

Carson Community Association Board Meeting Notes

Date & time: Friday October 29, 2021, 2.00 pm Friday

Venue: Art and Sharon Wilbur's House, 77 Jack Rabbit Run Rd, Carson

Present: CCA Board of Directors: Art Wilbur (*President, AW*), Scott Freeman (*Vice President, SF*), Jeremy Paine (*Treasurer, JP*), Paul Green (*Secretary, PG*), Rob Hughes (*RH*), Veronica Zepeda (*VZ*); *Other:* Eng-Li Green (*Recording Secretary*);

Observers: Peter Allen (*PA*), Craig Osen (*CO*), Sharon Wilbur (*SW*)

Absent with apologies: Jerry Boxberger (*JB*)

Welcome, address to observers: AW opened the meeting at 2:06 pm.

Approval of September 3, 2021, board meeting minutes: *A motion, proposed by Art Wilbur, seconded by Jeremy Paine, to approve the minutes of the CCA board meeting, held on September 3, 2021, was passed unanimously.*

Matters arising: handover, bank signatories, S Carson Rd, FR 556, bulletin board, any other items: **(1)** New Mexico state regulations for nonprofits require maintaining a list of names and addresses of voting members. However, the CCA contact and *O Pinon* lists have not been handed over by the old board, so we are using an old list and building up the lists as people confirm if they wish to be added or removed. There are now 140 people on the CCA email list. **VZ:** Leave signup sheets at Carson Café. **AW:** SW has compiled a list of people who are deceased or don't live here; this should be compared to RH's list. **(2)** Bank signatories are all done. **(3)** S Carson Rd progress was reported in emails. **(4)** FR556 improvement request letters were sent to NM State Forester and Carson NF Supervisor, and one drafted to Deb Haaland. **(5)** Bulletin board rebuild status is awaiting SF.

Treasurer's report: The summary financial report for the 2021 Fall Festival shows a total income of \$3844 was banked. Food \$1018 vs raffle ticket \$1149 sales is approximate as we didn't receive all tickets collected by vendors; need to ask vendors to hand those to the CCA in the future. Expenses continue to come in, so the initial estimate of income was optimistic, and donations were lumped in at first. The total netted from the festival is about \$2505 after initial expenses of \$1309. **AW and RH:** This exceeds previous festivals and would have been even better with better weather. The board was new to organizing the festival and will know what to do next time. VZ and JP did a fabulous job.

Secretary's report, including communications developments: **(1)** Set up a mailchimp account and so far 11 emails have been sent to 148 recipients. **(2)** Pieced together the email list from different sources; a number of people who are not subscribed may need to be removed from the old list, 15 new people were added from independent sources; requests were sent to various people who only gave emails to provide names. **(3)** Launched the CCA website on September 25 on a free hosting service, so CCA only needs to pay \$15/yr for the domain name. To date, 226 users have viewed 828 pages. **(4)** Emailed and posted a download link for the first issue of the redesigned *Carson O Pinon*; mailed hard copies to a few people; and posted a notice soliciting material for future issues. There are people in Carson not on the list and not on email, so they are not getting *O Pinon*. **(5)** Drafted letters to: Roberto Gonzalez with an invite to the Fall Festival; Deb Haaland re FR 566 from AW; State Forester re RF 566 from PA. **(6)** Applied for and received a \$500 grant from Taos Community Foundation. **(7)** Applied for and received a DUNS number needed for government grant applications; also applied for a System for Award Management SAM ID number which will take about 2 weeks to get. **AW:** People who have donated from out of state should be sent *O Pinon*, as they remain possible future donors. Put Bobby Gonzalez on the *O Pinon* mailing list and request his help for grant applications.

Bylaw revision: There was a discussion during which the board agreed that the 1999 bylaws were very clearly written. However, they need to be updated to align with the NM statutes for nonprofits which were last updated in 2020. For example, the bylaws need to include the legal requirement, per NM statutes, for CCA to maintain a list of names and addresses of voting members. Many community members have expressed unhappiness at the removal of secret ballots in the proposed 2019/20 revisions, and email voting needs to be addressed. The deletion of Robert's Rules (used by 85% of nonprofits) also seems inappropriate. Mail-in ballots were not sent out for voting on the proposed 2019/20 revisions, and there is no mention in any minutes of a vote on the revisions. CCA will seek the NM Attorney General's opinion on whether those revisions were legal. Meanwhile, we can start reviewing and revising the 1999 bylaws. Members need to be sent a draft with suggested changes and the reasons for them 30 days before a general meeting is called to vote on adopting the revisions.

A motion, proposed by Art Wilbur, seconded by Rob Hughes, to work on bylaw revisions starting with the 1999 version, was passed unanimously.

