



Corrales Historical Society

Annual Report 2020





MISSION

Corrales Historical Society is a nonprofit organization which promotes greater appreciation for and better understanding of the history and traditions of the centuries-old community of Corrales, New Mexico and its residents of yesterday and today.

Image on front page: An aerial of the Old Church filmed for the **Santa Fe Opera Songs of the Season** online concert, October 2020.



CHS Board & Committee Members

Officers

President, **Nan Kimball** | CHSPresident@corraleshistory.org

Vice President, **Elizabeth Staley** | CHSVicePresident@corraleshistory.org

Secretary, **Carol Rigmark** | CHSSecretary@corraleshistory.org

Treasurer, **Pam Young** | CHSTreasurer@corraleshistory.org

2020 Directors

Jan Kunz

Margarita Garcia Sexson

Standing Committees

Archives, Vacant

Docents, **Janet Cosgrove & Kay Yoest** | CHSDocents@corraleshistory.org

Marketing, **Carolyn O'Mara** | CHSMarketing@corraleshistory.org

Membership, **Carol Brown** | CHSMembership@corraleshistory.org

Preservation & Maintenance, **John McCandless** | CHSPreservation@corraleshistory.org

Ways & Means, **Kay Yoest** | CHSFundraising@corraleshistory.org

Visual Arts, **Carol Rigmark**

Special Committees

Casa San Ysidro Liaison, **Kay Yoest**

Cultural Arts Council Liaison, **Jannie Dusseau**

Publicity, **Debbie Clemente** | CHSPublicity@corraleshistory.org

Scheduling/Rentals, **Dee Turner**

Speaker Series, **Denise O'Connor** | CHSSpeakerSeries@corraleshistory.org

Web Master & Facebook, **Lisa Sparks** | CHSinfo@corraleshistory.org

President's Message

by Nan Kimball



Nan Kimball
CHS President

Although 2020 was a year like no other, the Corrales Historical Society has managed to continue its mission of preserving and maintaining the Old Church and the history of Corrales, with the help of our members and supporters.

When COVID-19 cancelled all indoor group activities, our board and committee members immediately started thinking about how best to stay connected with our community. We also had to find ways to replace the income we lost when rentals, art shows, concerts, and other in-person events were no longer allowed in the Old Church. So the Visual Arts committee held the 32nd Annual Fine Arts Show online during the month of October.

The Archives committee posted a San Ysidro Cemetery quiz on the CHS website and contributed stories to the *Corrales Comment* about little known facts in Corrales' history. The Plaque committee installed two plaques and created a folder with photos and descriptions of all the historic properties that have received plaques. The folders are available at several businesses in Corrales.

We worked with Corrales Cultural Arts Council to enable the Santa Fe Opera to film a portion of their December concert in the Old Church. The Marketing committee printed and sold cards with images of the Old Church online in November and December. A virtual Festival of the Nativities was posted on the website during December.

We were awarded three grants to help with some of our expenses. And, as many of you know, we had a successful donation drive, for which we are truly grateful. You will find more detailed information about these events and activities as you read through the 2020 Annual Report.

Unfortunately, 2021 began feeling just like 2020 ended. We have no idea when we will resume our usual activities, but because we continue to have an incredible group of volunteers supporting our mission, the Historic Old San Ysidro Church and the Corrales Historical Society will remain strong.

Publicity

by Debbie Clemente

The year 2020 was one for the ages. In March, Historic Old San Ysidro Church closed its doors for all public and private events and activities due to COVID-19. Many of these events create the revenue that allows Corrales Historical Society to fulfill its mission: To preserve and maintain the 153-year-old Historic Old San Ysidro Church (the icon of Corrales) and keep it a center for educational and cultural events in our community as we promote a greater understanding and appreciation of the history and traditions of Corrales and New Mexico.

The main focus of publicity is to promote and create awareness of CHS activities, events, fundraising efforts and membership drives by interfacing with the media (radio, newspapers, magazines, online venues), CHS Membership and other interested parties. Publicity was sent out for the January and February Speaker Series, and the online 32nd Annual Fine Arts Show that ran the whole month of October. This included a radio interview with KDSK Radio in Rio Rancho. Carol Rigmark did the majority of the interview with backup by fine art photographer, Sandra Corless.

Publicity was also sent out for Festival of the Nativities in December, put online by Lisa Sparks with assistance from Johanna Dralle. This show has brought in significant cash donations in years' past, so a donation button was added to raise funds.

CHS also added a "Community Partners" page to its website where we are able to support other local organizations' projects, such as the Corrales Library Giving Tree and an art show for Corrales Arts Center.

With all other events canceled, Publicity's focus turned to distributing materials for fundraising and membership drives, created by CHS Marketing and Ways and Means. These included:

- Two versions of a flyer encouraging people to sign up with Smith's, Amazon Smile, car donations and legacy gifts, with proceeds going to CHS

- A flyer asking for direct donations to CHS with a picture of the Old Church and the headline: "153-years old and counting... on you!"
- CHS Notecard sales: Guthrie "Woodcut Old Church," Sparks "Snowy Day Old Church," and a new one perfect for the holidays with an image of a "Navajo Nativity," previously displayed at a Festival of the Nativities. Sales were good and curbside pick-up was made available.
- A flyer for Membership Renewal and insert in *Corrales Comment*
- A flyer seeking New Members

Images and more detailed descriptions of these projects can be found in the "Marketing Report."

All of these projects raised much-needed dollars for fulfilling the CHS Mission and caring for the beloved Old Church, the iconic gathering place of Corrales. We are grateful to the community for their support.

Membership

by Carol Brown

I joined the Board in January 2020 to serve as Membership Chair and support the mission of CHS to maintain the Historic Old San Ysidro Church and preserve the history of Corrales. My objective has been to promote CHS and increase its memberships that provide critical financial support for its public activities and programs. But 2020 proved to be an unusual year for all of us – including CHS. We are grateful for our many loyal members, and to the many that made generous donations during the last part of the year that have kept CHS – and the Old Church – on solid footings!

