

Renard U. Johnson
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CITY MANAGER

BEN FYFFE
MANAGING DIRECTOR,
QUALITY OF LIFE



CITY CLERK DEPT
2025 JUN 12 AM 9:27
CITY COUNCIL
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MUSEUMS & CULTURAL AFFAIRS
The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB) Thursday,
April 17, 2024 at 4:00 PM
Mexican American Cultural Center

MINUTES

Call to Order. Meeting called to order at 4:08 pm.

Roll Call.

<u>Board Member</u>	<u>Present</u>	<u>Absent</u>
Contreras, Valeria	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Giangiulio, Anne	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Glenn, Lucio	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gonzalez, Marlene	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Hernandez- Cigarruista, Patrick	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Loweree, Carlos III	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Olivares, Christopher	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Prieto Montoya, Pamela (Vice-Chair)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Salas, Jose Luis	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Tena, Vanessa	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Valdez, Laura (Chair)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Zampini, Maria	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Consecutive Absences: Hernandez-Cigarruista, Patrick

Others Present: Ben Fyffe, Claudia Cardoza, Erica Marin, Edward Hayes, Jesus Quintanilla, Sebastian Ribas-Normand, Rebecca Munoz, Michael Reyes, Naomi Castro

Public Comment. None.

- 1. Approval of Minutes.** A Motion made by Christopher Olivarez, seconded by Carlos Loweree and unanimously carried to APPROVE the March 20, 2025 minutes as written. None opposed. The Motion Passes.

AYES: A. Giangiulio, L. Glenn, M. Gonzalez, C. Loweree, P. Prieto, C. Olivares, V. Tena and, L. Valdez, and M. Zampini

NAYS: None

ABSENT: P. Cigarruista-Hernandez, and J. Salas

- 2. Discussion and Update on the Mexican American Cultural Center.** Rebecca Munoz of the Mexican American Cultural Center (MACC) went into a detailed presentation of the MACC and the efforts made to have all of its classroom areas, and exhibits ready for its Grand Opening that occurred on March 22, 2025. Rebecca mentioned how successful the Grand Opening was with over eight thousand people in attendance, and Rebecca also shared how the activities offered that day were welcomed by all in attendance. Rebecca also shared how the MACC participated in the Lunar

New Year with El Paso Museum of History which brought in over 600 people, and the MACC has been very successful with its Social Media Engagements bringing in twenty thousand plus views for recent reels. Ben Fyffe, Managing Director, Quality of Life, added how the MACC before opening worked on community outreach with over ten thousand participants. A discussion was held with Board Members and questions being asked and answered.

3. **Presentation and Discussion by Destination El Paso on Tourism Development Strategies.** Ben Fyffe, Managing Director, Quality of Life, started with a brief presentation of Destination El Paso and its importance in bringing in tourism to our city. Ben then introduced Veronica Castro of Destination El Paso. She went into an extensive explanation of how Destination El Paso works to help with tourism. She explained how Destination El Paso breaks up into three different areas; first; Visit El Paso, second; El Paso Live, and third; El Paso Water Parks. She presented on Cultural Tourism explaining that Cultural Tourism is tourism that involves people to travel to communities and experience the cultural attractions, food, festivals in a particular area. Veronica also explained how Destination El Paso has four pillars that they focus their marketing on, which are: Arts and Entertainment; History and Cultural, Astronomy, and Eco Tourism. Veronica explained that they spend 2.7 million dollars on marketing efforts to bring in tourism to El Paso, (Digital Marketing, Social Media, Videos, Blogs, Web-Site, Cultural Publications, Consumer Shows, and Tours). She highlighted how they do marketing in major cities, Canada and Mexico to bring people over not just for shopping but to stay and experience our culture, events, and visit museums. She spoke on Community Efforts and how it comes in many forms, like our festivals, being so close the New Mexico, and how they want to cultivate our region and our Mexican Culture. She highlighted an upcoming event, El Grito happening September 13th. She finished with highlighting their Website.
4. **Museum Reports.** Sebastian Ribas-Normand, Director of the Museum of Archaeology, reported attendance of 15,196 visitors. He highlighted past events that the museum has been offering, they are: Poppies Fest, Homeschool Days, and Full Moon Fiesta. Upcoming events include Earth Day, Lecture by Michael E. Whalen, Discovering Nature, Member's Adult Night, International Museums, and Summer Camps. Exhibits he highlighted were, Woven Treasures, Sun Sparkle, Ho Baron Sculpture, Water and Wildlife in the Chihuahuan Desert, and upcoming exhibits are, Leaving Their Mark, Distinct Objects, and Mysterious Mimbres.

Edward Hayes, Director of the Museum of Art, reported attendance of 36,905 visitors. He highlighted past events that the museum has been offering, they are, Sound Bath, Parent Café, TTU Architecture Lecture, UTEP Focused Talks, Painting for Older Adults, and Ceramics for Older Adults. He announced the Judy Robinson Terrace Naming Ceremony to be held on May 8, 2025. He gave an update on a meeting sponsored by the Melon Foundation as having to be canceled due to unforeseen events. He highlighted upcoming events, they are, The Market Under the Stars, Congressional Art Exhibition Opening, and upcoming exhibit, Rachelle Thiewes: Paint.

Erica Marin, Director of the Museum of History, reported attendance of 23,103 visitors. She highlighted past events, they are Yoga Thursday's, Book Reading and Signing by Daniel Chacon and Musica Sin Fronteras, MACC Opening, and Chuco Punk. She highlighted the Neighborhoods and Shared Memories exhibition featuring Hacienda Heights and how it has generated good will with the neighborhood. Upcoming events she highlighted are, Dualidad, El Paso's Homegrown: Korean War, and upcoming exhibits are, UTEP Museum Studies Showcase: The Popular, Escaramuzas; Poetics of Home, and Pasos Urbanos: Street Art.

Adjournment. The meeting adjourned at 5:30 pm. The next meeting is scheduled for May 15, 2025.

Approved for content by:
Claudia Cardoza, Assistant Director
Museums & Cultural Affairs Department

Respectfully submitted by:
Naomi Castro
Administrative Support Associate
Museums and Cultural Affairs Department

Attachments: None