Fall festival: analysis, financial report, script development: VZ led a discussion that generated the following feedback and suggestions: **(1) Dates:** Hold event last weekend in September or first weekend in October to reduce chance of bad weather. Start planning in July, before members' meeting, with appointment of Festival Organizing Manager. Ask for ideas and volunteers to help with set up / clean up, prize procurement, activity supervision at meeting. Assemble a team in early August. Set a timeline for when different things need to be done. **(2) Budget / finance:** Set provisional budget for different areas of festival expenditure and % contribution expected from vendors. Invest in a couple more pop-ups, tables, and chairs. Should not have other food concessions as the festival is our main fundraiser and food is a major money maker. Alternatively, other food vendors should give 100% of sales to CCA in return for product exposure. Ask vendors to hand all tickets collected back to CCA. Search and apply for grants earlier. **(3) Activities:** Solicit ideas for more games and activities, especially for kids, to generate a carnival atmosphere. Have activity supervisors dress in bright outfits and call attention to activities. Recruit more coordinators / supervisors to oversee activities. Make sure coordinators understand their roles / responsibilities. Hold more touch-base meetings and communicate regularly with coordinators via group bulk text or email to report on progress and what needs to be done. Recruit more people for bake sales which is a major money maker. **(4) Raffle:** Main money maker; could have made more. Print tickets on-demand inhouse. Standard price of \$2/ticket would be easier for cashier if there's a line. Need a system for tracking who took tickets and how many they sold and returned. Ticket serial numbers would make tracking easier. Buy a proper ticket mixer so everyone gets a fair shake at winning. Need to check on interstate fundraising and underage gambling laws. Ensure thank you and tax letters (lodge in a password-protected area of the website) are sent / handed to prize donors. Set prize procurement deadline 2 weeks before festival. Prizes can be handed to PG and EG to log, produce updated prize lists, and arrange into value groups. Better to let prize winners pick and collect item they want from CCA booth. **(5) General:** Thank Anita Lovely for being such a great promoter. Amend the Carson Fall Festival Plan ([Appendix 1](#)) based on feedback.

Carson evacuation plan: SF would prefer that Taos County upgrade S Carson Rd into a county road but it will come down to budget constraints. An alternative may be to get the county to make improvements such as widening, turnouts, and signage. In the process they might recognize the liability they face and move towards upgrading to county road. The Fire Marshal has been coming to meetings here 2–3 times a week and sees our commitment to bringing CVFD to a professional level. AW plans to continue

bringing this to the attention of County Commissioner Darlene Vigil and to attend County Commissioners' meetings to make them aware of the issue, report on visits made by various officials, and request for the matter to be put on their docket. **PG:** Status of the fire evacuation list: total 165 people; full details for 46; 9 don't count; 15 emails only, have requested full info; 95 with no info. We need to visit people and ask them to fill the form (available on the website). Darlene Vigil has put CCA in contact with county GIS staff Anthony Martinez for a map. **SF:** 50% is good; we may get more with neighbor efforts. **VZ:** Most people want to remain anonymous including to the county, and need assurance this will be a private list. **AW:** Any hesitant person needs to know that in the event of a fire, CVFD may not be able to come to them.

Community events: year-end party, community event, trash pickup, membership: AW would like to kick off with Thanksgiving Feast Sunday November 14, with CCA providing a couple of turkeys, trimmings, and non-alcoholic drinks, and potluck contributions by the community, maybe in the fires station which has power and heat. This would be good for older single people, bring people together, and build a sense of community. The meal could be 2–3 pm. Afterwards we could have general meeting, maybe half an hour, ending before dark. As it is only 2 weeks away, we need to get word out now. We may need to get more tables and chairs; perhaps check with county whether there warehouse has oversupply furniture to give away. For the year-end gathering, we could have a big bonfire outdoors, if whether permits, to avoid crowding into the Quonset. CCA can provide beverages and people can bring food to share if they wish.

Community center: next steps: AW has obtained an estimate for improving the road, and is waiting for two others. A-Z will give an estimate for a steel and wood structure. We need to develop ideas about uses, facilities, construction and put a plan to the community, with a target of getting this done in the next year and a half. Trying to solicit ideas will only stall the process as most people are not interested in the nitty gritty. **PG:** Ed Vigil left forms to apply for administrative special use permit to get the land reclassified. He wants two meetings, first to go through the form, and second to submit the form. We need a minimum square footage figure. Alternative construction buildings (such as straw bale) are valid if submitted with an engineer's stamp. **VZ:** We need to get the community talking about why they're not using the current building now (no heat and light), and how they might use a proper center. **RH:** Short-term fixes for the Quonset such as a propane heater and solar lights are probably not worth doing. We should have prices for different specs and options so we can answer any questions. For

grant applications, we need to put bids out to contractors and collect all the necessary info. **SF:** We need to factor in maintenance costs. Prefab is fast as it just needs the foundation laid. Once we get out one or two applications, and get grant lists from different entities, we should be able to churn them out. Some are seasonal, some year-round, whether government or private. We have a good cause and just need to convince someone to also believe in it. **AW:** We need to emphasize the Food Bank and Clothing Boutique which feed and clothe 200 families from five communities. The average income for 65 plus is \$44,000, 65 below is \$0.

