

Annual Report

Friends of Coronado Historic Site

January 1, 2015 - December 31, 2015



Submitted by

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Friends of Coronado Historic Site 2015 Annual Report

The Friends of Coronado State Monument, a 501(c) (3) tax-exempt organization, was officially formed on May 7, 2003. This report summarizes the twelfth year of operations since incorporation.

The Mission of Friends of Coronado Historic Site is “To increase awareness and appreciation of Coronado State Monument.” (Coronado State Monument is now Coronado Historic Site.)

BOARD COMPOSITION

Patt Cain, Brian Gilmore, Ron Overley and George Swenson were elected to the Board for a three-year term at the Annual meeting on January 18, 2015.

The following Officers of the Board were elected by the Board at its meeting on January 29: James Conder, President; Brian Gilmore, Vice President; Karen Sciacca, Treasurer; and Patt Cain, Secretary. 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; Ron Overley, Trip Chairman; and George Swenson, Programs Chair. The Coronado Historic Site Representative was Scott Smith, Coronado Historic Site Manager.

Dick Harris continued as Web Master, Geocache Master and Digital Frame Master.

BY-LAWS

The By-Laws were last amended on June 25, 2009.

PROGRAMS

During 2015, the Board continued in its goal to provide a deeper appreciation and understanding of the archaeology, history, culture and art of the Pueblo, Hispanic, and Anglo cultures through programs, lectures, field trips and workshops for the Friends’ membership and the general public. Related goals of the Friends organization are to have programs of broad interest, increase membership in the organization and visitation to the Coronado Historic Site, and provide liaison to DCA, Site staff and State legislators.

Kuaua Trekkers and Gallery Hoppers

- Ojito Wilderness-Seismosaurus Dinosaur Hike (3/28/15) – 23 hikers
- Tent Rocks Hike (5/15/15) – 15 hikers
- Pablita Velarde Museum of Indian Women in the Arts, Santa Fe (3/14/15) – 8 attendees
- La Fonda Hotel, Santa Fe, Art and Architecture tour (7/17/15) – 32 attendees

Lectures

The following lectures were held, and attendance averaged 75 persons:

Ethan Ortega, Ranger (1/18/15)
Ed Wallace (2/15/15)
Don Bullis (3/15/15)

Animal Remains from Salmon Pueblo
African Americans in the Early Southwest
New Mexico in the Time of Mexican Rule

Friends of Coronado Historic Site 2015 Annual Report

Noel Pugach (4/19/15)
Matthew Barbour, Ranger (5/17/15)
Ron Fields (6/21/15)
Alice Ann Thompson, PhD (9/20/15)
Dirk Van Hart, PhD (11/15/15)

Harry Truman and the Atomic Bomb
The People of Jemez Province
Prehistoric Weaponry of the Southwest
The Real Housewives of the Santa Fe Trail
The Day the Calendar Hiccapped or When
10 Days Went Poof!

Field Trips

- Pecos National Historical Park (4/09/15) – Ranger talk, film and tour of the park, plus a visit to the stage stop and a tour of the Forked Lightning Ranch;
- El Moro National Monument (5/09/15) – Ranger led tour of the Monument to see petroglyphs and inscriptions;
- Lincoln Historic Site, Fort Stanton Historic Site, and Three Rivers Petroglyph Site (6/18-19/15) – Ranger-led tours at the historic sites and a hike at the petroglyph site;
- Maxwell Museum at the University of New Mexico (7/18/15) – A museum tour plus a tour of the Kuaua Pueblo and the Santiago Ruins collections that are not on display;
- Las Vegas, New Mexico (8/22/15) – Visits to a special part of Fred Harvey history in New Mexico: Montezuma Castle, the Plaza Hotel, and La Castaneda;
- Las Vegas, New Mexico (10/24/15) – A repeat of the previous trip

Workshop

- Coloring workshop (8/15/15) -- 14 participants

Major Events



On May 30, 2015, the Coronado Historic Site hosted a 75th *Anniversary Celebration*. FCHS assisted with funding, provided reenactors, guided tours, music, displays and refreshments.

On October 17, 2015, FCHS presented the Tenth Annual *Fiesta of Cultures* at the Site. There was an attendance of approximately 850 visitors, plus 28 vendors and 15 demonstrators. Attendees enjoyed fiber arts demonstrations, pueblo skills demonstrations, a conquistador's encampment, multicultural craft vendors, children's activities, food vendors, and live entertainment (dancers and singers). Docent and self-guided tours of the site were also available.

On December 6, FCHS provided funding and staffing for the Site's annual holiday celebration, *Lights of Kuaua* (formerly called *Christmas at Kuaua*). With luminaria lighting the walkways and a bonfire on the plaza, over 800 visitors enjoyed choral music, Native American dancers, and refreshments.

