



ALMAAHH

May 3, 2025 | Community Event
Feedback Report

Presented by

Dr. Pamela Hernandez

May 14, 2025



EVENT OVERVIEW

The following report summarizes a community event held by ALMAAHH on Saturday, May 3, 2025, between 2pm to 4pm in partnership with local council members. The greater Houston community was invited to a **“Community Update and Listening Session”** where the organization shared the latest updates on the arts district work and opened the floor to your feedback and ideas from the community. Ten facilitators in the community volunteered for the role of guide for small group discussions of 8 to 10 individuals each. Eight groups were formed, with one group being facilitated in Spanish. We estimate a total of **80** community residents were in attendance. Facilitators took summary notes from sticky notes that were used by community residents. These notes were used to summarize responses for each discussion question.

Trends among all questions are the following:

- A. The need to archive and celebrate the Latin American history, culture, heritage in the City of Houston.
- B. The community would like educational and social programs, and support for artists.
- C. Inclusive and diverse outreach, engagement, and public relations are needed to increase buy-in and get the support of the community, as well as incorporating an advisory council for shared decision making.

Further nuances are presented below within each question summary.

QUESTIONS SUMMARY

QUESTION 1: WHAT ROLE SHOULD THE CULTURAL DISTRICT PLAY IN THE CITY OF HOUSTON AND THE EAST END NEIGHBORHOOD?

The most salient and frequently mentioned roles from the community centers around the following key themes:

1. Preserve Latin American History & Culture - The cultural district should serve as a hub for preserving and celebrating Latin American history and culture. It should consolidate, conserve, and archive the diverse heritages, art, music, and culinary traditions of all Latin American countries. Additionally, the district should offer generational education to ensure the cultural heritage is passed down and represented accurately.

2. A Community Center - As a community center, the cultural arts district could act as a social center for the community, almost like a third place or gather's place, for locals and visitors to find collective healing, pride and unity. The district could also address larger missions while uniting people like a family. It needs to be a focal point that truly

integrates the community, involving those who already live here and creating a welcoming space for others that do not. The cultural arts district can provide a show of support that is transparent to the local community.

3. Education - The cultural district should play an active and supportive role in providing resources for education, not only in the arts and crafts but also in a broader cultural context. This includes offering outreach programs to local schools, developing and teaching educational courses, and supporting initiatives like SEAAL bids. Additionally, the arts district should engage the community directly through hands-on workshops, fostering creativity, connection, and learning for residents of all ages.

4. Support for Local Artists and Economic Development – Suggestions include promoting local talent, providing resources, creating a hub for Latin artists, marketing support, and using the district to generate economic benefits like job creation and tourism.

5. Representation and Inclusivity – There's an emphasis on including all Latin American cultures, respecting long-term residents, and ensuring the community already living in the East End is deeply involved and represented.

Overall, the most commonly echoed ideas are: **serving as a gathering space, providing education, preserving culture, and supporting local artists**—all grounded in meaningful community connection and inclusivity.

Q2: HOW COULD THE ARTS DISTRICT DO TO REFLECT THE CULTURE AND NEEDS OF THE COMMUNITY?

The most salient and frequently mentioned community feedback from this question centers around the following key themes:

1. Education and Youth Engagement – Nearly all groups emphasized the importance of educational programming, particularly around local and Latino heritage, as well as after-school and youth programs.

2. Community Inclusion and Representation – There was a strong call for the arts district to reflect the local community by involving residents in planning and decision-making, ensuring the space feels welcoming and non-intimidating, and hiring people aligned with the community's values and identity.

3. Support for Local and Emerging Artists – Multiple groups highlighted the need to support and provide opportunities for local and Latine artists, including employment, accessible artist roles, and spaces for up-and-coming talent.

4. Cultural Preservation and Expression – Suggestions included incorporating Latin elements in architecture, celebrating local holidays, archiving local history, and creating storytelling platforms that document community experiences like ICE raids or block parties.

5. Physical and Social Space Creation – Several groups mentioned the need for physical

spaces such as community hubs, third spaces for families, or repurposed buildings that foster belonging and serve as gathering and creative areas.

These points reflect a shared desire for the arts district to be a culturally rooted, accessible, and actively engaging space that meets the real needs of the East End and City Of Houston community.

Q3: WHAT ACTIVITIES, EVENTS AND PROGRAMS WOULD YOU LIKE TO SEE AND EXPERIENCE IN THE ARTS DISTRICT?