Our drive for 2020 started strong in January, with email notice to our members, in a graphic, quick-read flyer format, that it was “Time to Renew Your Membership.” That was followed in February with publication of an eye-catching “Join CHS” flyer designed to attract new memberships and inserted in the February 8th edition of the *Corrales Comment*. We posted additional copies of the flyer on public bulletin boards in Corrales and distributed flyers to Village Offices and Centers and Corrales businesses. Early in the year, Membership maintained a Welcome Table at CHS-sponsored events including two Speaker Series presentations and a book-release party to celebrate the many Corrales families featured in Mary Davis’s book, *Hometown Corrales: A Family Album*. At our Welcome Table, we recruit prospective members by providing a face for CHS, answering questions and offering informational brochures and handouts. Keeping informational brochures and handouts distributed throughout the Village is another way that Membership assists CHS to maintain a presence in Corrales and encourage prospective members to join. As a result of these recruiting efforts in early 2020, we added 19 new memberships to Corrales Historical Society.

Then came March 2020, and the doors of the Old Church had to close and all in-person programs and activities ceased. Temporary closure of Corrales businesses and Village public offices and Centers restricted distribution of CHS promotional information and brochures. Membership continued to maintain a supply of handouts in the document holder on the Interpretive Sign outside the Old Church. These included all-color Old Church informational brochures, New Membership Forms, and CHS Walking Tour of Corrales Map. They were picked up by the many visitors that came by to admire the Old Church, especially during the summer months.

A look at Membership statistics for 2020 follows: Our total current and up-to-date Memberships number 259 of which 119 are Lifetime Memberships. In addition to that total, CHS extends 15 Courtesy Memberships to groups that have a shared interest in our activities and programs.

Critical to the work of Membership are the creative efforts and support that the Marketing and Publicity Committees and CHS Webmaster provide. All of these committee members have my deep gratitude as do all the members of CHS Board and other CHS volunteers who continually support Membership in many ways. Membership looks forward to a new and better year in 2021 and is planning a member renewal and new member recruitment campaign that promises an event-filled future!



Ready for a Feel-Good Story?

Once upon a time, and not so long ago, Historic Old San Ysidro Church was the pulsing Heart of Corrales, where community gathered, great events happened, friendships blossomed, and morale was high.

▼

Archives

by *Margarita Y. Garcia-Sexson*

Mary Davis resigned from her position as chair of the Archives Committee in June 2020; in the fall, Committee member **Jan Kunz** set up some Zoom meetings for the group and **Margarita Garcia-Sexson** agreed to become the chair starting in 2021. Two projects filled much of the stay-at-home time during 2020.

Kitty Tynan and **Mary Davis** continued working on organizing and identifying photographs for our files and for the UNM digital project. We now have over 1,500 images on the UNM site.

The entire Committee began a second project when **Lisa Sparks** asked if we would like to have a virtual Heritage Day activity as Aaron Gardner was doing at Casa San Ysidro. We decided to reuse the cemetery quiz from a couple of years ago, and with a little tweaking the quiz was sent to Lisa for the website. We asked that the answers be added at the end of June, which was done. The quiz urged users to get outside and explore the Campo Santo (with appropriate social distancing).

Since then, Mary Davis has prepared two items of historical interest (including photographs) for the CHS website and submission to the *Corrales Comment*. Mary is currently working on more items to be submitted first to the Archives Committee for review, and then to **Carolyn O'Mara** for file preparation for the *Comment* and the CHS website. We want to thank **Jeff Radford** for giving CHS the space for these articles, which allows us to share some fascinating tidbits of history with the community.



Sand Dunes

Did you know that sand dunes once covered well over 20 acres near the Montoya's Arroyo in Corrales? There was enough room to play "cholla," in which two teams on horseback would try to pull a wooden "star" across a goal line. And, of course, lots of room and sand to "bury" a friend. Corrales has a sand dunes park, but much of the sand has disappeared and the rest is being taken over by sagebrush. The remnants are at the end of Anya Road.

Mary is also incorporating any new material on Corrales families with the family files in the office.

Plaque Committee

A plaque was completed for the **Octaviano Lopez Building**, aka **El Portal**, and was installed by CHS member **Cliff Pedroncelli**. A second plaque was completed for the **Elias Martinez House** (4655 Corrales Road) and installed by the owner, **Doug Findley**. The *Corrales Comment* featured a long article about the building and its new plaque.

Other exciting work for the Committee was done by a subcommittee of **Alice Glover, Betsey Linneman, Carolyn O'Mara, and Jannie Dusseau**. They created a folder with individual inserts which included photographs and descriptions of each building that has received a plaque. The folders are now available in many Corrales businesses. The Lopez plaque was included in the folder; the Martinez House plaque will not be included in the folder until another plaque is completed and installed. The Committee has not met to decide on this plaque.



Historic Corrales A Self-Guided Walking Tour & Historic Corrales Landmarks Folder

Ways & Means

by Kay Yoest

The Ways and Means function is responsible for ensuring the budget can cover anticipated ongoing costs and expenses related to the organization primarily through fundraising while looking ahead long term. In establishing this function, I saw fundraising as a two pronged approach:

- 1. Implementing ongoing revenue streams from several programs as well as estate planning.*
- 2. Aggressively pursuing and obtaining grants.*

After contacting the State office of Historic Preservation and speaking with several experts in this field, I discovered that grants typically do not cover building maintenance and preservation, which is CHS's largest expense. The New Mexico Historic Preservation Grant Coordinator has put CHS on her email distribution list for any grant information and special funding she discovers. This Department does not fund any preservation efforts directly, but a list of possible grant sites at both the federal and state level was shared. Numerous links were researched to discover that many were COVID-19 related, or did not apply to our situation, or specifically prohibited maintenance and preservation with one exception: a grant under the National Parks system, since we are on the National Register of Historic Places. The grant is not open at this time but will be closely monitored.

Nonetheless, three small grants were applied for and received during 2020.

A grant for \$1,000 was received from **Intel/Corrales MainStreet** to fund our Speaker Series expenses when they begin again. The second (\$250) was from the **Kiwanis of Corrales** to provide a Corrales history book, *Hometown Corrales* by **Mary Davis**, to teachers of New Mexico history at Corrales Elementary School. The third grant was from the **Historical Society of NM** for \$500 to cover expenses related to the printing of a self-guided walking tour packet that provides in-depth information on historical sites throughout the Village that have been recognized with a CHS blue historic marker. For this grant, critical assistance was provided via letters of support from **Linda Socha** of Casa Vieja, **Sandi Rasmussen** of Corrales MainStreet, and **Martha Egan** of Casa Perea and historical author.

