

A Year of Discovery

Annual Report 2017

Friends of Coronado Historic Site (FCHS)



submitted by
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President

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*Projectile point found during
Dig Kuaua 2017
Coronado State Historic Site*

Letter from the President

Dear Friends,

The year 2017 was exciting and rewarding for the Friends of Coronado Historic Site (FCHS). To begin with, our membership increased by nearly 25 percent, ending the year with more than 400 members. This makes us the largest Friends group within the New Mexico Department of Cultural Affairs, Historic Sites Division. Members contributed over 10,000 volunteer hours, worth more than \$100,000 in in-kind support, and we raised nearly \$60,000 to support preservation and outreach at the Historic Site. For the first time in decades, an exploratory archeological dig was conducted at the Site. Under the auspices of the Office of Archeological Studies and the direction of Northern Region Manager Matt Barbour, our members learned the ins and outs of field archeology. We made numerous discoveries including possible new rooms and walls, as well as a rare arrowhead and multiple tools.

But it was not all work and no play; we also sponsored eight educational lectures and four exciting field trips to locations throughout the state. The annual Fiesta of Cultures had record-level attendance with over 900 people enjoying the festival. We also supported the site's first reggae concert which drew nearly 500 visitors. Many members had the opportunity to go on special interest outings including museum tours, hikes, and bird watching at Pecos. As the year came to an end, our Friends group and Historic Sites were able to negotiate the completion of the Painted Kiva restoration and the repair and painting of its black band. This work will be completed in early 2018.

As a member of the FCHS, you should be very proud of what we have accomplished. Our Friends group has been instrumental in preserving key elements of the Site, and we are actively supporting new and continuing research. We also funded new exhibits, and our members now conduct the majority of school outreach programs. I encourage you to visit TripAdvisor.com and read the Site's reviews. As a member of Friends you can take great pride in how the Coronado Historic Site is perceived.

Thank you for your continued support.



Brian Gilmore, President
Friends of Coronado Historic Site

Mission Statement

The mission of the Friends of Coronado Historic Site is to support the conservation and restoration of historical assets and museum exhibits and to promote, through community outreach, the historical and cultural significance of the Coronado and Jemez Historic sites—including the ancestral pueblos of Kuaua and Guisewa, the Coronado Expedition, and the Mission of San Jose de los Jemez.

— adopted January 2018

The Coronado State Historic Site

In 1540 a force of Spanish soldiers and Indian allies from New Spain, led by Francisco Vázquez de Coronado, entered the middle Rio Grande Valley of New Mexico in search of the fabled Seven Cities of Gold. This area, which the Spanish would call Tiguex Province, was home to thousands of people living in a dozen or more adobe pueblos (villages). The remnants of the northernmost pueblo, known today as Kuaua, are preserved at the Coronado State Historic Site (CHS), in the city of Bernalillo north of Albuquerque. The Site is a national treasure, home to one of the greatest archaeological discoveries in the American Southwest.

In the mid-1930s, in preparation for the reconstruction of the ancestral pueblo, archeologists discovered one of the great treasures of pre-European contact New Mexico. While excavating a kiva (underground chamber) that had been buried for centuries, the archeologists found that its walls were adorned with many layers of colorful paintings. These murals, estimated to be between 500 and 600 years old, are among the oldest indigenous art on display in the United States. The Painted Kiva was reconstructed and one of the mural layers recreated inside it by Native artist Ma-Pe-Wi.

Today the Coronado Historic Site is the only museum in the world with original kiva art on display. Visitors may take a guided tour of the Painted Kiva and view some of the original murals in the Site museum. The museum also exhibits prehistoric and historic Puebloan and Spanish colonial artifacts and offers interactive learning for all ages via the “Sim Pueblo”, an archaeology game, and an iPhone™ application.

Direct Benefits to CHS — 2017

Each year the Coronado Historic Site receives extensive financial and volunteer contributions from the Friends group — widely viewed as the most successful organization of its kind within the New Mexico Department of Cultural Affairs, Historic Sites Division. Below is a summary of important contributions during 2017.

Direct Benefits to CHS 2017	
Volunteerism	Invested more than 10,000 volunteer hours during 2017
Total support	Donated over \$14,400 for events, programs, education, exhibits, research, and site enhancement
Fundraising	Raised almost \$60,000 in support of the CHS
Exhibits	Donated over \$2,300 for new exhibits, including <i>Indios Amigos, A New Light on Kuaua, and An Enigma Named Esteban</i>
Education	Purchased almost \$1,400 of materials and provided volunteers to conduct school outreach; secured \$1,000 grant for Junior Ranger program materials
Kiva restoration	Set aside more than \$2,000 for the first phase of replastering/repainting the black band in the Painted Kiva
Native garden	Bought seeds; volunteered labor to re-establish the Pueblo-inspired grid garden exhibiting native species of crops
Research activities	Participated in Dig Kuaua test excavations; analyzed ceramics from Kuaua Pueblo; examined artifact collections from Guisewa Pueblo; digitized information; compiled documents
Scholarship	Refocused the FCHS research scholarship with initial funding of \$2,500
Gift Shop	Sold more than \$38,500 in merchandise, netting more than \$14,400 after expenses; donated over \$1,000 to purchase new rugs and lighted display cabinets
Docent program	Conducted hundreds of guided tours of the Historic Site; recruited new docents; purchased training materials
Events support	Presented the 12th annual Fiesta of Cultures with over 925 attendees
Communication	See pages 8-9 of this report

