

Annual Report

Friends of Coronado State Monument

January 1, 2013 - December 31, 2013



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The Friends of Coronado State Monument, a 501(c) (3) tax exempt organization was formed on May 7, 2003. This report summarizes its tenth year of existence.

Members of the Friends of Coronado State Monument continued fulfilling their Mission Statement, "To increase awareness and appreciation of Coronado State Monument."

BOARD COMPOSITION

The Officers of the Board included James Conder, President; Brian Gilmore, Vice President; Ruth Haley, Secretary; Karen Sciacca, Treasurer. Board members were Patricia Harris, Corresponding Secretary/ Email Announcements; Marty Kuehn, Membership; Barbara Williams, Newsletter Editor; Carolyn Gilmore, Manager, Sun Father's Gift Shop; Charron McFadden; Publicity, Gary Williams, Programs.

Membership Chairs: Carolyn Gilmore, Trip Chairperson; Dick Harris, Web Master, Geocache Master and Digital Frame Master.

The following changes occurred later in the year.

George Swenson was voted to the Board August, 29, 2013 and is in charge of Programs; Patt Cain was voted to be acting Secretary upon the out-of-state move of Ruth Haley July 25, 2013; Gary Williams, resigned from the Board August 29, 2013; Carolyn Gilmore completed her term as trip chair as of 12/31/2013

Open Offices include Community Outreach and Fund Raiser.

The Coronado Historic Site Representative is Scott Smith, Coronado Historic Site Manager.

BY-LAWS

The By-Laws were amended on June 25, 2009

TEN YEAR ANNIVERSARY

The Friends of Coronado State Monument celebrated ten years of activity and support, from 2003 to 2013.

An anniversary dinner was held at the Prairie Star Restaurant in Bernalillo, New Mexico. Those attending included three of the five original founders, 117 members, nine

guests and five of the invited VIP's. The State Secretary of Cultural Affairs Veronica Gonzales attended and presented a letter of commendation to the Friends (see attached letter). State Monument Director Richard Sims and Bernalillo Mayor Jack Torres also offered congratulations. An armoire donated by Pedro Baca was raffled. A comprehensive report collected by a committee of Friends was donated. It contains photographs and information of the Kuaua and Santiago artifacts from the Maxwell Museum collection. "A Concise History of the Friends of Coronado State Monument 2003-2013" report compiled by Patricia Harris was presented at the Anniversary Party and to the Friends archives.

PROGRAMS

With the New Year 2013, the Board continued in its mission to provide a deeper appreciation and understanding of archaeology, history, culture and art of the Hispanic, Anglo and Pueblo cultures through programs, lectures, field trips and workshops for the Friends' membership and the general public. The goal of the Friends organization is to have programs of interest to increase membership and Coronado Historic Site visitation while also serving as fundraisers. The Friends sponsored the following activities:

Lectures

- Dirk Van Hart *Geology Along Old NM Rt 44 (now US550)*
- Jane Butel *Culinary History of the Southwest*
- Dennis Herrick *Santiago Pueblo History and Tiguex War*
- Dr. Richard Reycraft *Restoring the Painted Kiva-What's Been Done, What We Still Need to Do*
- Walter Cristobal / Julian T. Garcia *Metallurgy and smelting as it pertains to their ancestral homeland of Pa-a-ku / Migration route from Mesa Verde to present day homeland of Tamaya*
- Ed Wallace *From Slave to Superstar of the Old West*
- Scott Smith *Worshipful Feathers: Plumage in Pueblo Rituals, a discussion of the Role of Birds in Pueblo Religious Life*
- Enrique Lamadrid *Chautauqua presentation as Capitan Rafael Chacon*

Book Signings

Dennis Herrick *Winter of the Metal People: the Story of America's First Indian War*

Tours

- Conchas Canyon (Jemez Mountains)
- Nogales Ruins and Rattlesnake Mesa (Near Cuba)
- Chimayo, El Santuario de Chimayo, 2 plazas, Indian ruins, weaver shops, Rancho De Chimayo Restaurant

Workshops

- Yucca Stalk Walking Stick
- Photo Workshop

Information Booths

- Corrales Harvest Festival
- Kiwanis Club of Corrales booth

Events

Eighth Annual *Fiesta of Cultures*, an event that provided demonstrations of multicultural traditional skills and foods. The number of exhibitors exceeded forty and attendance was over 600 visitors. This year we were joined by the Archaeology Association which had a mini-archaeology fair. We also featured a western theme with calf roping (wooden steers), chuck wagon, and line dancing.

