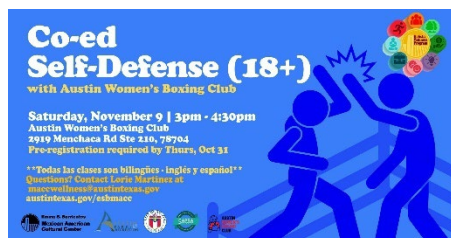
#### **Southeast Library**

Focuses on body awareness, connection with the breath. with gentle movement, and time for meditation and relaxation. The library has mats to share.

### Chair Yoga: 3rd Friday of each month @ 10:30am

#### **Yarborough Library**

A gentle form of yoga that can be done seated in a chair. These modifications make yoga accessible to people with various physical abilities.



### Co-ed Self Defense Class (18+): Saturday, November 9 @ 3-4:30pm

#### **Austin Women's Boxing Club**

We will practice using mixed martial arts techniques from Karate and Jiu Jitsu. You will gain a basic understanding of how to defend yourself using your body and tools like pepper spray. Pre-registration required by Thurs, Oct 31.

### Cumbia Basics II and Social (16+): Saturday, November 9 @ 5-6:30pm

#### **Corazon Latino Dance Studio**

Learn the basic steps and body movements that define this popular Latin American dance. No prior experience or partner is needed. Refreshments will follow. Pre-registration required by Mon, Nov 4.



### Birdwatching and/or Garden Day (10+): Sunday, November 10 @

**8:30-11:30am**

#### **Sunset Valley Community Garden**

Join local bird watchers and enjoy the outdoors, getting to know the birds that live around the Sunset Valley Community Garden. Afterward, we'll work hands-on maintaining the Healing Garden. Pre-registration required.

### Guitar Workshop w/Mauricio & Javier (15+): Wednesday, November 13 @ 6-7:45pm

#### **Terrazas Library**

Each artist will demonstrate an original song and the guitar techniques, rhythms, and music concepts used. Students are encouraged to bring their guitar but may attend without an instrument. Pre-registration required by Mon, Nov 4.

### Mini Yoga Retreat w/Isabel & Aneika (18+): Saturday, November 16 @ 3-5:30pm

#### **The Center for Arts + Healing**

We'll begin w/ a nature walk to set intentions for the day, move into a gentle yoga flow, then a soothing sound bath & gratitude journaling. Enjoy a light dinner to close our time together. Pre-registration required by Wed, Nov 6.

### Cine de Oro: Tuesday, November 19 @ 9-12pm

#### **Conley-Guerrero Senior Activity Center**

Join us for a screening of a film from the golden age of Mexican cinema. Lunch will be served.



## **2nd Annual Tamalada: Saturday, December 7 @ 1:30-5pm Conley-Guerrero Senior Activity Center**

Join us for this all ages event! Learn to make traditional tamales with Doña Reyna from Veracruz All Natural, get creative at our art-making tables, then leave with some tasty tamales and a recipe card so that you and your family can host a tamalada in your own home! Both workshops are bilingual - inglés y español. Pre-registration highly recommended. Limited space available for walk-ins.

## **Volunteer Club: Gift Sorting (16+): Thursday, December 12 @ 1:30-4:30pm**

### **Salvation Army Angel Tree Warehouse**

Volunteers may unpack and organize toys and clothing, set up shelving, decorate, answer phones, and fulfill wishes for children, etc. Pre-registration required.

## **Youth and Family Education**

### **Sugar Skull Workshops**

October has been filled with Día de los Muertos celebrations and activities! The Education team produced over 1,200 sugar skulls and distributed them to teachers in AISD schools, used in Día de los Muertos workshops, and featured in their afterschool program lessons. The remaining sugar skulls were the featured children's during the MACC's big Día de los Muertos event on November 2<sup>nd</sup>.



The Education team hosted Día de los Muertos workshops at six recreation centers. These two-day workshops taught senior participants how to make their own sugar skulls and collaboratively create an ofrenda. Over 70 participants attended these workshops.

### **HomeSchool Day**

On October 11th, the Education Team participated in and hosted a table during the Bob Bullock Museum's Homeschool Day, which had over 200 attendees. The team provided educational resources on El Ballet Folklórico de Amelia Hernández for homeschool parents. Participants had the opportunity to create folklorico puppets and learn about the various dresses and regions represented in the Ballet Folklórico de Mexico.