To provide ongoing revenue streams, four programs were established and shared with our membership and others outside of CHS:

1. Smith's Inspiring Donations
2. Amazon/Smile program
3. Cars for Charity
4. Planned giving through wills or retirement savings such as IRAs.

These were initially introduced on our website. Marketing developed a flyer and postings that were shared widely and advertised in the *Corrales Comment*. The monies received via Smith's and Amazon have been minimal but are in place and will hopefully grow over time.

Other nonprofit groups are using the same programs so it is a challenge to increase these programs. Donating to CHS through planned giving will be a focus for 2021.

It's me, the Old Church, singing the Pandemic Blues

I'm so lonely.

I never felt more like singin' the blues. Cause everythin's wrong and nothin' ain't right without you...

But YOU can cheer me up in 1, 2 or 3 EASY WAYS
(and it won't cost you a penny)

- 1 Shopping for groceries? With your **SMITH'S Rewards Card**, join the **INSPIRING DONATIONS** Program with CHS as your inspiration.*
- 2 Ordering online? Shop **AMAZON/SMILE** and designate Corrales Historical Society as the organization who'll be smiling.*
- 3 Got an old vehicle you don't want? **CARS for CHARITY** wants it, and Corrales Historical Society would be the charity to benefit.*

OK. If you want to spend some pennies, I like CASH, CHECKS or PAYPAL. Send checks to: CHS • PO Box 1051 • Corrales NM 87048 www.CorralesHistory.org

I haven't had any company since March!
That means no rentals or other fundraising events to fund and keep my 157-year-old bones in shape.
I really miss you and I need your help!

Until my doors welcome you again—
♥ *Historic Old San Ysidro Church*

Visit www.CorralesHistory.org/giving.html for the easy details*
OR CLICK ON LINKS BELOW THIS FLYER

Lyrics courtesy Melvin Endley • Old Church Doors photo courtesy Dennis Chamberlain

Visual Arts Council

by Carol Rigmark

The Visual Arts Council (VAC) is responsible for putting on two shows each year at the Old Church: The Fine Arts Show in early October during Balloon Fiesta and the Winter Craft Show during the first full weekend in December. The COVID-19 restrictions made both of these physical shows impossible to hold in the Old Church in 2020.

In 2018 we began a collaboration with the Corrales Society of Artists (CSA), headed by **Diane Cutter**, in the planning and execution of these shows and this collaboration continued in 2020 with the support of **Gail Grambling-Harrison**. We had a joint committee meeting by Zoom to discuss options for replacing the traditional shows. None of our reasons for holding these shows had changed. We decided to take the Fine Arts Show online—as a place saver if nothing else. New Mexico's artists would still be given a spotlight and it would serve as a reminder about the Old San Ysidro Church in Corrales. We hoped, by going virtual, we might even tap into a much larger audience.

There are several reasons we do these shows:

- to introduce visitors (and locals) to the Old San Ysidro Church
- to introduce these visitors to some of the many fine artists and crafters in New Mexico
- to provide artists with an exceptional venue to show their creations
- to provide a community service as we highlight the Historic Heart of Corrales
- to raise funds for the preservation and maintenance of the Old Church

Fine Arts Show

This was the 32nd Annual Fine Arts Show, just in a different format this year. It was held online the entire month of October.

Following the guidance of **Barbara Clark** of the Corrales Fine Arts Gallery, we decided to create a show using the Fine Arts Studio Online site. We adapted a FASO template and Barbara gave tirelessly of her time to help create our show.

Cheryl Cathcart and **Diane Cutter** from CSA, and **Rachel Dushoff** again provided assistance. Cheryl managed the whole jury process for us and her contribution was greatly appreciated. The **Marketing Committee** of Corrales Historical Society did an outstanding job creating

visual advertising materials for us. We were restricted in the amount of advertising we could afford this year so creatively tried to spread the word. Although we did some print advertising we used the mailing lists of CHS, CSA, CCAC and other organizations to direct people to the website. We also bought a 50-state package on Whofish to geographically expand our base. We encouraged artists to share our material with their mailing lists. **Lisa Sparks** featured one artist a day on the CHS Facebook page, and later added photo collages of art, all directing people to the Show. *Corrales Comment* "gifted" us with a beautiful centerfold spread and huge front-page headline on the September 19th issue.

This is a juried show restricted to artists residing in New Mexico. Many were from Corrales and Albuquerque, but Tijeras, Placitas and other towns were represented. This year 50 artists had art accepted and we had 109 pieces on display and for sale. The Show attracted a couple thousand viewers. We sold 19 pieces ranging in price from \$86.00 to



\$800.00. Many of the buyers were locals who supported their favorite artists and the community. The artists were complimentary and expressed gratitude for this opportunity to show their work. We decided to include the contact information for each artist with a short bio as an additional gift to these artists during this difficult year. The Show was deemed a success and some have encouraged us to add an online show to the physical show next year. We will also reward the First Place Category Winners with a weekend, in-person, physical show in the Old Church whenever restrictions are lifted making this possible.

After expenses VAC was able to contribute approximately \$2,700 towards the preservation and maintenance of the Old Church. CSA generously agreed to share in the advertising expense this year.

Additionally, CHS received direct cash donations from some viewers who did not purchase art but wished to support the effort and the Old Church.



Fine Arts Facebook Post Collage



Facebook Post
Crafter Feature

Winter Craft Show

There was no reasonable way to take the Winter Craft Show online. Many expressed disappointment that this 31-year-old event would not be happening. We look forward to 2021 with hopes that the tradition will continue then.

I contacted all of last year's participants to ask if they would like to have their information posted on the CHS Facebook page. There would not be any financial benefit to CHS, but we felt this was a service to the community that we should offer. During this difficult year we felt we should all try to help each other in any way possible. Thirteen artists/crafters responded by sending a representative photo of their work and their contact information. Others wrote to thank me but said they would wait for next year. A few made donations to the Old Church.

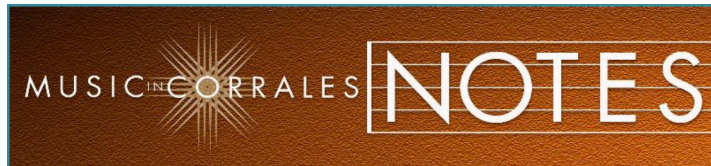
Lisa Sparks created the Facebook posts featuring one crafter per day.