Lectures, Field Trips, & Workshops

Lectures

The FCHS sponsored eight educational lectures that provided the opportunity for over 460 attendees to increase their understanding of New Mexico's varied cultures and complex history. This ongoing series is effective in recruiting new Friends members and inspiring existing members and is often thematically tied to member field trips.

2017 Lectures		
January	Ethan Ortega, CHS Ranger	What's New at Coronado Historic Site
February	Dr. Eric Blinman	Large-Scale Models of Pueblo Prehistory
March	Chris Turnbow	Gila Cliff Dwellings - Mimbres Culture
April	Alan Osborne	New Mexico Before Columbus
May	Stefanie Beninato	Popé & Naranjo: Leadership in Pueblo Revolt of 1680
June	Jane Butel	Southwest Cooking & Spices
September	Film shown by Charron McFadden	Barbed Wire Pioneers
November	Don Bullis	Outlaw Gangs in New Mexico Territory

Field Trips

Our fun-filled, members-only field trips generally include a special twist — perhaps a guided tour that follows up on a lecture, a behind-the-scenes look at museum collections, or a hike to an archaeological site not generally open to the public. In 2017, five field trips were enjoyed by more than 130 Friends members. Changes to reservation and deposit procedures reduced the number of trip drop-outs and allowed more members to participate, as well as generating over \$4,400 in revenue and \$1,950 in profit.

2017 Field Trips		
April	Gila Cliff Dwellings National Monument	Overnight trip: Museums in Silver City area, guided tour of cliff dwellings, other archaeological sites
May	Ghost Ranch & Abiquiu	Overnight trip: Museums, hikes, lecture on Gallina Culture by John Hayden
June	Chimayo	Santuario de Chimayo, Ortega's Weaving, Centinela Traditional Arts
July	Los Alamos Historical Museum	Docent-led tour
July & August	Los Pinos Birding Getaways	Naturalist-led birding in the Pecos area

Workshops

A "Cabin Fever" Coloring Workshop was held in February. Nine people enjoyed this popular way to relax while getting acquainted with Coronado Historic Site and the FCHS.

Research Activities

Dig Kuaua Excavation

An archaeological excavation led by the New Mexico Office of Archaeological Studies (OAS) took place during May and June 2017 at the Coronado Historic Site. Working under the supervision of OAS and Historic Site archaeologists, approximately 60 FCHS members hand-excavated small test units throughout Kuaua Pueblo and the surrounding middens (refuse piles). This work followed on the 2016 archaeological survey of the entire historic site property.

Dig Kuaua revealed several unexpected architectural elements including an unexcavated pit house/kiva, projectile points, uncommon forms of pottery, and a colonial-era metal artifact, as well as fish bones and turkey eggshells. A professional analysis of more than 2,000 flaked stone artifacts recovered during this project has already been published. In addition to its research value, Dig Kuaua generated increased interest in the Friends organization and resulted in enrollment of more than 70 new members.

Guisewa Artifact Research

During February and March 2017, Friends members conducted hands-on research into artifacts from Guisewa Pueblo (whose ruins are part of the Jemez Historic Site) at the Center for New Mexico Archaeology and the Museum of Indian Arts and Culture in Santa Fe. A number of artifacts suitable for inclusion in the permanent exhibit at Jemez Historic Site were identified, including post-Spanish contact ceramics and materials associated with a Jemez family who homesteaded at the Guisewa site in the 1860s.

Pottery Classification

A dedicated group of Friends volunteers has been receiving hands-on training in Pueblo pottery classification and, under professional supervision, has begun analysis of pottery excavated at Kuaua Pueblo. This group met weekly throughout much of 2017 and plans to continue work next year.

Research Scholarship

In 2017, the Board refocused its existing scholarship program. The revamped scholarship targets bachelor's and master's level students at New Mexico universities who are interested in pursuing research to further the understanding of Kuaua Pueblo. An initial \$2,500 was budgeted for this program, and donations are being actively solicited. Plans call for the first scholarship to be awarded in 2018.

Public Events

Fiesta of Cultures

More than 925 people enjoyed the FCHS twelfth annual Fiesta of Cultures on October 21, 2017, a celebration of the Pueblo, Anglo, and Hispanic traditions of New Mexico. The Fiesta showcased 37 vendors and 15 craft, animal, and other demonstrations, including Mountain Man Ed Wallace and the Sociedad de la Entrada historical re-enactors. Llamas, raptors exhibited by HawksAloft wildlife rescue, and a pony from Loving Thunder Equine Therapy were especially

popular. Live entertainment featured music by The Cowboy Way and a performance by the Kalpulli Ehecatl Aztec dancers. Docent-led and self-guided tours of the Historic Site were available.