### **Communities in Schools (CIS)**

The ESB MACC is proud to continue its partnership with Communities in Schools. The Education team is providing after-school programming at four HACA (Housing Authority City of Austin) sites once a week. In addition to working with CIS, the Education team is also offering after-school enrichment at City of Austin Community Recreation Centers through the PARD Centralized Programming Division's Lending Library Program. This month, they visited the Turner Roberts and South Austin Recreation Centers, where they introduced the ESB-MACC and taught participants about Día de los Muertos.



## Waterloo Greenway

Waterloo Greenway's Morning Glories attracted over 400 parents and toddlers this fall. The Education team hosted a children's activity table each week, sharing crafts and promoting upcoming MACC events. Join Waterloo Greenway and the education team again in the spring at Waterloo Park.

## Sábados en Familia

The Education team officially launched this fiscal year's Bilingual Literacy program, Sábados en Familia. This month, they visited the Southeast Branch Library, read "El Paletero Man," and created paleta piñatas with over 50 attendees. They will continue their program in November at the Little Walnut Creek Branch, where they will read "River of Mariposas."

### Sábados Dates & Locations:

[11/9/2024, 12-2pm, Little Walnut Creek Branch](#)

12/14/2024, 10-12pm, Windsor Park Branch Library

1/11/2025, 12-2pm, Twin Oaks Branch Library

2/8/2025, 12-2pm, Menchaca Branch Library

3/8/2025, 12-2pm, North Village Branch Library

4/12/2025, 12-2pm, Pleasant Hill Branch Library

5/10/2025, 12-2pm, Milwood Branch Library

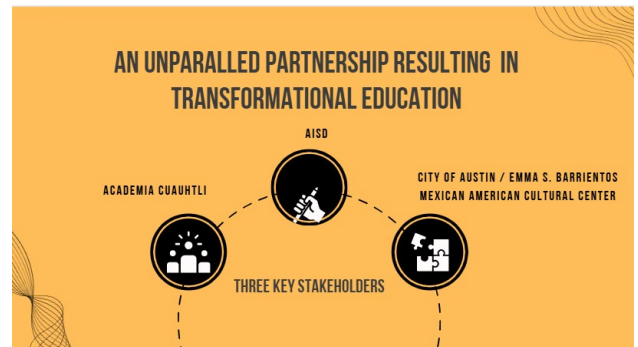


## Academia Cuauhtli Bilingual Education Program

### Academia Cuauhtli Interlocal Agreement

This special partnership agreement between AISD and Academia Cuauhtli jointly with the ESB Mexican American Center was one year in the works. The previous interlocal agreement reached its expiration date this year.

We are now ecstatic to report that its approval was supported by the Austin Parks and Recreation Board, the AISD Board of Trustees, and City Council. This will allow Academia Cuauhtli programs to continue with access to shared resources as budget allows by all partners. We are extremely grateful for AISD's support as an integral and valuable partner in their continued commitment to sustain cultural and language revitalization among our youth.



## Caminos Teen Leadership Program



### Caminos & Dia de Muertos Celebrations

Caminos 2024-2025 is off to a great start! We had our first few sessions and got to participate in the Mexic-arte Museum's Viva La Vida Parade on October 26th. We practiced our traditional Dia de Los Muertos face painting with a tutorial from Olivia which provided training and preparation for the MACC's big Dia de Los Muertos event on November 2nd.

# Outreach and Marketing

## Outreach Events- Past



### 10/20/24 Hola Fest at Pan Am Rec Center

We made connections with Norsan Media, who hosted their first [Hola Fest](#) at the Pan Am! This is a new group to Austin with five new Latine radio stations: Leyendas 98.5, Romance 105.3, La Raza 104.9, Mexicanisima 99.3, & Magia 101.9



### 10/26/24- Viva La Vida Parade at Mexic-Arte Museum

We marched in the Mexic-Arte Museum's 41<sup>st</sup> annual Viva La Vida Parade! Proudly carrying a MACC banner, the MACC staff got ready together at Sanchez Elementary and then joined the parade. We distributed flyers in the crowd and had so much fun! The MACC ofrenda is on exhibit at Mexic-Arte until January 2025.

### 10/31/24 – Halloween Event for families at the Long Center

At the Long Center Halloween Celebration on October 31, the MACC outreach team provided face painting and spread the word about our Dia de los Muertos event on November 2<sup>nd</sup>.



