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## MUSEUMS & CULTURAL AFFAIRS

The City of El Paso Hispanic Cultural Center Subcommittee  
Wednesday May 20, 2015 – 1:00 p.m.  
City Hall, Main Conference Room

### MINUTES

1. **Call to Order.** Meeting was called to order at 1:02 p.m.
2. **Roll Call and Introductions.**

<u>Board Member</u>	<u>Present</u>	<u>Absent</u>
Rafael Adame		X
Jesus "Cimi" Alvarado	X	
Ruben Chavez	X	
Yolanda Clay	X	
Luis Cortinas	X	
Fermin Dorado		X
Jaime Esparza	X	
Rosa Guerrero		X
Hector Gutierrez	X	
Carlos Hisa	X	
Enrique Moreno		X
Barbara Perez	X	
Cindy Ramos-Davidson	X	
Gustavo Reveles	X	
Silvestre Reyes		X
Belen Robles	X	
Maya Sanchez	X	
Nestor Valencia		X
Theresa Ware-Asbury	X	

CITY CLERK DEPT.  
2015 JUL -9 PM 4:15

Others present: Tracey Jerome, Ben Fyffe, Kristen Hamilton-Karam and Misty Monteros

3. **Public Comment.** The following members of the public commented: Analinda Moreno and Hector Montes
4. **Discussion and Action on Approval of Minutes for April 15, 2015.** Chair allowed members time to review the minutes before requesting a motion for approval. Cindy Ramos-Davidson motioned to approve; Luis Cortinas seconded; all members voted in favor, none opposed, and motion passed unanimously.
5. **Presentation on Amended Enabling Resolution.** Ben Fyffe noted that two additional duties were added to the enabling resolution based on the preliminary report made to Council by the Chair. The additional duties are recommendations regarding the name of the Hispanic Cultural Center, and recommendations regarding the general location of the Hispanic Cultural Center, proximity to public amenities, transit, etc. Chair noted that during his presentation to City Council, it was suggested that this subcommittee give a recommendation on name and location, adding it has already been decided the cultural center will be located in District 8. Chair reminded members that the duty regarding location says 'general location', which is important, because it is not helpful to City Council or the City to talk about specific buildings. Ben added that in terms of protecting the budget and thinking about land acquisition costs, it is wise to speak generally. Chair asked members for suggestions on whether to add the two new duties to an existing working group or to create a new working group to handle the two new duties. Cindy Ramos-Davidson suggested adding the duties to an existing working group and Chair agreed. Luis Cortinas suggested that both new duties be added to the fundraising working group and Cindy Ramos-Davidson agreed. Chair expressed his opinion that the working group focusing on size is actively working

on programming and trying to determine the essence of what the center will be and do. He continued that his opinion is that recommendations from that group would suggest name and location. As members of the working group working on size, Mayor Maya Sanchez and Jesus Alvarado agreed. Ben suggested that multiple groups could think about the new duties with different perspectives and reminded members that this item does not require action, but can informally be included into the work of all three working groups. Hector Gutierrez suggested that the name needs to be decided on quickly and a special meeting should be called just to focus on the name issue. Chair decided that the two new duties would be assigned to each of the working groups to tackle individually. Members were reminded it is not their duty to discuss specific locations as it would not be beneficial to the project.

**6. Presentation of Findings from Artist Needs Assessment Survey.** Ben Fyffe began by explaining the findings from the Needs Assessment survey that was approved by members and delivered to artists online. It was available for one month online and a print version was also available for those without computer access. The information was released through subcommittee members, 300 regional media outlets, all MCAD social media outlets along with sponsored posts on social media. It was targeted specifically to 4,000 people within the El Paso area with an interest in arts, culture and heritage. Additionally, it went out to 500 subscribers of MCAD's e-blast. There were 94 respondents and 55 of those opted to leave additional contact information to remain connected and receive updates about the project. Ben noted that 97% of respondents were from within the city. He briefly reviewed the primary artistic/cultural discipline that described the work of respondents; the four types of spaces/amenities that respondents felt most important to support their work; the four features respondents found most desirable to creating, rehearsing, exhibiting and/or presenting high quality work in a studio or art space; and the types of programming respondents would be most interested in attending at the Hispanic Cultural Center. Members were shown survey results via a PowerPoint slideshow. Hector Gutierrez asked Ben if he was surprised by any of the findings, and Ben replied that the only surprising issue was the articulation of need for community/meeting spaces. Hector next asked if the findings were in synchrony with what the consultant gave in his report, and Ben replied that to some extent yes, but the survey findings were more fine-grained. Chair asked what the City learned from the survey, and Ben replied that the articulation from local artists is for professional-quality, very accessible spaces. Luis Cortinas asked if the respondents were from all different cultures, and Ben replied that ethnicity was not a part of the survey, but it was targeted to the El Paso market, understanding that most of the artists we serve are a reflection of our population. Chair asked if the survey satisfied our purpose, and Ben replied that he would have liked to see more feedback, but the feedback we did get was good and reflected what we know anecdotally from the calls and inquiries we frequently receive. Barbara Perez inquired as to how many musicians were actually reached by the survey, and Ben replied that we are limited to artists that have actually signed up with the department to receive notifications. He added that social media also populated it on 4,000 different feeds. Chair asked for any other questions or comments, there were none, and Ben concluded his presentation.