The most salient and frequently mentioned community feedback from this question across the eight groups centers around the following themes:

- 1. Arts and Cultural Programming** – Most groups expressed a strong desire for art exhibitions, live music and theatre, concerts, murals, graffiti art, visual arts, and fashion. These reflect a broad interest in engaging residents and diverse artistic expressions.
- 2. Educational and Youth Programs** – There was widespread support for educational activities for all age groups, particularly children’s art programs, art classes for youth, school involvement, mentorship, and multigenerational learning (e.g., robotics, cooking, history).
- 3. Cultural Heritage and Community History** – Several groups emphasized programming that reflects Latino and Indigenous heritage, including history exhibitions, ancestral history, celebrating indigenous experiences, and digital spaces for muralism tied to cultural narratives.
- 4. Community Engagement and Inclusion** – Groups called for family workshops, pop-up markets, community board meetings, celebrations, outdoor cinema, open mic nights, and spaces for unprogrammed or spontaneous activities—highlighting the need for inclusive, participatory environments.
- 5. Health, Healing, and Nature** – A few groups mentioned healing programs, mental health support, and programs that connect with land and nature, indicating a desire for wellness and holistic community experiences.
- 6. Food and Culinary Culture** – Sharing and celebrating food, such as cookoffs, grandma’s cooking, and culinary history, were seen as important cultural activities to bring the community together.

In summary, the community envisions the arts district as a vibrant, inclusive, and educational space that celebrates cultural identity, fosters creativity, and brings people of all ages together through diverse, meaningful programming.

Q4: HOW CAN THE COMMUNITY CONTRIBUTE TO THE SUCCESS OF THE ARTS DISTRICT?

The most salient and frequently mentioned community feedback from Question 4 across the eight groups highlights the following themes for how the community can contribute to the success of the arts district:

1. Active Participation and Presence – Nearly every group emphasized the importance of attending events, being present, and participating actively as core ways the community can contribute. This includes simply visiting, bringing friends and family, and inviting others (e.g., schools, elected officials).

2. Volunteering and Contributing Skills – Multiple groups suggested volunteering, working, teaching, and even serving as curators or on advisory council. There's a strong interest in internships, scholarships, and mentorship opportunities, particularly for youth.

3. Promotion and Outreach – Several groups stressed the importance of spreading the word through social media, churches, radio/TV, and word-of-mouth. Emphasis was placed on bilingual and multicultural communication to reach diverse audiences.

4. Community Engagement in Programming – Suggestions included providing feedback, engaging in creative development, and being involved in programming decisions—through advisory boards or other forms of input—to ensure relevance and shared ownership.

Accessibility and Inclusivity – Groups noted the need to make events accessible, welcoming to people outside the East End, and scheduled at convenient times. Bringing children was also mentioned as a way to involve families more naturally.

In summary, the community wants to contribute through active engagement, sharing skills, spreading awareness, shaping programming, and fostering inclusive participation to ensure the arts district thrives as a shared, community-rooted space.

Q5: IF YOU COULD SUGGEST ONE IMPROVEMENT TO ALMAAHH, WHAT WOULD IT BE?

The most salient and frequently mentioned community feedback themes from Question 5 across the eight groups are:

1. Improved Communication and Outreach – Suggestions included ongoing communication, broader community engagement, better visibility of ALMAAHH, media outreach, and clear messaging in an accessible and relatable tone.

2. Inclusivity and Representation – Participants asked for inclusion of smaller and underrepresented communities, representation in media (film/TV), community listening sessions, and a focus on lower-income and hard-working families.

3. Youth and Education Engagement – Ideas included involving schools (elementary to college), developing youth programs focused on innovation and workforce development, and building a cultural identity from a young age.

4. Advisory Structures and Leadership – Feedback emphasized the need for an Artist Advisory Board and a community advisory board to guide development and ensure representation.

5. Community Events and Gathering Spaces – These include hosting events, creating a space to gather and showcase work, and establishing a “home” for ALMAAHH.

Communication, inclusivity, and youth engagement stand out as the most emphasized areas for improvement.



ALMAAHH is being created to help understand who Latinos are, to showcase our soul through arts and cultures, and to inspire new generations.

**ALMAAHH IS MOVING FORWARD
BE PART OF IT!**

May 3, 2:00 - 4:00 PM

Registration at 2:00 program will begin promptly at 2:30

**Houston Community College Felix Fraga Academic Campus
301 N. Drennan st Houston Tx 77003, room 360 third floor**

- Join public officials, artists, and community leaders in shaping ALMAAHH's future
- Interactive audience engagement and real-time feedback
- Your voice matters--let's create the future of Latino Arts & Cultures together!



RSVP: <https://tinyurl.com/ychx5k9r>

This event is organized in partnership with
Council Members Mario Castillo, Joaquin Martinez, Amy
Peck and Edward Pollard

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