### 11/1/24 – at the Oakwood Cemetery



At the Oakwood Cemetery Event on the evening before our event, we assisted with the event "Dia de los Muertos: In Loving Memory of Those Who Have Gone Before". This was an event sponsored by the Herrera, Limon, and Zamarripa families of East Austin. We provided lighting and sound support as well as information on Day of the Dead for all in attendance. The Travis High School mariachi band played and we ate pan de muerto and hot chocolate



and tamales. It was a lovely, heartfelt event for East Austin families and supporters. We livestreamed the event which you can watch on our [Facebook](#).

*Dia de los Muertos is about memory, keeping loved ones alive through story, photos, mementos, and music. It is a time when the past meets the present, when altars become bridges, guiding souls home. It is a love that lingers, a way of saying- We remember. You are still here.*  
- Hermelinda Zamarripa

### 11/1/24 – at Southeast Branch Community Library

At the library in Dove Springs, our face painter and graphic designer Bianca Olivares Reyes provided free children’s activities and outreach. She invited families to join us the next day at our Day of the Dead event!

## Outreach Events- Upcoming

### 11/9/24- Sana Yoga Event

The holistic wellness program will have an outreach table providing children’s activities at the Sana Yoga event on Saturday Nov 9th at Veracruz all Natural, Webberville Rd.

### 11/12/24- CityWorks Academy Presentation

At the Montopolis Recreation Center, 33 participants in the CityWorks Academy will participate in a bilingual learning session that includes Museums and Cultural Centers. The MACC will do a presentation and lead a small-group discussions to dive deeper into how Museums and Cultural Centers serve the community. The goal is to share insights, answer questions, and encourage participants to learn from others. There will be four presenters on four topics: Cultural Centers (Olivia), Historic Preservation & Tourism (Sarah) Forestry (Josh and Kirsten), and PARKnerships (Yasmine).

## Signature Events





## Dia de los Muertos/ Day of the Dead Saturday, November 2, 2024 2:00-8:00pm

THANK YOU to everyone who joined our annual Día De Los Muertos 2024 and Mexamerican event on November 2!

We still had an amazing event despite challenging weather. We made art, contributed to the community altar, and even got to dance before the rain came around 6:20pm.

All activities and performances went according to plan, except Miguel St. Michael's set was cut short and the Tiarras did not get to perform- it poured before they could take the stage and

our sound equipment was affected. The good thing is we had prepared by renting lots of tents and were able to provide tent cover to a lot of the participants, and we even kept the face painting going during the rainstorm!

to MACC Staff, who worked extremely hard to pull off an event of this magnitude, to the Mexamerican event organizers Javier Salas and Nino Miranda, and to all the performers, volunteers, and supporters/ attendees of the event. We felt a strong sense of community, joy, and heartfelt support. It was truly a community event! Special thanks to Roy Reyna, Angelica Garcia and Larry Amaro.

We continue to get positive feedback about the event including the comments below”

*“Día de Muertos Festival was incredible!! Austin showed us so much love 🤝 and the team at Emma S. Barrientos Mexican American Cultural Center was so supportive and organized such a beautiful event 🌸 We brought so many cute things and received such positive feedback! We sold out 3 hours into the event and could not be happier 🤝 Definitely one of our biggest events yet and can't wait to be back in Austin 🤝”*

*“Your perseverance was very much demonstrated in the past weekend's Dia De Los Muertos event. I saw familias smiling and kids having the time of their life - a remarkable sight and what a sense of community making memories and legacy for you all...The rain came suddenly and... it is understood that this put a damper on the event but I feel there is still good that can continue in the spectrum of positive.”*

### Dia de los Muertos Promotion

This is always our biggest event of the year, and the marketing and outreach was a group effort from all staff! We promoted the event at East Austin elementary and Middle Schools. We ran a paid ad in La Prensa. We did door to door outreach around the Pan Am. We co-promoted with Mexic-Arte and La Pena.



We are happy with the amount of coverage the event received including stories with four local news stations: CBS/ We Are Austin/ KEYE, Telemundo, Fox/ Good Day Austin and KVUE.

[Telemundo interview with Salwa Yordi](#)- aired 10/25/24

[KVUE Interview with Yvonne Nava](#)- aired 11/2/24

[We Are Austin Interview with Chelsea and Trevor](#)- aired 10/31/24

The event was also featured on [CBS Austin](#), [Austin-American Statesman](#), Eventbrite, the Austin Chronicle, Austin Vida by Nancy Flores, KXAN, Do512, and many more!