Members of VAC include CHS members **Susan Cahill, Debbie Clemente, Betsey Linneman, Carolyn O'Mara, Carol Rigmark, Jill Russell and Linley York**, and CSA members **Cheryl Cathcart, Diane Cutter, Chip Kamber, Barbara Rosen. Linda Dillenback** is a member of both groups. **Rachel Dushoff** is a member of neither but helped nonetheless. All the committee members are passionate about promoting the arts here in Corrales and contributed their time and ideas throughout the year.

Corrales Cultural Arts Council

by Jannie Dusseau

Corrales Cultural Arts Council (Music in Corrales) had two great concerts at Historic Old San Ysidro Church in January and February 2020 before having to abandon the March and April concerts of the 33rd season at the Old Church due to COVID-19 restrictions. Online video on-demand concerts with artists scheduled for the 34th season (September 2020-April 2021) have since replaced in-person concerts at the Old Church.



All CHS events open to the public in January and February were announced in the "More than Music at the Old San Ysidro Church" section of **NOTES**, the monthly Music in Corrales

newsletter. NOTES is sent to music lovers at over 1,200 email addresses in New Mexico.

In October, CHS President Nan Kimball worked closely with Corrales Fire Department **Commander Tanya Lattin**; **Lance Ozier**, CCAC President; and **Mike Foris**, CCAC Artistic Director, to allow the **Santa Fe Opera** to video two songs with no audience. These were included in the SFO Songs of the Season online concert which was very well received by viewers all over New Mexico and beyond. The associated photography showed off Corrales and the Old Church very well and CHS and the Old Church received special



Santa Fe Opera Songs of the Season filmed in the Old Church, October 2020

recognition in the SFO credits. Special thanks go to **Lisa Sparks** who did a masterful job keeping the Music in Corrales section of the CHS website up to date prior to in-person concerts being suspended.

As CHS liaison to the CCAC, I worked with CHS (**Dee Turner and Nan Kimball**) and CCAC (**Lance Ozier and Mike Foris**) to ensure that concert scheduling and piano delivery were communicated between both organizations, dates were accurately posted on the CHS calendar and any scheduling conflicts resolved.

MUSIC^{IN}CORRALES

SAT
26

December 26, 2020 - January 3, 2021

Arsentiy Kharitonov

Online-Video on Demand

This exclusive recital showcases works by Bach, Schumann, and Liszt, who influenced musical traditions and moved them forward from Hungary and Germany to Russia, as well as works by Rachmaninov [...]

Free



Online-Video on Demand Concerts offered during the pandemic

Preservation & Maintenance

by John McCandless



Photo by Lisa Sparks "Shine On Old Church"

The past year began well. The Old Church was (and still is) in good shape with no urgent concerns. Early in the year ten trees donated to the Village by Trees of Corrales were planted along the property line just south of the Annex. Members of the Tree Committee and the Village Public Works Department assisted in this effort. The irrigation system was extended to provide water for these trees. This in turn exposed some problems with the system, including broken water lines, that were identified and repaired during the spring months.

The arrival of the pandemic changed things pretty quickly. Uncertainty regarding revenues put plans on hold, including tentative discussions around replacing the flooring in the Old Church. The traditional Mudding Day in April

was cancelled. Efforts were focused on cleaning up the grounds and re-mudding the courtyard wall in front of the Old Church.

In early September the pressure tank in the well pit ruptured, filling the pit with water. Again, the Public Works Department provided a valuable assist in pumping out the water and removing the old tank. A new tank was installed and the plumbing in the pit replaced.



Photo by Lisa Sparks

For several years concerns had been expressed about the number of people who had keys to the facility. The Board agreed that the locks should be replaced and new keys distributed. The locks were changed and keys issued in October to current Board members, Village officials as well as the leadership of Music in Corrales.

Anticipated preservation and maintenance activities in the coming year include repairing and repainting the windows on the Old Church and taking care of some areas of the exterior plaster that are in need of repair.

A cottonwood tree on the east side of the property has died and will be taken down.

Thanks to the remarkable fundraising efforts of the Board and the generosity of the

Corrales community, the Society was in better-than-expected financial position at the end of the year. This has allowed the resumption of discussions about the Old Church floor. With no events likely to be scheduled for the foreseeable future, it seems a good opportunity to take on the project. Currently information is being gathered regarding permissions from the Village and the New Mexico Historic Preservation Division and materials costs. It is hoped that the work can be done by volunteers in order to hold down costs.

The Old Church has weathered many a storm, including another pandemic 100 years ago. She still stands strong thanks to the commitment of our community to preserve this beautiful reminder of our past and our resilience in the face of challenges.

CHS Docents

by Kay Yoest

The Docent Program is in place to provide tours of the Old Church and to support activities conducted by CHS. Due to the pandemic and the closure of the Old Church, the docent group has not met since March 2020. **Janet Cosgrove**, docent co-Chair sent personal handmade notes to the docents during the summer to let them know they were not forgotten. The other co-chair, **Kay Yoest** sent a general letter out in November of 2020 bringing them up to date on CHS news and hoping to have a Zoom meeting in February 2021. At that time future docent interests and work will be discussed.



Speaker Series

by Denise O'Connor

Due to the closures required by the Corona Virus Pandemic, the Speakers Series was very abbreviated in 2020, limited to January and February. In January, Carl Malone spoke to approximately seventy people about the "History, Legend, Myth, and the First Comers" (aka Pilgrims). It was a very engaging talk which generated many questions from the audience. In February, Marty Henderson, the lead docent at the Belén Harvey House, related the history of the establishment and brought a Harvey Girl uniform on a mannequin.

The six remaining presentations were cancelled.

Festival of the Nativities

by Lisa Sparks



Nativities Chair **Johanna Dralle** and CHS Webmaster **Lisa Sparks** worked on a simple concept to share the popular Festival of the Nativities show with the community online. In a four-minute video, 45 nativities were featured in still photographs with festive holiday-themed slides accompanied by a lovely piano rendition of "O Holy Night." Photos provided by several members of the Marketing Committee were used in the video.

The video originally had close to 200 views on the CHS website after one Facebook post and a beautifully designed flyer by **Carolyn O'Mara** was sent out electronically by **Debbie Clemente**. After an article in the **Albuquerque Journal "Venue"** written by **Rozanna Martinez** and a second Facebook post, the video was viewed 800 times, with 400 of those views coming from publishing the video on YouTube.

In case you missed it, the video is still available at <https://youtu.be/JgGcb6jO6r8>.

