



**SUMMARY OF THE INSTALLATION SESSION  
OF THE GOVERNING BOARD  
OF THE REGIONAL INSTITUTE OF WORLD HERITAGE IN ZACATECAS  
CATEGORY 2 CENTER  
UNDER AUSPICES OF UNESCO**

At 10:30 a.m. on August 23, 2017, in the "La Casa del Conquistador", headquarters of the Regional Institute of World Heritage in Zacatecas, Category 2 Center, under the auspices of UNESCO (hereinafter referred to as IRPMZ), with address in Juan de Tolosa No. 831, of the Historic Center of Zacatecas, L.C. Alejandro Tello Cristerna, Governor of the State of Zacatecas and Chairman of the Governing Board of IRPMZ, welcomed those attending the installation of the Governing Board of this Institute, expressing the importance of uniting efforts to conserve, transmit and investigate the natural and cultural heritage, stating that "this heritage has a great importance for all of us, is the symbol that gives us identity and uniqueness, makes us unique as people and characterizes us all over the world."

He also noted that "we are proud not only to care for and spread the beauties natural and cultural resources of Mexico, but also those of Central America and which has been elaborated in a clear and detailed way an Action Plan for the Heritage In Latin America and the Caribbean with a vision towards year 2024. The installation of the IRPMZ does not happen by chance: it is the result of a long process of efforts between different institutions, for the sole purpose of preserving the most sublime forms of expression, architecture, fine arts, tangible and intangible natural places that characterize it". With this commitment, the President of the Governing Board, "we take a firm step by creating spaces that allow us to transform our society positively."

The welcome message ended by thanking the presence of Mr. Enrique de la Madrid Cordero, Secretary of Federal Tourism, as personal representative of Lic. Enrique Peña Nieto at this event, so that through his conduit he can reach a respectful greet the President of the Executive Power of the United Mexican States.

He then read the list of Institutional representatives that integrate the Board of Administration to verify the existence of the legal quorum, in accordance with the Amended Agreement of April 1, 2014, signed by the Secretariat of Relations UNESCO and the Government of the State of Zacatecas, articles 5 and 7, as well as with articles 7 to 11 of the Law of the Regional Institute of World Heritage in Zacatecas, published on August 30, 2014 in the Supplement to the Official Journal of the State of Zacatecas:



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#### For the Government of the United Mexican States

- **Ambassador Miguel Ruiz Cabañas**, Assistant Secretary for Multilateral Affairs and Human Rights, Representative of the Ministry of **Foreign Affairs**
- **Mr. Benito Mirón López**, Secretary General of the Mexican Commission of Cooperation with UNESCO, Representative of the **Secretariat of Education Public**
- **Mrs. Jimena Lara Estrada**, Director General of International Affairs, Representative of the **Ministry of Culture**
- **Mr. Diego Prieto Hernández**, General Director of the National Institute of Anthropology and History, Representative of the **Ministry of Culture**
- **Mrs. Maria Pia Gallina Tessaro**, Director of Natural World Heritage, CONANP, Representative of the **Secretariat of the Environment and Resources Natural**, as an observer.

#### For the Government of the State of Zacatecas

- **Mr. Alejandro Tello Cristerna**, Governor of the State of Zacatecas and **President of the IRPMZ Governing Board**
- **Mrs. Gema Mercado Sánchez**, **Secretary of Education of Zacatecas** (Representative to issue the collegiate vote of the Secretaries and Dependencies of the Government of the State of Zacatecas)
- **Mr. José Francisco Ibargüengoytia Borrego**, **Secretary of Infrastructure of Zacatecas**
- **Mr. Eduardo Yarto Aponte**, **Secretary of Tourism of Zacatecas**
- **Mr. Víctor Armas Zagoya**, **Secretary of Water and Environment of Zacatecas**
- **Mr. Alfonso Vázquez Sosa**, **General Director of the Zacatecas' Institute of Culture "Ramón López Velarde"**
- **Mr. Rafael Sánchez Presa**, **Board of Protection and Conservation of Monuments and Colonial Areas**

#### For the Participating States of the Region that are States Parties to the Convention

- **Mrs. Maria Rocio Fernández Salazar**, General Director of the National Museum of Costa Rica, **Representative of Costa Rica**
- **Mrs. Alejandra Funes Bustamante**, Ministry of Culture of the Presidency of El Salvador, **Representative of El Salvador**
- **Mrs. Gladys Elizabeth Palala Gálvez**, Vice Minister of Cultural and Natural Heritage, Ministry of Culture and Sports of Guatemala, **Representative of Guatemala**
- **Excma. Mrs. Sandra A. Grant Griffiths** Ambassador of Jamaica in Mexico, **Representative of Jamaica**.