Workday

Friends members volunteered to participate in the annual *Earth Day at Kuaua*.

DEMOGRAPHICS OF ATTENDEES

Attendees included representatives of the following targeted demographics: artists and artisans, Native Americans, children (preschool through high school), college students, people interested in archaeology, anthropology and history, senior citizens, teachers, tourists and visitors to the area, and birders.

MEMBERSHIP

The membership has increased to 303 individuals. Renewals continue to be strong. Membership fees are one of two primary revenue sources.

FINANCES

The Friends of CSM had a successful year in 2013, raising over \$ 41,703.85; gross profit was \$24,760.52; and we provided \$11,424.37 for Coronado Historic Site improvements.

We supported all Coronado Historic Site related activities and provided funding for activities for members, the general public and for operation of the gift shop. A detailed account of income and expenses is available upon request under separate cover.

MEMORANDUM OF UNDERSTANDING

A meeting of the Board and the Director of State Monuments was held to update the MOU. Progress was made and after changes a new MOU will be presented.

CHANGE IN NAME

The Department of Cultural Affairs changed the name of Coronado State Monument to Coronado Historic Site as of June 14, 2013. The Friends of Coronado will retain their name for a time.

DOCENT PROGRAM

The docent program has been in existence since 2000 but has had a resurgence of interest in recent years. It is directed by the staff, but to be a docent, one has to also be a member of the Friends. Classes are offered for training and refresher purposes. Special shirts and name labels are provided by the Friends for visitor recognition. Docents are extremely active in guiding tours, explaining exhibits, the Mural room and the Painted Kiva and at various functions. The program is dynamic with new people joining all the time. The program is totally supported by the Friends.

GIFT SHOP

The Sun Father's Gift Shop continues to provide unique items for visitors. It is experiencing an increase in business due to higher quality merchandise and the spread of the shop's reputation. It is run entirely by volunteers and open everyday the Coronado Historic Site is open. It serves as the second major revenue source. This year a table was added to the Gift Shop staff space for administrative use.

FUNDRAISING ACTIVITIES

Again this year the Friends focused on the restoration of the murals in the Painted Kiva. We were very instrumental in obtaining grant monies and made direct donations to the project. This campaign continued until the restoration was completed in late summer 2013.

Admission fees for non-members attending the Friends' sponsored programs and workshops provide a source of revenue directly to the Coronado Historic Site.

BENEFITS TO THE CORONADO HISTORIC SITE

Physical Enhancements

The Friends have provided the Coronado Historic Site many items that add to the visitation experience. These donations have greatly enhanced the safety, viewing pleasure, education, aesthetics, institutional history, and keepsakes of the Site, protection for the murals and visitors, and visitor comfort.

The list includes:

- Sanded, primed and painted the Visitor Center window frame
- Purchased crusher fine gravel and rock for the grounds
- Paid for 10 tons of adobe dirt and adobe bricks for the grounds
- Paid for pictures and printing for photo display in Video Room
- Provided money for the continuing restoration project of the Kiva murals

Advertising

Advertisements for the Friends and Coronado Historic Site's events continue to be paid from the award of the Bernalillo Lodgers Tax for the year.

Payment for the Following Services

- Paid for a new sink, plumbing, faucet and drain for the Gift Shop utility closet
- Purchased canvas carrier for tri-fold display case for Coronado Historic Site outreach
- Purchased Columbia shirts and name tags for the Docents
- Purchased patches for the Junior Rangers
- Funded refreshments for a reception of the Manville Chapman Art Exhibit held at Coronado Historic Site
- Donated approximately \$781 towards the production of the *Christmas at Kuaua* event. This included funding for Native American dancers, a chorus, refreshment supplies, and Santa's Workshop materials for this celebration
- Provided room and board for the visit of Connie Silver, preservationist for the Kiva murals
- Paid for repair of the office computer
- Paid for refreshments for the NM Volunteers for the Outdoors while they were working on a project at the Coronado Historic Site
- Paid for a 8 foot ladder

- Paid for art supplies and Dremel tool for the walking stick workshop (a joint workshop between the Friends and the Coronado Historic Site)
- Provided financial support for the Docent Program
- Provided financial support for the Junior Ranger Program
- Purchased 2-way radios

Member Volunteer Hours

The Friends of Coronado State Monument provided over 5,800 hours of volunteer effort in support of the Coronado Historic Site! This is by far the largest number of volunteer hours by any such group in New Mexico.