Although the video could never take the place of the live event, it gave people an up

close view of the nativities that they may not get in-person. Facebook followers comments included: "That was lovely to watch." "Thank you for sharing." "I really wanted to see this." "I love this!", and "I hope to see this in-person someday."

It also generated 12 CHS Facebook page "likes" and 12 "shares". Traffic on the CHS website was up during the publicity of the video, as well.



YouTube video of Festival of the Nativities 2020 Online Show



CHS Website Stats on December 2, 2020 after the Festival video was published

Marketing

by Carolyn O'Mara



Marketing's primary job is to promote the events and activities that foster the mission of the Historical Society. We do this through visuals, shared information, social media postings, and advertisements.

Secondarily, we work hard to present CHS with a cohesive, consistent and professional face to the public.

In this year when most events and activities came to a halt in early spring, the Marketing Team kept on trucking. We call ourselves a team rather than a committee because every player on this team has a role, and every job intersects with others until the project is complete. A brainstorming session (usually on Zoom during this time of COVID) that involves everyone on the team is generally the beginning of each major project.

Team members include **Debbie Clemente** who not only writes copy but interfaces with the media (radio, newspapers, magazines, online venues). She sends out electronic graphics and information to members and interested parties far and wide. Her outreaching professional communication skills are key to the success of this group.

Jannie Dusseau contributes her marketing expertise and terrific proofreading capabilities as well as her insight to every project. We would not be where we are without Jannie. **Lisa Sparks** takes our information and transforms it to the website with creative and fresh approaches that visitors find easy to navigate and enjoy. As people rely more on web access for information, Lisa's talents are vital in presenting CHS to the world. Graphic designer **Carolyn O'Mara** provides visual materials such as flyers, invitations, programs, brochures, advertisements and more to promote and enhance events, all of which are handed off to others on the team to disseminate.

With knowledge of all things CHS as well as of Corrales itself, **Nan Kimball** provides valuable insights to round out our team efforts. Writer **Chris Allen** often provides beautiful descriptive phrasing for brochures or other important missives. **Liz Staley** contributes informed recommendations and ideas as well as legal perspectives on

certain sensitive items. Early in the year, **Martha Van Riper** pitched in to track and inventory CHS brochures and greeting cards. She's always ready to help wherever needed, most recently folding and packaging holiday cards for online sales. Since the shutdown, **Carol Brown** has volunteered to watch the brochure inventory as she walks the Old Church area and visits the brochure box weekly. Temporary members of the team rotate in as needed. They are chairs and members of other committees who require Marketing to help develop or promote their committee projects. Highlighted here are some of the major projects.

We assisted **Denise O'Connor** in promoting the terrific **Speaker Series** programs that draw many to the Old Church. This year, only two programs were presented before the shutdown.

In the early 1800s, when the nation was only a few decades old, prominent leaders wanted a national creation story. Of the two choices, Plymouth Colony was chosen over Jamestown for a variety of reasons. During the mid-1800s, the story of the first pilgrim arrival was embellished by writers and artists. Consequently, most of what we know about Plymouth Colony, Pilgrims, the Mayflower and Thanksgiving was taught to us in grade school and was the more romantic version of the true story.

Carl Malone will present primary documentation to bring the true and historic Pilgrim accounts to light. He will discuss the people, the ship that brought them, the rock they stepped upon, and the first feast in the Colony.

Carl Malone is the State Historian for the New Mexico Mayflower Society. A graduate of Iowa State University with a post-graduate degree in Classical Botany, Carl became a research director for a hybrid corn company. He delved into computers and later became a consultant in data management in Wisconsin. Lured by the Balloon Fiesta, he and his wife chose to live in Albuquerque in 2005.

A PRESENTATION OF THE CORRALES HISTORICAL SOCIETY
2020 SPEAKER SERIES

FREE
Open
to the
Public

History, Legend, Myth
and the
FIRST COMERS
[aka Mayflower Pilgrims]

Sunday Afternoon
JANUARY 26 • 2:00
Historic Old San Ysidro Church
966 Old Church Road • Corrales
www.CorralesHistory.org

Speaker Series: Carl Malone

A presentation of the Corrales Historical Society
2020 Speaker Series

The
Golden Era
of the
Belén
Harvey House

Free!
Open to
the public

MARTY HENDERSON, presenter, is the lead docent at the Belén Harvey House Museum and serves as education coordinator and president of the Friends of the Belén Harvey House. For these roles, Marty has received numerous accolades and awards for dedication and service. Marty's lifelong fascination with the Southwest brought her to New Mexico 29 years ago. She is a collector of fine antiques, including Fred Harvey memorabilia.

Belén's Harvey House was one of Fred Harvey's 84 establishments throughout the Southwest, the first restaurant chain in America. Belén's Harvey House operated from 1910 to 1939 with a horseshoe-shaped marble lunch counter and a first-class dining room. Learn about the history of the building, Fred Harvey & the Harvey Girls.

Sunday
2:00 pm February 23

Historic Old San Ysidro Church
966 Old Church Rd
Corrales

Fred Harvey
Santa Fe

Speaker Series: Marty Henderson

existing buildings for this project and for Archives records. The tour guide committee took over the handwork (folding, trimming, adding decorative touches) in order to save printer costs. They placed the folders in businesses along Corrales Road along with donation boxes to help defray costs of reprinting. Even in this shutdown, the tour guide has proved to be very popular, so we assisted with a second printing of folders and maps at the end of the year. This is a great example of how CHS reaches out to the community to share Corrales history.

It's me, the Old Church, singing the Pandemic Blues

I'm so lonely.

I never felt more like singin' the blues. 'Cause everythin's wrong, and nothin' ain't right without you...

But YOU can cheer me up in 1, 2 or 3 EASY WAYS
(and it won't cost you a penny)

- 1 Shopping for groceries? With your **SMITH'S Rewards Card**, join the **INSPIRING DONATIONS** Program with CHS as your inspiration.*
- 2 Ordering online? Shop **AMAZON/SMILE** and designate Corrales Historical Society as the organization who'll be smiling.*
- 3 Got an old vehicle you don't want? **CARS for CHARITY** wants it, and Corrales Historical Society would be the charity to benefit.*

OK. If you want to spend some pennies, I like CASH, CHECKS or PAYPAL. Send checks to: CHS • PO Box 1051 • Corrales NM 87048 www.CorralesHistory.org

I haven't had any company since March! That means no rentals or other fundraising events to fund and keep my 152-year-old bones in shape. I really miss you and I need your help!