### By UNESCO

- **Mr. Mauro Rosi**, Head of the Unit for Latin America and the Caribbean of the Center for World Heritage, **Representative of UNESCO**.

The presence of ten (10) members of the Governing Board is recorded duly accredited, in addition to its President, having a legal quorum to install said Council and start the session.

Likewise, **Mrs. Valerie Magar Meurs** is participating, as accredited representative of the **International Center for Conservation Studies and Restoration of Cultural Property** (ICCROM). In the same way, Mrs. Graciela attends Mota Botello, National President of the International Council of Monuments and Sites (ICOMOS), although without institutional accreditation of the international organization. Both of them agencies, in accordance with the Amended Agreement and the Law of the Regional Institute of World Heritage in Zacatecas, have the status of observers within the IRPMZ.

The Chairman of Governing Board proceeds to read the Agenda, indicated below:

1. Installation of the Governing Board of the Regional Institute of World Heritage in Zacatecas, Category 2 Center, under the auspices of UNESCO
2. Message from the members of the Council
3. Approval of the Regulations of the IRPMZ Governing Board
4. Appointment of the IRPMZ Director
5. Message from Mr. Enrique de la Madrid Cordero, Secretary of Tourism of the United States of Mexico and Personal Representative in this event of Lic. Enrique Peña Nieto, President of the United Mexican States
6. Agreements and conclusions.

### DEVELOPMENT OF THE AGENDA:

#### 1. Installation of the Governing Board of the Regional Heritage Institute World in Zacatecas, Category 2 Center, under the auspices of UNESCO

Having verified the legal quorum, the session of the Governing Board begins of the World Heritage Regional Institute in Zacatecas, Category 2 Center, under the UNESCO auspices and its members, unanimously, approve the agenda.



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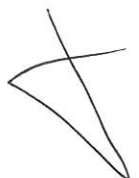
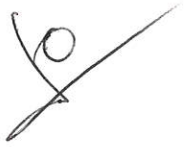
## 2. Message from the members of the Governing Board

The L.C. Alejandro Tello Cristerna, Chairman of the Governing Board requested Ambassador Miguel Ruiz Cabañas, who began by congratulating the President of the Council for promoting this stage of consolidation of the Institute; likewise, he highlighted the participation of the members of the Council, particularly Mr. Mauro Rosi, Head of the Unit for Latin America and the Caribbean of the World Heritage Center, UNESCO, whose presence in Zacatecas confirms the commitment and support of that organization the Institute and Mexico, as well as the different national and state bodies and States Parties

Next, Mr. Mauro Rosi, on behalf of the Director of World Heritage of UNESCO, Ms. Mechtild Rössler, told the Government of Zacatecas, authorities and organizers, your sincere thanks for the invitation to attend the installation and first meeting of the Governing Board, it will be the starting point of a long and fruitful path that will strengthen the capacities in the application of World Heritage Convention in the Region of Mexico, Central America and the Caribbean.

Thus, Mr. Rosi said, the Institute will serve as a cooperation mechanism and exchange of information and experiences among the States Parties, at the same time that will contribute to the implementation of the World Heritage Training Strategy Cultural and Natural World, which the World Heritage Committee considers essential for the strategic objective of "capacity building". The Institute is also a support for fulfill other UNESCO objectives, such as:

- I. Contribute to reinforce the creation of capacities for the application of the Convention in the Region;
- II. Contribute to strengthen international cooperation, especially among the States Parties of UNESCO in the Region;
- III. Contribute to sustainable development, by promoting good practices in the conservation and management of cultural and natural heritage;
- IV. Promote research on cultural and natural heritage, in particular on the assets inscribed on the World Heritage List;
- V. Contribute to the creation and dissemination of information, through the establishment of a documentation center on the assets of the Region inscribed on the World Heritage List; and,
- VI. Share technical expertise with UNESCO, in with the World Heritage Center, and cooperate with the secretaries of other cultural and environmental conventions related to World Heritage.