**7. Report on Progress of Working Group #1 (Size).** *It was decided that items 7, 8 and 9 would be taken together.* Chair asked to start with the progress report of working group #1 (size) and noted that they were responsible for duties 1, 4 and 5 of the enabling resolution. In the absence of Nestor Valencia, who is the group liaison, Mayor Maya Sanchez gave the group report. She noted that each member is in the process of contacting other cultural centers throughout the area and a spreadsheet has been created listing amenities that group members would like to see in the center. A short survey was also created to be sent to cultural centers to get an idea on cost at the time the center was built, the size of the center and questions geared specifically to duties 1, 4 and 5. Yolanda Clay added that Nestor has been very instrumental in the process and they are looking at centers in San Jose, Albuquerque, Dallas, Chicago and elsewhere throughout the United States to see what they have to offer and what can be taken from them for use here in El Paso. Chair added that he visited the Mexican American Cultural Center (MAC) along the river in Austin and the building is gorgeous but not quite as functional on the inside. He visited a cultural center in Albuquerque also, mentioning it has 50 acres and 3 theatres, a library, a restaurant and a huge art exhibit. The next meeting for working group #1 will be on Tuesday, May 26<sup>th</sup> at 4pm at the Hispanic Chamber.

Chair asked for the progress report of working group #2 (budget) and Hector Gutierrez spoke on behalf of Fermin Dorado, who is the group liaison. The working group is focusing on what other centers have done, along with total population in the city, percent population that is Hispanic, initial cost of the center and when it was built. Centers in Albuquerque, Los Angeles and Austin are being explored. A spreadsheet has been created with the name of the city, population, percent Hispanic population, and initial cost of the center when built. Other centers have started with up to five times the budget for El Paso's cultural center. Ruben Chavez added that he visited the MAC and discussed the project with them for over an hour. He mentioned that Austin had a lack of participation as the plan was developed from the artists in regards to space needs. Ben interjected that if working groups are sharing their spreadsheets with each other, they will need to share it with the entire subcommittee. The next meeting date for working group #2 is to be determined.

Chair asked for the progress report of working group #3 (fundraising) and Cindy Ramos-Davidson spoke as the group liaison. The group meets every Thursday at 9am in the Hispanic Chamber offices. She requested clarification on the possibility of creating a foundation to collect corporate dollars in an effort to make more money. Ben replied that establishing a 501c3 is sometimes a very lengthy process, but in the meantime, the department director has met with the Community Foundation, who is willing to create a fund and be the fiscal

agent if members want to work with momentum we already have going. General discussion followed on the possibility of creating a private/public partnership and a contract that would outline what the relationship is. Ben suggested that in the interim, the Community Foundation or the Education Foundation would be the more appropriate vehicle in the short-term. A list of strong recommendations will be presented to Council in December and the recommendation to create a foundation could be included in the list. Hector Gutierrez stated that the "monkey" for the cultural center is with the City as the overall responsibility for the center and the building of it belongs with the City. He continued that the City shouldn't expect any group to raise the monies that ought to be provided to build a good cultural center. He suggested that a future agenda item should be a report from the City on what else the City can do for the cultural center. Cindy continued by noting that the challenge is taking the money that the City has and leveraging it to the max. The next meeting date for working group #3 is May 21<sup>st</sup> at 9am.

**8. Report on Progress of Working Group #2 (Budget).** *It was decided that items 7, 8 and 9 would be taken together.*

**9. Report on Progress of Working Group #3 (Fundraising).** *It was decided that items 7, 8 and 9 would be taken together.*

**10. Discussion and Action on Bi-Monthly Reporting Schedule to City Council.** Ben Fyffe mentioned that after the initial preliminary report, Council has requested a regular report back from the subcommittee. The suggestion is to report to them every other month, which would mean reporting in June, August, October and December. Chair said he made the initial report and assumed he would continue to report to Council. Ben noted that June 23<sup>rd</sup> would be the next report date and asked for a motion to allow the Chair to bring reports to City Council in June, August, October and December. Yolanda Clay so moved; Hector Gutierrez seconded; all members voted in favor, none opposed, and motion passed unanimously.

**11. Discussion and Action on Bi-Monthly Reporting Schedule to the Bond Oversight Advisory Committee.** *Chair requested item 11 be taken after item 6.* Ben Fyffe noted that as part of the discussion based on the preliminary report Chair made to council, was a request for a standing schedule of reporting back to the Bond Oversight Advisory Committee (BOAC), which meets on a quarterly basis. Gustavo Reveles, the liaison for the BOAC, noted that there has not been a BOAC meeting since his appointment to this subcommittee and so he has not had the opportunity to provide a report of subcommittee happenings to those members yet. Chair asked how long the BOAC has been in existence, and Kristen Hamilton-Karam replied since 2012 when the bonds were issued. Barbara Perez expressed concern with having Gustavo report to the BOAC on subcommittee happenings as a member of both groups and suggested another subcommittee member be designated to report to the BOAC. Ruben Chavez expressed his support of Gustavo as the designated member to report to the BOAC. Ben noted that it does reflect the reporting structure we have in the department for ancillary committees of our larger advisory body. Hector Gutierrez agreed that Gustavo is the natural person to do the reporting. Chair requested a motion to approve Gustavo Reveles for reporting back to the BOAC. Hector Gutierrez made a motion that Gustavo Reveles be the liaison between this subcommittee to the BOAC, making presentations as they request and that he will ask for additional people to accompany him as appropriate. Barbara Perez seconded; all members voted in favor, none opposed, and motion passed unanimously.

**12. Adjournment.** Chair requested a motion to adjourn. Yolanda Clay so moved; Luis Cortinas seconded; all members voted in favor, none opposed, and motion passed unanimously. Meeting was adjourned at 2:35pm. Next meeting scheduled for June 17, 2015.

Approved for content by:  
Jaime Esparza, Chair

Respectfully submitted by:  
Misty Monteros, Administrative Assistant  
Museums & Cultural Affairs Department