Until my doors welcome you again—
♥ *Historic Old San Ysidro Church*

Visit www.CorralesHistory.org/giving.html for the easy details
OR CLICK ON LINKS BELOW THIS FLYER

Corrales Historical Society logo

Photos courtesy: Malinda Fricklow • Old Church Doors photo courtesy: Dennis Frimbarde

Rentals of the Old Church make up a significant portion of income for CHS in a normal year. We worked with **Dee Turner**, Scheduler, President **Nan Kimball** and Vice President **Liz Staley** to create an updated rental fee schedule (form)—just before the pandemic shutdown. However, people are renting for the future as weddings, meetings, memorials, concerts and art shows will go on once pandemic restrictions ease. **Kay Yoest**, chair of Ways and Means, came up with some no-cost ways and means of bringing in some much needed funds for care of the Old Church. In May, we designed a light-hearted flyer to encourage people to get on board by signing up with Smith's, Amazon Smile, car donations, and legacy gifts. We redesigned and simplified the flyer in November with a lonely Old Church singing the Pandemic Blues. This flyer got more attention, and hopefully more

participants and contributions. Kay was also instrumental in obtaining a grant to help with expenses on the Historic Corrales Guided Tour folder.

I never knew that!
.....CORRALES CHRONICLES

Did you know that the first artist to move to Corrales came to New Mexico originally to seek his fortune by prospecting for gold? He worked near Laguna and, fortunately for us, did not find gold but fell in love with New Mexico instead. **Willard Andrews** was the prospector who put his shovel aside and spent his career successfully celebrating New Mexico and its people with his paintings.

Andrews was born in Colorado in 1898, educated at University of California—Berkeley, and later worked as an illustrator in California. He left California to prospect in New Mexico, but soon moved into Albuquerque and got a job at Ward Hick Advertising Agency where he worked for the rest of his life. His illustrations of New Mexico life appear on many tourism publications and he also painted murals for the Hilton Hotel. Several of his paintings are in the New Mexico State Capitol Collection.

His last home was in Corrales where he died in 1989. In 1949 he had built a cement block house by the Corrales Drain Ditch on what was

later called Andrews Lane. The house still stands, although much expanded. Sue Campbell was a neighbor of Andrews ("everyone called him 'Andy'"). She described him as "dapper" and "very meticulous" about his house. She recalled that he was generous with his time and helped Sue with his irrigating, sharing his ditch board. He also built a tree house for Joe and Grey Howell who lived at the end of the lane. In 1975 Andrews was ready to participate in a Corrales art center proposed by David Dale, but unfortunately it never became reality.

His paintings—almost all of New Mexico scenes and people—are available to see and purchase at a number of galleries on the internet. Many of his illustrations for the New Mexico Tourism Department can be seen at nmtplates.com/TourismPublications.htm.

Information provided by Corrales Historical Society (CHS) Archives Committee. New members are always welcome.



Willard Andrews. Photograph from New Mexico Magazine, July 1982



The Archives Committee wanted to start a new series to be featured on the CHS Website and in the local newspaper, *Corrales Comment*. We assisted by naming the series, "I never knew that! Corrales Chronicles," and prepping photographs and tweaking text. **Mary Davis** wrote the first two articles which can be found on the website.


With no options for holding the popular Festival of the Nativities show this year, Chair **Johanna Dralle** worked with **Lisa Sparks** in putting together an online show of nativities displayed in previous shows.

Others on the team helped, including data base gathering by **Jannie Duseau**, logistics assistance from **Nan Kimball**, and photo contributions from several. Lisa created a beautiful presentation, accompanied by perfectly timed instrumental music. We provided a flyer to be sent to previous show attendees, members and more. A donation button hopefully prompted viewers to show their appreciation for the show.

The online show prompted us to create a new greeting card using a photo of one of the favorite crèches from last year.


And there came a decree from those on high that the whole world should be confined to their homes. So the young couple headed to Corrales, but no room was to be had at the Old Church—or any enclosed space.

A voice spoke out: "Do not be afraid for I bring good news: It shall come to pass that the **Festival of the Nativities** will come forth on the Web in this year 2020, and all who see will be amazed at the variety and ingenuity and creativity that every designer expresses in each holy representation of this special event. And there shall be peace."




Festival of the Nativities


A Video Montage of Nativities from Past Festivals
Online the month of December • www.CorralesHistory.org




**Corrales Historical Society
HOLIDAY NOTECARDS**



Woodcut of Old Church
By Woodcutter Artist Don Guthrie—A Best Seller!
10 cards, measuring 8" by 4.25" folded, with envelopes \$10



Navajo Nativity
From the 2018 Festival of the Nativity Show
10 cards, measuring 4.25" by 8" folded,
with envelopes—\$10



Snowy Day Old Church
Photograph by CHS Member Lisa Sparks—A Best Seller!
10 cards, measuring 8" by 4.25" folded, with envelopes \$10

ORDER TODAY!

Send an email to CHSMarketing@corraleshistory.org
Indicate which cards you want
(Woodcut + Navajo Nativity + Snowy Day)
and how many packages of each.
Leave your NAME, PHONE NUMBER,
and EMAIL, so we can contact you.
Once we are able, a day will be set
—around December 1—for you
to safely pick up orders at
the Old Church.

Shipping is available at www.CorralesHistory.org
Shipping costs are built into the packet—\$15 per card set
with a minimum order of two sets of cards.
ORDER PICK-UP IS YOUR BEST OPTION!

You'll want several sets of these
unique Corrales notecards!
They're perfect to send to family and friends
for the holidays or for everyday greetings.

- 10 cards (one scene) on glossy cover stock with premium envelopes
- Uncoated finish on inside, left blank for your own message
- Standard size for mailing USPS
- Each card has brief information on the back that explains its origins

With the new “Navajo Nativity” card joining the Guthrie “Woodcut Old Church” and the Sparks “Snowy Day Old Church” cards already on hand, Marketing set out to find a way to sell these popular items through online and website advertising. We emailed a flyer and posted online just before Thanksgiving and set a December 2 pick-up date at the Old Church, socially distanced. With Lisa's help, a PayPal order form was set up as well. Early on, we had to reorder the Woodcut cards. In three weeks'

time, card sales and related donations topped \$2,200 with a profit of around \$1,900. Inside each order was tucked a note of thanks and an explanation of how the buyer's purchase dollars would be employed.