As representative and Head of the Unit for Latin America and the Caribbean of the Center World Heritage Site, as well as a Focal Point designated for the Following the activities of this Institute, Mr. Rosi expresses "that fills me with emotion the consolidation of the Institute; we live today a historical moment, prepared from long ago, thanks to the work of many. The challenges of conservation and management of the Heritage are immense in the world and considerable in Latin America and the Caribbean: needs in terms of training, research on strengthening management against the dangers of unsustainable industrial and tourism development, the effects of climate change, natural catastrophes and many other threats require today of our synergies among all the actors. Resources are limited and help from these institutes, closely linked to the objectives of UNESCO, are keys in the preservation of the Cultural and Natural Heritage for future generations".

Mr. Rosi expressed that "UNESCO has developed and adopted in 2013 an integrated Global Strategy for the Category 2 Institutes and Centers, under the auspices of UNESCO with a precise role and a mechanism for periodic evaluation as well as a framework and a methodology for the application of the World Heritage Convention. In the case of an institute responsible for improving the implementation of the Convention of 1972 in the region, the World Heritage Center as Secretariat of said Convention, will provide all the necessary guidelines and guidance, so that the Institute complies with the objectives of UNESCO".

Mr. Rosi concluded by noting that "for the operation of the Institute has to work with all competent and relevant actors in the resolution of the operational plan, which fully coincides with the priority and objectives and strategies of UNESCO and of the World Heritage Convention itself, in an alignment with the Plan of Action for Latin America and the Caribbean adopted in 2014, which underlines the role of the Category 2 Centers and their consolidation as Centers of regional reference ", wishing a long life full of success for the Institute and all those who they make it possible thanks to their work.

In the use of the voice, Mrs. Alejandra Funes Bustamante, from the Ministry of Culture of the Presidency of El Salvador, expressed his interest and total support to the Institute, as a way adequate to strengthen the accession of more archaeological sites in El Salvador to the List of World Heritage.

Subsequently, M. C. Maria Pia Gallina Tessaro, Director of World Heritage Natural, CONANP, SEMARNAT, on behalf of the National Commissioner of Natural Areas Protected, Alejandro del Mazo Maza, asked for an apology for his absence, thanking and congratulating the Governor of Zacatecas for his interest and support for the start-up of the Institute as well as the formation of governance structures.





Recognized that the sum of efforts, resources and capacities will be essential for comply with the objectives set out in the Amended Agreement and reiterated the collaboration and of SEMARNAT to convert the Institute into a training center, promoter of research and compliance with the World Heritage Convention, through the strategies of the Action Plan for Latin America and the Caribbean 2014-2024. He concluded his participation indicating the need to take advantage of the space provided by the Institute for create capacities and promote concrete actions, so that the countries of the region can fulfill the responsibility of conserving and protecting the World Heritage.

The Chairman of the Governing Board L. C. Alejandro Tello Cristerna, requested the use of voice to Mrs. Gema Mercado Sánchez, Secretary of Education of Zacatecas, representing Secretaries and Directors of the State of Zacatecas, who initiated his message celebrating the moment for Zacatecas and the World Heritage, since there is a more step in the key and active continuation of the Institute.

He pointed out that the presence of each one of the participants gives impetus and certainty in the commitment to Cultural Heritage. The will of Mr. Governor Alejandro Tello Cristerna, Chairman of the Governing Board, is to strengthen the Regional Institute of World Heritage and place Zacatecas in a position of vigorous participation within the State Parties of the Latin America and the Caribbean Region. This meeting is an explicit statement that wills are aligned, in a fortunate way, to live a new cultural stage.

On her behalf, Ms. Maria del Rocio Fernández Salazar, General Director of the National Museum of Costa Rica, as representative of his country, said to come from a Republic that is a democratic reference and "has much to learn from the cultural pole and of conservation that is a country like Mexico ". He expressed great interest in committing himself with the creation of this front that is the Regional Institute of World Heritage in Zacatecas, to understand more about the management of our heritage.

In Costa Rica, he continued in his message, there is a history of statements from the natural resource but the cultural archaeological is recent. He expressed his great desire that "Professional and technical cadres go successively to Zacatecas and Mexico to do the best cultural management of its world heritage and reiterate the Costa Rican commitment to be actively present in the consolidation process. I congratulate you and give you the best wishes because the countries I come from require great cooperation bilateral."





Lic. Gladys Elizabeth Palala Gálvez, Vice Minister of Cultural Heritage and Natural, representative of the Government of Guatemala in the Governing Board of the Regional Institute of World Heritage in Zacatecas, Category 2 Center, under the auspices of UNESCO, expressed its gratitude for the hospitality of Mexico and especially by the Zacatecas government, as well as the satisfaction of sharing the importance of the preservation of cultural heritage.

