

**Seaholm Intake Structure and Park
Focus Group
Friday, August 4, 2017
Greater Austin Asian Chamber of Commerce**

Attendees: Marisa Vickers, Jodie Huyuh, Joseph Choe

1) Do you yourself know about the structure? Have you ever visited it? Do you have any specific memories of the area?

- **Pass by it and see the building. No idea what it is for. Didn't know name. Nothing impressed me to get curious to find out what it is. Nothing to read about it, like there is for statues at other locations along the trail. Don't know history. If it was active or pretty, I'd have a sense that there is something to check out. It would be cool to have people know what it used to be, with pictures.**
- **When I was at UT, students from film school got inside to see it. Biggest asset is that it has the trail right next to it. It is something people know about but don't think about it to often.**
- **Just passed by. Didn't realize the purpose of it. Would be interesting to know history.**

2) How could the new "civic asset" best serve the Asian American community? What type of activities would be best to incorporate?

- **Being right next to trail and deciding how trail will go through. A boardwalk would be really cool.**
- **Something related to creative activities. Creative people are having a problem finding venues and spaces. Creatives could use it. It would help keep Austin unique and weird. Not just events but space for arts. Films and documentaries could be showed there to highlight multi-cultural issues.**
- **Incorporate something that would draw people in. It would probably increase the number of people who want to exercise and do outdoor activities. Hope Outdoor Gallery is a good example. Even though its tough to park, people go there. It's a destination. People walk up and down the hillside. It could be a different medium than graffiti.**
- **It could build on the ways we have to display art, like we do at City Hall. East Austin Studio Tour brings people out.**
- **In Cuba, saw a place called Fabrica de Arte Cubano. It's a converted factory open Thursday – Sunday and costs less than \$5. It's an interactive experience with videos, art, art for sale, live performances, exhibitions and a mini-café. Attracts all types of people. Also good destination for tourists. Could make Seaholm site a coop.**
- **Austin is known for hi-tech. Could be great to work together with the arts community to create a unique space. Would help with affordability if artists could show there.**
- **Because it is on the waterfront, you could have something explaining what this historical structure used to be.**
- **Could have a band playing on deck on trail and people could ride kayak over and listen.**
- **Duck tours could drop tourists off.**
- **Austin is the capital, we're a tech hub, we've got amazing artists. We need to work together. Leveraging the culture of Austin into a structure.**
- **Don't want to be like San Antonio Riverwalk. Retail space just for shopping would be boring. Want to be our own unique thing.**

- For Asian-American community, older Asian people love walking and exercising and outdoors. They could do tea ceremonies outside.
- It could be a place where people hang out on the outside, as well as inside.
- Diversity of events will be key. Once people know that their type of event was held there (Hispanic, Asian) then they'll feel more welcome there.
- Should be accessible for everyone.
- Multicultural programming so all different community and age can use it. Can envision elementary kids there on a field trip.

What issues do we need to be sensitive to for Austin's Asian American communities?

- It needs to be inclusive for all and that is not just a consideration for Asian Americans.
- Make sure multi-cultural is concept that is there.
- Because that location is downtown and on the water, it will attract young, more active people. So will be challenge for it to be attractive to all.
- I don't go downtown a lot and I don't know it well. So what is happening (events) is why I go downtown.
- Outreach is also key and people need to know about it in the first place. Need partnership to be there (i.e. working with Capital Metro to bring people down, say seniors for example, in a bus).
- We're overloaded with events and information. I need to know where to park. People that don't live downtown need to know how to get there, where to go.
- Should incorporate natural beauty. Zilker Botanical is a good example of a place with natural beauty that attracts people. That will help everyone want to be there.
- There should be native landscaping. People would want to take pictures and share what they're experiencing. Things that leave memories and are specific to our place.
- Highlight that the bats are nearby. Help people connect to the broader setting.
- It shouldn't be too much of one culture. It should be for all. Don't put anything that makes it feel like it is only for one group.
- Day and night experiences could be very different.
- In the daytime it could be seen as a family friendly place. That will help more cultures feel comfortable going there if they feel like they can bring their kids there. Can be a great place for mixing and mingling of cultures. Correlation of places that are safe for children are welcoming to elderly.
- Very industrial and would be good to bring artists that can soften that.
- Messaging important for people to see other things they can enjoy.