In-kind Gifts and Additional Support to the Coronado Historic Site

The Friends continued to assist at Coronado Historic Site activities by setting up, providing funding for refreshments and attending these various events:

- Assisted with the raffle at the *Christmas at Kuaua* event
- Lit luminarias at the *Christmas at Kuaua* event
- Assisted the Coronado Historic Site staff in installing the new Kiva ladder and various painting projects
- Cooperated in keeping logs of volunteer hours worked at the Coronado Historic Site for the manager
- Formed an "Art Display" committee to furnish art for the Video Room
- Provided room and board for the visit of Henry Poapiezsalski, who replicated the Kiva paintings

COMMUNICATION and OUTREACH

Outstanding and energetic outreach efforts have accomplished the feat of getting the Coronado Historic Site and Friends' activities known to the public, institutions, media publications, and civic organizations.

This year an Outreach Committee has been organized to attend more community events.

A greater effort has been made to post flyers in the community. These flyers focus on activities held at the Coronado Historic Site

The Friends successfully applied for and received a grant from the Town of Bernalillo's Lodgers Tax Fund which has funded increased publicity for Coronado Historic Site events.

Continue active membership in the Rio Rancho Chamber of Commerce and the Greater Sandoval County Chamber of Commerce

Joined the "Corrales Main Street" (equivalent to the Chamber of Commerce)

Contacted by the Rio Rancho Travel & Tourism Office to do an article about Coronado Historic Site with pictures

Attended a reception and tour of the NM Museum/Palace of the Governors sponsored by the Los Compadres Group. Plans to reciprocate and provide a tour of the Coronado Historic Site are in process

Paid for an advertisement in the Rio Rancho Chamber of Commerce City Directory

Funded an advertisement in Tradition Magazine

Continued membership in the Friends of the Rio Rancho Library

Continued membership in the Historical Society of New Mexico

Outreach presentation by the Friends to a Kiwanis meeting and the Westerners group

Publicity has greatly increased in various and sundry publications thus providing more exposure of the Coronado Historic Site's Visitor Center, Mural Gallery, the Kiva as well as events and activities.

Coronado Historic Site is a presence on the World Wide Web as its geocache site continues to bring in visitors to the Coronado Historic Site.

An informative and attractive quarterly newsletter, published jointly by Coronado Historic Site and the Friends of Coronado State Monument, provides information of the Coronado Historic Site and Friends activities. This year the newsletter went electronic and found great success and praise for having more information and brilliant photos.

The Friends maintain an email announcement system to notify members of upcoming Friends programs and Coronado Historic Site activities.

A web page exists at: <https://home.comcast.net/~friendsofcsm/>

Coronado Historic Site visitation was 16,663 in 2013.

CHALLENGES

The Painted Kiva at Coronado Historic Site continues to occupy the Friends' interest and the drive for more funds for restoration is paramount.

Another challenge to the Coronado Historic Site continues to be the issue of land ownership. The Coronado Historic Site sits on property leased from the University of

New Mexico with no assurance of permanency - hence the designation of the Coronado Historic Site as a "Most Endangered Site".

A third ongoing concern is inadequate space for visitor and school education activities and programs. Because of the design of the present Visitor's Center, high attendance at a number of the lectures has necessitated the use of other facilities, such as the Sandoval County Historical Society to accommodate the large audiences. It is our hope that in the near future either a temporary building or a larger visitor center will be built to accommodate an educational center where adults and children may meet in comfort and safety for programs and workshops.

A fourth priority is to recreate a Coronado Historic Site "Footprint", as the present adobe walls are deteriorating.

GOALS

This year a Monument Support Priorities committee was established to designate a priority of effort and support for Coronado Historic Site.

New programs and activities are proposed to continue monthly or bi-monthly. Proceeds from the fundraisers will go toward the needs of Coronado Historic Site.

Assist in supporting the Painted Kiva's continuing need for restoration.

Support the fledgling education program.

The Friends goal is to continue to support the Coronado Historic Site, provide educational experiences, increase visitation - and have fun in accomplishing all of the above!