Guatemala is a mega diverse country, very rich in tangible and intangible heritage, where discoveries emerge every day. He pointed out the permanent and systematic activity of excavation carried out in your country, which has resulted in new findings archaeological like other countries in the Region, they face many limitations. For Guatemala, the installation of the Governing Board is a very important opportunity and the proper functioning of the Regional World Heritage Institute in Zacatecas, as it will strengthen the necessary actions to improve the capacities of our experts and, above all, will train new generations in the care of the Heritage World, said Vice Minister Palala Galvez.

Next, the Hon. Ms. Sandra A. Grant Griffiths, Ambassador of Jamaica in Mexico, expressed its gratitude to the Chairman of the Governing Board, as well as to the various authorities and organizers, for the invitation to the installation of the Council of Administration of the Regional World Heritage Institute in Zacatecas. He reiterated the interest of your country for the conservation of the Cultural and Natural Heritage in the Region.

### 3. Approval of the Regulations of the IRPMZ Governing Board

By virtue of having distributed in advance the draft Regulation of said Council among the members of the Governing Board and not having received suggestions for change within the period established for that purpose, reading is dispensed and unanimously approves said ordinance. Being 11:32 on Wednesday, August 23 of the year 2017, the Governing Board of the Institute was formally declared Regional Heritage Center in Zacatecas, Category 2 Center, under the auspices of UNESCO, in order to implement and achieve the objectives of the Convention on the Protection of the World Cultural and Natural Heritage, adopted on November 16, 1972 by the General Conference of the United Nations for education, science and culture, for the sake of the prosperity of the peoples of Latin America and the Caribbean.





#### 4. Appointment of the IRPMZ Director

Following the order of the day, to designate who will be at the head of the Directorate of the Regional Institute of World Heritage in Zacatecas, a three-part candidates, listed below in alphabetical order:

Ignacio Gómez Arreola proposed by the Ministry of Culture;  
Nelly Margarita Robles García, proposed by the Ministry of Culture, and José Francisco Román Gutiérrez, proposed by the Government of the State of Zacatecas

Next, the Anthropologist Diego Prieto Hernández, General Director of the Institute National Anthropology and History, expressed its recognition of the merits of each of the members of the shortlist and that having made a consultation with the Ambassador Miguel Ruiz Cabañas, from the Ministry of Foreign Affairs of Mexico, with the Governor of Zacatecas, L.C. Alejandro Tello Cristerna; with the Secretary of Education Public and in particular with Dr. Benito Mirón López, Secretary General of the Commission National Office of the United Mexican States for UNESCO, and with the Director of Internationals from the Ministry of Culture, Jimena Lara Estrada, a proposal was reached of consensus for José Francisco Román Gutiérrez to act as Director during a period of four years and the Regional Heritage Institute is fully reactivated World Cup in Zacatecas.

The President of the Governing Board and Governor of the State of Zacatecas, appreciated the intervention of the Anthropol. Diego Prieto Hernández, and then granted the use of the Ambassador Miguel Ruiz Cabañas, who expressed that the Secretariat of Relations Foreign Affairs would be very pleased and honored that Dr. José Francisco Román Gutiérrez accept the appointment of this Governing Board as Director of the Institute and proposed that his choice was by acclamation.

Therefore, and unanimously, the members of the Governing Board appointed Dr. José Francisco Román Gutiérrez as Director of the Regional Institute of the World Heritage in Zacatecas for the period August 2017 - September 2021.

Then, the Chairman of the Governing Board, L. C. Alejandro Tello Cristerna, requested Enrique de la Madrid Cordero, Secretary of Tourism and Representative of Mr. Enrique Peña Nieto, President of the United Mexican States, take the legal protest to the Director of the Regional Institute of World Heritage in Zacatecas, which is how it happened to assume this, legally and materially, said position.



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### 5. Message from Mr. Enrique de la Madrid Cordero, Secretary of Tourism of the United States of Mexico and Personal Representative in this event of Mr. Enrique Peña Nieto, President of the United Mexican States

The Secretary of Tourism, Mr. Enrique de la Madrid Cordero congratulated the new Director of the Institute and widely recognized the value of the World Heritage Regional Institute, stating that "the government of Enrique Peña Nieto is working very hard and hand by hand with the Ministry of Culture, because we have come to the conclusion that We need sustainable development."