Reggae on the River

A first-ever Reggae concert, held on Memorial Day weekend and supported by the FCHS, drew nearly 500 visitors. A repeat of this well-received event is planned for 2018.

Other 2017 Activities

Docent Program

FCHS member docents conducted hundreds of guided tours of the Historic Site, Painted Kiva, and Mural Room in 2017. Docents participate in ongoing training to stay abreast of the latest research results. Twenty-four docents were on the job at the end of 2017, and six more had signed up for training. The FCHS purchased all training materials.

Gift Shop

Sun Father's Gift Shop continued to provide selected Native American-made and Southwestern-themed merchandise for visitors. Managed and staffed entirely by volunteers, the Gift Shop is the FCHS largest revenue source, grossing over \$38,500 and generating a net profit of more than \$14,400 in 2017. The Gift Shop was completely redecorated in March 2017 with new paint and rugs, along with lighted display cabinets that were obtained economically from a retail store closing.

Communications & Outreach

During 2017 the Friends of Coronado organization was active in outreach to members, other non-profit groups, elected officials, surrounding communities, and the general public. Some examples:

- ❖ Actively participated in the Rio Rancho Regional Chamber of Commerce and the Chamber-sponsored Non-Profit Alliance Committee.
- ❖ Maintained membership in the Historical Society of New Mexico and the Albuquerque Archaeological Society; actively participated in the Archaeological Society of New Mexico.

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- ❖ Reached out to Friends members via regular email “blasts” and quarterly newsletters.
 - ❖ Publicized events, lectures, and the Gift Shop via paid advertising and free calendar listings; media included the *Sandoval County Connection* and *Traditions* magazines; the *Sandoval Signpost*, *Corrales Comment*, *Rio Rancho Observer*, and *Albuquerque Journal* newspapers; appropriate events programs; radio public service announcements; a live remote broadcast during the Fiesta of Cultures; and fliers distributed to senior centers, retirement homes, and public libraries.
 - ❖ Maintained an organization web site that received more than 5,780 distinct visitors and 23,640 page views.
 - ❖ Staffed information tables at community events such as Sunday Is Funday in Rio Rancho, the Indian Market in Bernalillo, and events at local schools.
 - ❖ Advocated for Historic Site funding before the New Mexico Legislature, and hosted the annual meeting of the New Mexico Board of Regents at the Coronado Historic Site.

Organization

About the Friends

The Friends of Coronado Historic Site is a 501(c)(3) tax-exempt organization officially formed on May 7, 2003. This Report summarizes the thirteenth year of operations since incorporation. There were 429 Friends members as of December 2017. The By-Laws of the organization were last amended in March 2017. The Mission Statement (see page three of this report) was updated in January 2018 to include service to the Jemez Historic Site.

Board of Directors

Carolyn Gilmore, Kate Hora, Charron McFadden, and George Swenson were elected to the Board at the Annual Meeting on January 21, 2017. The following officers were confirmed at the Board of Directors meeting on January 26, 2017: Carolyn Gilmore (Gift Shop Manager), Kate Hora (Secretary), Charron McFadden (Publicity Chairman), and George Swenson (Lectures Chairman). Board members serve three-year terms. Regular Board meetings, open to all members, are held at the Historic Site at 9:30 a.m., usually on the fourth Thursday of each month. A complete roster of the Board is Directors is listed on page 11.

Finances and Fundraising

FCCHS continued on a sound financial footing in 2017. The group raised more than \$59,500 to support the Coronado Historic Site, 20 percent above target. Expenditures for the year totaled over \$24,800. Primary revenue sources for 2017 were, in descending order: Gift Shop, membership dues, programs and events, and donations. Primary expenditure categories were, in descending order: Cost of goods sold in the Gift Shop, programs and events, administration (including insurance), and historic site support. In 2017 the FCCHS received its first-ever bequest in the amount of \$1,000 in honor of long-time Friends volunteer Diane Schuler. A detailed financial report is available upon request.

A budget of \$34,218 has been approved for 2018 with approximately 10 percent of the total planned for support of the Jemez Historic Site, per the revised Mission Statement adopted at the January 2018 annual meeting.

During 2017 a new standing committee in charge of fundraising activities was created with Ed Chamberlin as its chairman. An exciting lineup of fundraising events is planned for the coming year with a Made in New Mexico Art Auction scheduled for March 24, 2018, as its centerpiece.

In addition, the FCCHS:

- ❖ Received \$2,000 for Fiesta of Cultures advertising from the Town of Bernalillo Lodger's Tax fund.
- ❖ Received a \$1,000 grant from the Rio Rancho Community Foundation to purchase educational materials for the Historic Site's Junior Ranger program.
- ❖ Received more than \$2,000 in donations.

Contact Information

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2017 Board of Directors

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