152 years old and counting... *on you!*



Photo by Joshua Everett

Historic Old San Ysidro Church is aging gracefully, but from time to time she needs to have a little work done. You know, fixing the holes where the rain gets in, enjoying a good mud bath every now and again, getting a bit of a facelift with new windows and a new tin hat, keeping her surroundings looking good and weed-free, and just the day-to-day business of smoothing out whatever wrinkles set in.

All of this takes money. Something she is seriously lacking right now.

As with so many others, Corrales Historical Society (CHS), the non-profit caretaker that pays her bills, has had no income since March. We've had to close the Old Church's doors to all activities that generate the revenue that keeps her going year-round. No rental fees from weddings, memorials, recitals, private receptions and art shows, retreats, workshops and more. No Shop in a Basket sales to fill the coffers.

So, we're asking for a little help from our friends.

With a donation from you, we can keep this 152-year-old iconic adobe structure going strong for generations to come. She truly is the Heart of Corrales and the beloved gathering place for so many. Your donation will go to preservation and maintenance of the Grande Dame of Corrales and take care of any surprises that may pop up.

It's a gift that ultimately benefits the entire community.

SUGGESTED GIVING AMOUNTS:
\$50 \$100 \$250 \$350 \$500 Other

Anything you give will make a difference!

Thank you

The Old Church & CHS are grateful for your kindness & generosity!

Make checks payable to Corrales Historical Society and mail to
P.O. Box 1051 • Corrales NM 87048
or donate through PayPal on www.CorralesHistory.org GIVING page

For more information about CHS and the Old Church, visit our website: www.CorralesHistory.org

Meanwhile, we emailed and posted a flyer asking for year-end donations to the Old Church. This too was very successful and brought much needed funds for the Old Church for maintenance and preservation. People were very generous to this beautiful old building. The entire team had input on the flyer, which carried a great headline, a la **Debbie Clemente**, “150 years old and counting...on you!” The beautiful photo, taken by **Joshua Everett**, is from our 2018 images of the Old Church Photography Show.

It was an extremely busy year for Marketing—despite the world slowdown, and we were all honored to have been able to serve the Old Church and CHS using our particular talents to help raise awareness (and money) and share information. We are hopeful to see you in the Old Church in the near future. We have

some terrific projects planned for 2021 that we think you will enjoy!

Treasurer's Report

by Pam Young

The year 2020 was a quiet year at the Old Church. The COVID-19 pandemic forced cancellation of most of the scheduled and usual activities that are the source of most of Corrales Historical Society's revenue. Thanks to the creativity and hard work of **Visual Arts Council** members, volunteers, artists, and the community, the **Fine Arts Show** was held as a virtual event and netted over \$2,500. The end-of-year **CHS Notecards sales** also helped us to end the year with a surplus, not having to dip into savings to fund operations as we had anticipated. Despite an unexpected plumbing issue, repairs and maintenance expenses on the Old Church came in under budget. However, the floor is in need of replacement, and we anticipate that will be carried out in 2021 while there is still a lull in activities. **Kay Yoest** identified and successfully obtained three grants and linked Corrales Historical Society with companies that contribute money to nonprofit organizations identified by their customers. The Marketing and Publicity Committees used their talents and skills to keep in touch with our members, community and supporters. As a result of all these efforts, and the generosity of our members and community, donations and grants exceeded amounts in each of the last three years.

The **Executive Committee** began to review insurance policies, professional agreements and relationships, organizational policies, and financial best practices of Corrales Historical Society. These activities will continue in 2021.

Annual Financial Statement of Activity—2020

REVENUES	
Donations & Grants	\$10,901
Dues & Memberships	\$ 4,661
Programs & Activities	\$ 6,527
Bank/CD Interest	\$ 368
Income from Other Sources	\$ 940
TOTAL REVENUES	\$23,398
EXPENSES	
Old Church Complex	\$ 5,152
Membership Retention	\$ 346
Operations	\$ 1,986
Programs	\$ 4,055
Administration	\$ 3,397
Other	\$ 1,700
TOTAL EXPENSES	\$16,636

CorralesHistoricalSociety.org

by Lisa Sparks



In a year that found most of us working from home and using the internet for just about everything including our jobs, school, and for ordering commodities such as toilet paper, face coverings, and antibacterial wipes, 2020 was the year of “online all day, every day.” Technology helped us stay in touch and websites were in demand like never before.

CHS continued to use its website to communicate with the community. We quickly published event cancellations and communicated that due to the pandemic, the Old Church was closing its doors until further notice, which is still the case as I write this report.

The dedicated volunteers of CHS realized that online was the one way we could correspond with the community and perhaps fundraising efforts in order to continue preserving and maintaining the Old Church. Here are a few highlights of new pages created on the CHS website in 2020:

- **Archives** published a Treasure Hunt of the Old San Ysidro cemetery for Heritage Day.
- Publicity Chair **Debbie Clemente** suggested a **Community Partners** page to publish online events from other organizations.
- Ways and Means Chair **Kay Yoest** suggested a Giving page to highlight three simple and free ways the community can donate funds to help with the preservation of the Old Church.
- Marketing Chair **Carolyn O’Mara** suggested we sell holiday-themed notecards, and with the help of the website we were able to safely sell them online. We created the CHS **Card Shop page**, which offered a PayPal option and information about contactless and safe pick up of notecards. It was a success!
- CHS was still able to bring the **Festival of Nativities** to the community through an online video. If only for a few online minutes, we hope you were able to enjoy the beauty of these one-of-a-kind treasures and family heirlooms.

Soon we will be able to gather and celebrate inside the Old Church like we once did. But until then, we will see you online.

The CHS Facebook Page

by Lisa Sparks

The CHS Facebook page is a great way for us to immediately notify our followers of upcoming online events, or immediate notification of cancellations, if needed. We also share interesting posts, photos, and other non-CHS events around Corrales. This year we were able to feature former Winter Craft Show artists during the holidays. Here is a small sampling of what we posted to the CHS Facebook page in 2020. We currently have 876 likes and 934 followers.