He continued by pointing out that "our friends from the Environment have discovered that conserving nature has costs, costs money and tourism is a source of income to achieve this action. And the same thing happens with cultural issues, because when we bring domestic and foreign tourists to our areas, we are also contributing to bring income to be able to conserve and preserve. We always affirm that, at the end of the day, tourism is for the development of the communities, for their benefit, but we are seeing in the world that in reality it is not so for many of these communities. There is no doubt that today we must incorporate them in the planning of tourist developments and that's why this meeting is so important. I think it's very relevant for the State of Zacatecas, but particularly for the city, which was founded in 1546, and is one of the first cities of Mexico, with a rich mining and cultural tradition and so important to country because it was here where "La Toma de Zacatecas" took place in the Revolution. "Finally, Secretary Enrique de la Madrid Cordero pointed out that this city has a "great tradition of history and with a huge tourist potential and we have the commitment of work with tourism and take advantage of the city much more".

### 6. Agreements and conclusions

Mr. Alejandro Tello Cristerna, Chairman of the Governing Board of the Regional Institute of World Heritage in Zacatecas, Category 2 Center, under the auspices of UNESCO, invited the members to a working meeting with Mr. Mauro Rosi, on August 24, at 10 am, in the offices of the Institute, to begin the analysis of the work proposals for the year 2018, which was accepted by the members of the Governing Board.

At 12:10 a.m. on August 23, 2017, the session is closed, thanking the Chairman of the Governing Board for the participation of his members and the endorsement in the confidence put in Zacatecas.

  
L.C. ALEJANDRO TELLO CRISTERNA  
PRESIDENT OF THE GOVERNING BOARD

  
DR. JOSÉ FRANCISCO ROMÁN GUTIÉRREZ  
SECRETARY OF THE GOVERNING BOARD



## List of Assistants

**Alejandro Tello Cristerna**, Governor of the State of Zacatecas and Chairman of the Board of Administration of the Regional World Heritage Institute in Zacatecas

**Enrique de la Madrid Cordero**, Secretary of Tourism and Representative of the President of the United States of Mexico, Enrique Peña Nieto, as witness in the installation of the Council of Administration

**Miguel Ruiz Cabañas**, Undersecretary for Multilateral Affairs and Human Rights, SRE

**Andrea García Guerra**, Special Advisor to the General Directorate for the Organization of United Nations, SRE

**Mauro Rosi**, Head of the Unit for Latin America and the Caribbean of the Heritage Center World, UNESCO

**Benito Mirón López**, Secretary General of the Mexican Commission for Cooperation with the UNESCO, SEP

**Jimena Lara Estrada**, Director General of International Affairs, SC

Diego Prieto Hernández, General Director of the National Institute of Anthropology and History, SC

**José María Muñoz Bonilla**, National Coordinator of Centros INAH, SC

**Francisco López Morales**, Director of World Heritage, INAH, SC

**Francisco Vidargas**, Deputy Director of World Heritage, INAH, SC

**María Pía Gallina Tessaro**, Director of Natural World Heritage, CONANP, SEMARNAT

**Gema Mercado Sánchez**, Secretary of Education of Zacatecas

**José Francisco Ibarquengoytia Borrego**, Secretary of Infrastructure of Zacatecas

**Eduardo Yarto Aponte**, Secretary of Tourism of Zacatecas

**Víctor Armas Zagoya**, Secretary of Water and Environment of Zacatecas

**Alfonso Vázquez Sosa**, General Director of the Zacatecan Institute of Culture "Ramón López Velarde"

**Rafael Sánchez Presa**, Board of Protection and Conservation of Monuments and Zones Colonial

**María Rocio Fernández Salazar**, General Director of the National Museum of Costa Rica  
**Excma. Ms. María Eugenia Venegas Renaud**, Ambassador of the Republic of Costa Rica

**Alejandra Funes Bustamante**, Ministry of Culture of the Presidency of El Salvador

**Excma. Ms. Sandra A. Grant Griffiths**, Ambassador of Jamaica in Mexico

**Ms. Gladys Elizabeth Palala Gálvez**, Vice Minister of Cultural and Natural Heritage, Ministry of Culture and Sports of Guatemala

**Valerie Magar Meurs**, International Center for Conservation and Restoration Studies of Cultural Property (ICCROM)

**Graciela Mota Botello**, National President of the International Council of Monuments and Sites (ICOMOS)

**José Francisco Román Gutiérrez**, Director of the Regional Institute of World Heritage in Zacatecas