Any other business: **RH:** Thanksgiving Feast might be a good opportunity to announce that grants are being sought to build a bigger community center for different activities, and any ideas and help are welcome.

Motion to adjourn: *A motion proposed by Art Wilbur, seconded by Rob Hughes, to adjourn the meeting at 4.40 pm, was passed unanimously.*

APPENDIX 1

CCA's Fall Festival Manual

JULY

CCA board appoints / confirms Festival Organizing Manager and decides the following:

1. Goals of the event (to include being flexible and trying new ideas).
2. Date, venue
3. Budget (target amounts to raise, spending ceilings for different activities)
4. Contingency plan in the event of bad weather or other constraints.

STARTING IN MID JULY

Festival Organizing Manager assembles a planning committee to work on the following:

1. Raise volunteers from or beyond the board or assign committee members to be in charge of different areas of activities, with scope of role and responsibilities clearly defined.
2. Plan scope of activities (set up, take down, publicity, raffle, food, music, vendors, games, any novel fundraising activities).

MID JULY TO EVENT DAY

Festival Organizing Manager meets with or checks in weekly with various activity coordinators as they begin to work on their tasks.

1. Publicity and Communications Coordinator
 - a. Prepare posters to be put up at various public notice boards throughout Taos and Carson.
 - b. Liaise with CCA Secretary to send out weekly festival update emails to the CCA distribution list in the run-up to the event.
 - c. Liaise with CCA Secretary to post information and updates on the CCA website.
 - d. Update media contact list for radio, press, and TV, and prepare gist of press releases for various outlets. Post to these outlets within each outlet's permitted timeframe, about a week before the event.
 - e. Check for available grants that support community events and apply eg Taos Community Foundation.
 - f. Work with Festival Organizing Manager and various activity coordinators on signage or any sign-up sheets required for different activities.
 - g. On day of festival, hand out or put up signage prepared for different activities.
2. Raffle Coordinator
 - a. Assemble prizes
 - Using previous years' prize lists, recruit volunteers to solicit prizes.
 - Provide volunteers with solicitation and receipt letters (lodged on the CCA website).

- Check in with volunteers weekly on progress.
 - Designate a collection point for prizes (Carson Cafe, then Communications Coordinator).
 - Have a check-in system to record each prize received.
 - Keep the treasurer in the loop to send acknowledgment letters to the prize donors.
 - If prizes are gift certificates, a good way of organizing them is to have them in standard-sized and labeled envelopes, arranged in value bands (\$20 to \$49; \$50 to \$99, \$100 to \$1000), and synchronized with printed-out lists for each band.
 - During the final week before the festival, provide CCA Communications Coordinator updated information to prepare prize lists used for prize drawings and raffle prize signs for the ticket sales area to let ticket buyers know what they could win.
- b. Format and print tickets
- Meet with printer to decide on format and number of tickets to print. Printing inhouse is the cheapest and most flexible option, allowing on-demand printing as needed (in 2021, we printed 600 + 200 at 9-to-5, and 400 ourselves including 200 while the festival was underway).
- c. Ticket pre-sales
- Recruit volunteers to sell as many raffle tickets as they can before the event, and request that they bring back all unsold tickets to be sold on the day of the festival.
 - Keep a record of who took how many tickets; having serial numbers on tickets would allow for better tracking.
 - Have a check-in system to keep track of ticket pre-sales.
 - After pre-sold ticket stubs are checked in, hand the stubs to a volunteer to start folding the tickets (two folds per ticket) and collect them in a raffle ticket bucket.
- d. Ticket sales on day of festival
- Liaise with the CCA Treasurer or other volunteer to be in charge of raffle ticket sales.
 - Have a volunteer on standby to fold collected ticket stubs and mix into raffle ticket bucket through the afternoon.
- e. Prize drawing
- Decide on details of the drawing: timing of drawings (in 2021, drawings at 90-minute intervals for three value bands worked well); does MC or winning ticket holder choose the prize or can a winner decline a prize and ask to have ticket put back in the bucket?; are the prizes going to be upfront at the stage or collected from the CCA booth?
 - Recruit an MC for prize drawing and provide MC with prize lists and clear instructions on the drawing process.