Corrales Historical Society
Published by Lisa Sparks · October 23, 2020 ·

Corrales Old Church Fine Art Show! A little over a week left to find that perfect piece of art for your home.
corralesoldchurchshow.com



CORRALESOLDCHURCHSHOW.COM

BIRDS IN FLIGHT

451 People Reached 55 Engagements **Boost Post**

4 9 Shares

Corrales Historical Society
Published by Lisa Sparks · September 8, 2020 ·

<https://www.corraleslibrary.org/.../Library-Sept...>

MARY DAVIS ON ZOOM TUESDAY SEPTEMBER 29 at 7 PM

Tuesday, September 29th, 2020
Mary P. Davis
"Hometown Corrales: A Family Album"
7pm

Corrales Community Library Lifelong Learning Program: **Author Series**
The last Tuesday of each month at 7 PM

CONTACT: LIBRARY@CORRALES.HISTORICAL.SOCIETY.ORG OR INFO@CORRALES.HISTORICAL.SOCIETY.ORG

Join us each month to talk with local authors. This series presents a wide variety of topics and genres. If you are an author and would like to participate in future events please contact us to schedule a presentation.

To register for this event contact sandra@corraleslibrary.org.

Contact us: info@corraleslibrary.org or (505) 897-0733

166 People Reached 8 Engagements **Boost Post**

5 1 Comment 1 Share

Corrales Historical Society added a 3D photo.
Published by Lisa Sparks · October 18, 2020 ·

Featured Artist: SUPER MOON OVER ALBUQUERQUE by William Monthan. <https://www.corralesoldchurchshow.com>




526 People Reached 177 Engagements **Boost Unavailable**

7 4 Shares

Corrales Historical Society
Published by Lisa Sparks · August 28, 2020 ·

<https://www.abqjournal.com/.../no-place-like-home-casa...>



ABQJOURNAL.COM

No place like home: Casa San Ysidro site manager Aaron Gardner brings a love of museums, history to Corrales

108 People Reached 15 Engagements **Boost Post**

7

Corrales Historical Society
Published by Lisa Sparks · December 1, 2020 ·

See the online show at corraleshistory.org/nativities.html.

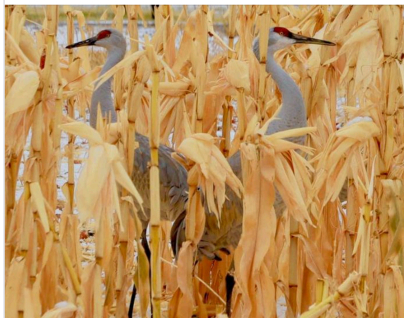
Since 2017 the Old Church has hosted the incredible weekend event known as the "Festival of Nativities". We invite you to go online for an intimate view of the beautiful nativities from years past. Enjoy!



384 People Reached 63 Engagements **Boost Post**

12 2 Comments 8 Shares

Corrales Historical Society
Published by Lisa Sparks · December 14, 2020 ·



Sonja King · Birding New Mexico
December 10, 2020 ·

In sync! Corrales corn field, 11/10/20, Sandhill Cranes

223 People Reached 62 Engagements **Boost Unavailable**

44 2 Comments 8 Shares



PO Box 1051 • Corrales, New Mexico 87048

MINUTES

The **Corrales Historical Society** held its annual meeting for the general membership and guests by Zoom on November 29, 2020. Due to COVID-19 restrictions we were unable to hold a physical meeting. The meeting began at 2:00 pm.

President **Nan Kimball** introduced the members of the board, delivered her report, and summarized the work of the various committees. Despite the challenges of this unusual Covid year the Board has tried to continue our dual mission to preserve and maintain the Old Church, and to respect and maintain the history of Corrales. All programs were suspended as of March but we have tried to stay connected to the membership and to the Village.

Nan introduced the board members and praised each of the volunteers chairing these committees and all the others who have served tirelessly. **Kitty Tynan** has posted over 1,500 photos on the UNM digital library site. The Plaque committee continued to put up plaques and created a folder with all the buildings, thus creating a self-guided walking tour. Archives is planning video tours and presentations. Marketing provided the lifeblood keeping people aware that we are still here, and what we are doing.

Kay Yoest did an outstanding job successfully pursuing grants. Our income producing activity was very curtailed this year. **Carol Rigmark** put on an online **Old Church Fine Arts Show** in October that was very successful. **Lisa Sparks** created a beautiful **Festival of the Nativities Show** that will be posted on our website December 1. Every committee chair worked diligently throughout the year. **Pam Young** gave a brief financial update. With scheduled events all cancelled membership was the main source of income in 2020. In July she presented a revised budget with no income and an operating deficit. We expected to dip into savings. The year is ending in a far better financial position than expected. The Fine Arts Show which went online instead of being cancelled netted \$2,500. To date donations have exceeded \$5,700 with \$1,760 received in November. Pam expressed gratitude to the individuals who supported CHS. Because of their support we should end the year with sufficient cash on hand and will not need to dip into savings.

There will be a membership drive starting at the end of January/early February. The actual committee reports will be posted on the website in early February 2021. Officer candidates were introduced: **Nancy J. Kimball, President; Elizabeth Staley, Vice-President; Carol Rigmark, Secretary; and Pamela J. Young, Treasurer.** New **Director**

Harry Linneman was also presented to serve a 2-year term. The vote by Zoom ballot was unanimous.

Special recognition was awarded to **Lisa Sparks** who was named **Member of the Year** for her work as CHS Webmaster as she skillfully did the pivotal work of keeping the community informed of CHS activities.

Mary Davis, who has been part of CHS for close to 40 years, was given a **Lifetime Service Award**. **Carolyn O'Mara** and **Debbie Clemente** were presented with special certificates of appreciation for their contributions towards enhancing the CHS profile through their work on the Marketing and Publicity committees.



Member of the Year
Lisa Sparks

Mary Davis introduced her just completed new book on the families of Corrales, covering the 1700s through about 1970. This was done through a panel discussion led by **Jim Belshaw** with descendants of these long-standing families. *Hometown Corrales: A Family Album* is being released shortly (perhaps end of January) by Sunstone Press.

After the conclusion of the business portion of the meeting **Chris Allen**, a member of the Corrales Writing Group, provided the entertainment. She gave a dramatic reading of her new short story "KALE IS A FOUR-LETTER WORD" and ended our Zoom meeting with communal laughter.

President Nan Kimball closed the meeting with her remarks and thanks. And with hopes to meet in-person at some point in the coming year. The meeting adjourned at 3:18.