Friends of Coronado Historic Site 2015 Annual Report

DEMOGRAPHICS OF ATTENDEES

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

COMMUNICATION AND OUTREACH

During 2015, Friends members:

- Presented the *Fiesta of Cultures* event and helped sponsor the 75th *Anniversary Celebration*, and the *Lights of Kuaua* holiday event at the Site (see section above);
- Produced general ads and articles for the Site in *New Mexico Traditions* magazine and the *Sandoval County Connection* magazine (Rio Rancho Chamber);
- Advertised our lecture series and other events in the *Sandoval Signpost*, *Corrales Comment*, *Albuquerque Journal* and *Rio Rancho Observer*;
- Staffed information booths at Bernalillo Family Day and Rio Rancho Mayor Hulls' *Sunday is Funday*;
- Funded and participated with staff at numerous presentation at schools and events;
- With the Art Committee, mounted an exhibit of early Native American easel art, which will run through 2016, in the Visitor Center media/gallery room;
- Maintained active membership in the Rio Rancho Chamber of Commerce; continued membership in the Historical Society of New Mexico;
- Joined the Archaeological Society of New Mexico;
- Produced four informative and attractive quarterly newsletters for distribution to Friends members and visitors to the Site;
- Maintained a monthly e-mail announcement system to notify members of upcoming FCHS programs and Coronado Historic Site activities;
- Presented testimony before legislators at a hearing on financial needs at the site;
- Visited the Pritzlaff Ranch in Mora, NM, to view the Ma Pe Wi bunkhouse murals there;
- Hosted various Friends groups from around the state, members of the Museums of New Mexico Foundation, and members of the State Legislature;
- Revised our web site and helped establish a Kuaua blog, which had over 8600 "hits" from across the USA and 51 other countries (see: <http://kuaua.com/friends-of-coronado-historic-site/>).



Our efforts and activities were instrumental in increasing the Historic Site's visitation from 20,000 in 2014 to over 25,000 in 2015. This was the highest visitation to Coronado Historic Site since 1995.

VOLUNTEERISM

Our members provided an estimated 8,000 hours in 2015. Gift Shop volunteers, the Docents, and the Board of Directors, plus individual members who volunteered to staff events, provided most of these hours. Site Management compared our efforts to that of four full-time employees

Friends of Coronado Historic Site 2015 Annual Report

MEMBERSHIP

FCHS is by far the largest and most active friends group in New Mexico. Membership approached 390 members during the year. Membership fees are the second largest revenue source for the group.

FINANCES

The Friends of CHS had another successful year in 2015, raising \$51,141.82 with which to support the Historic Site. Additionally, Friends supported all Coronado Historic Site related events and provided funding for activities for Friends' members, the general public and in support of the Gift Shop. A detailed account of income and expenses is available upon request under separate cover.

DOCENT PROGRAM

The Docent Program was reestablished at CHS in March 2010. There are currently 15 active Friends members who have completed the ten-hour Docent Training (all docents are members of the Friends). The Friends provide funding for this program.

GIFT SHOP

The Sun Father's Gift Shop continues to provide select, Southwestern-themed items for visitors. It is still 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 was open every day the Coronado Historic Site was open. It serves as the largest revenue source for Friends with gross sales of \$39,871, which provided over \$18,000 to support the Historic Site.

FUNDRAISING ACTIVITIES

The Friends benefited from over \$3,000 worth of event and general Site advertising through Town of Bernalillo's Lodgers Tax Fund, which has supported increased publicity for Coronado Historic Site events. Also, admission fees for non-members attending the Friends' sponsored programs and workshops provide another source of revenue.

DIRECT BENEFITS TO THE CORONADO HISTORIC SITE

The Friends have provided for many items and enhancements that add to the visitation experience and safety at the Coronado Historic Site.

Programs and On-Site Activities

- Supported the 75th *Anniversary Celebration* financially but mainly by providing volunteers, re-enactors and tour guides.
- Organized and presented the annual *Fiesta of Cultures* for which we donated almost \$1,900. Over 850 visitors enjoyed exhibits, live entertainment, food, and shopped for unique handcrafted items. A raffle and donations brought in over \$900 to FCHS.

Friends of Coronado Historic Site 2015 Annual Report

- Donated over \$1,200 toward the production of the *Lights of Kuaua* event. Over 800 visitors enjoyed a spectacular luminaria display, craft activities, music, storytelling, native dancers and refreshments. Friends members served as volunteers where needed.
- Funded the “Summer Fun” program, which presents educational programs and activities on site.
- Supported the technical experts in upgrading the Museum, including the AmeriCorps intern who developed the Digital Archaeology Project.
- Provided funding for the outreach conducted by Sharon Walker, Site Instructional Coordinator, which reached over 2000 school children.
- Financially supported the Docent Program (all Docents are members of FCHS).
- Provided funds for mounting the Easel Art exhibit in the Visitor Center Gallery.

Building and Grounds Enhancements

- Funded part of the physical Museum upgrades, including many of the exhibits, and all of the new site lighting for the Museum.
- Provided funds for maintenance of the Painted Kiva.

Payment for the Following Services

- Funded summer outreach programs and speakers.
- Paid for refreshments for the NM Volunteers for the Outdoors while they were working on a project at the Coronado Historic Site.
- Provided financial support for the Junior Ranger Program.

PRIORITIES AND PLANS FOR 2016

On-going projects for the Site in which FCHS will continue to be involved:

- Working toward the resolution of Site land ownership issues, which may threaten the survival of the Site;
- Continuing our highly successful lecture series, trips and workshops;
- Providing support for a long-term Site Plan, including the rebuilding of at least a portion of the ruins for interpretive purposes;
- Supporting efforts to obtain funds for rebuilding the Site’s footprint;
- Helping obtain new flooring, plaster repair, and roof repair for the Painted Kiva;
- Supporting a new AmeriCorps Intern in creating 3-D digital imagery of Kuaua artifacts, which can then be manipulated on-line and incorporated into the digital archaeology game;
- Developing new exhibits and procuring displays;
- Supporting aggressive Community Outreach efforts;
- Actively supporting the new Archaeology Dig exhibit in the Corral;
- Testifying before the legislature in support of the Department of Cultural Affairs as needed;
- Updating the Friends’ Priority List of Projects.

Friends of Coronado Historic Site 2015 Annual Report

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