- Designate someone to be in charge of letting audience members draw tickets from the raffle ticket bucket, or spin the raffle ticket drum, and another person to record prize winners and collect any absentee winner tickets.
 - If a winner is not present, have a system for matching and attaching winning tickets to prizes so winner can be contacted later (eg tape winning ticket to gift cert envelopes or prize)
 - Have a designated person contact absentee winners after the event to collect their prizes.
3. Music Coordinator
- a. Work with Festival Organizing Manager to solicit suggestions for possible acts and make initial contact.
 - b. Work with Festival Organizing Manager to decide on bands and negotiate on payment depending on the budget set by the CCA Board.
 - c. Work with bands on details of PA system.
 - Work with Festival Organizing Manager, MC, and bands on a rough timetable for music and announcement breaks.
4. Food Coordinator
- a. CCA's BBQ
 - Decide on menu and prices.
 - Decide on when and how much food to purchase.
 - Recruit volunteers to work at the BBQ grill.
 - b. Solicit suggestions for other food vendors to invite and make initial contact.
 - Decide on what kind and coordinate menus with CCA's BBQ.
 - Negotiate a financial agreement including contributions to CCA.
 - c. Bakesale
 - Recruit a bakesale coordinator who will reach out to various members of the community to contribute baked goods to sell.
 - d. Carson Cafe
 - Work with the cafe to decide on what the cafe will sell on the day of the festival, including alcoholic beverages.
5. Games and Contests Coordinator
- a. Solicit ideas for these activities (use list from previous years as starting point; assess how popular each was and how these might be developed).
 - b. Recruit and work with organizers on details of their activities including whether contestants will need to sign up, and whether there will be prizes.
 - Horseshoes: Mike Lindsay
 - Archery: Dustin
 - Darts: Jeremiah Hughes
 - Cross-cut Saw: Rob Hughes
 - Corn Hole: Rob Hughes
 - Sack Race: Rob Hughes

- c. Work with activity organizers on what signage or sign-up sheets each will need, and send signage requirements to Publicity and Communications Coordinator.
6. Exhibit Coordinator
 - a. Solicit ideas for exhibitors.
 - b. Make contact and assess suitability and reliability of exhibitors (whether they will show or not).
 - c. Agree financial contributions to CCA.
7. Kids Corner Coordinator
 - a. Decide on kids' activities (face painting, pumpkin carving)
 - b. Recruit volunteers to help with activities
 - c. Purchase any necessary supplies and props in advance of event.
8. Site Coordinator
 - a. Work out layout, including positioning of booths and activity areas, once scope of event is finalized.
 - b. Arrange for any necessary maintenance work at the site including mowing the grass and cutting back weeds or shrubs about a week before the event.
 - c. Check on any necessary work and setup for the stage.
 - d. Solicit loan of pop-up shelters, tables, and chairs as needed.
 - e. Draw up a site plan and mark out activity areas on the day before the event, including putting up tape to cordon off areas as needed.
 - f. Recruit volunteers to help on day of event:
 - haul pop-up shelter, tables, chairs, signs from CCA quonset.
 - set up and tear down shade structures
 - clean up
 - take stuff back to storage
 - direct traffic
 - act as runners, deal with issues, or answer queries from festival goers or vendors
9. Financial Coordinator (CCA Treasurer)
 - a. Draw up a budget based on CCA Board guidelines and previous years' festival balance sheet.
 - b. Liaise with Festival Organizing Manager and various activity coordinators on cash needs and expense reimbursements in the run-up to the event, and track expenditure.
 - c. Liaise with Festival Organizing Manager and/or Raffle Coordinator on tracking raffle tickets pre-sale.
 - d. Withdraw enough cash from the CCA bank account to provide change for the cash boxes on the day of the event.
 - e. Make sure the sale of raffle tickets and activity tickets are handled separately on the day of the event, and recruit or designate two people (or two teams) to act as cashiers for the two.

- f. Designate or recruit someone to: hand out ticket collection cans to different booths and activity areas, collect the cans at the end of the event, and count the tickets from each can as a way to track the popularity of each.
 - g. Prepare a festival financial report for the CCA Board on amounts spent and raised through the raffle and activities (with a breakdown by activity if possible).
10. CCA Booth / Coordination Hub
- a. This should be the coordination hub for the festival where:
 - Raffle and activity tickets are sold.
 - Raffle ticket stubs are collected and folded.
 - Raffle prizes are held for collection by winners.
 - Prepared signage can be collected.
 - Activity sign-up sheets are held.
 - Ticket collection cans be handed back to CCA.
 - An event kit is held that include such useful items as tape, hammer, wire, string, clipboards, display stands, donation boxes, ticket collection cans.
 - b. CCA can display and collect information pertaining to CCA activities or areas of interest.

POST FESTIVAL

1. Festival Organizing Manager solicits feedback from various activity coordinators on what worked well for them and what didn't, what improvements they would like, or other ideas they might have.
2. CCA Board meets for a festival debrief to assess:
 - a. measures of success
 - b. any changes to make