

EASTERN SANDOVAL CITIZENS ASSOCIATION
BOARD MEETING

September 16th, 2019

4:30 PM

Placitas Community Library HWY 165

1. Call to order: The meeting was called to order at 4:30pm
2. Roll Call: The following Directors are present: George Franzen (GF); Dick Ulmer (DU); John McNeerney (JM); Richard Reif (RR); Scott Gullett (SG); Peter Adang (PA); and Jim Harre (JH). The following Directors are absent: Wayne Gaede (WG) and Jacque Ramey. A quorum is present.
3. Acceptance of minutes: Minutes are accepted. JM noted that a notice of the finalized minutes was not sent to the Directors, going forward, the notice will be sent.
4. Introduction of Guests: The following guests were present: Luke Probst; Maria Adang; Allen Bourne; Cindy Bourne; and Mark Brown.
5. MONTHLY REPORT –ISSUES - UPDATES
 - A. Treasurer's Report: Treasurer's Report: WG was absent. GF reported that as of 7/31/19 ESCA balance was \$26,801.48. Income includes dues from 10 members for \$425.00 and interest of \$1.14 for a total of \$426.14. Expenses include advertising fees for inclusion of an ad in the Placitas Artists Series pamphlet for \$275.00 and bank fees \$14.44 for a total of \$305.44. Ending ESCA balance on 8/31/19 is \$26,922.18. As of 7/31/19 LPT balance was \$31,763.57. Income was \$1.34 interest. There were no expenses. The LPT balance on 8/31/19 is \$31,764.91. Accepted.
 - B. Membership Chair & HOA Coalition Report: SG will fold his membership and HOA coalition report into his report on the membership drive, 6.A. below.
 - C. IT Report: JH reports that he made an annual payment to MembershipWorks so we will no longer be getting monthly invoices. Survey Hero confirmed that our account was successfully upgraded to a free non-profit business account. We had 17 membership renewals and 3 new members, including Phylis Olsen, a lapsed previous member who signed up and renewed; and 2 other new members Sue Rujensky and Linda Locket. 3 members upgraded to joint accounts, Horace Winchester, JH, and Bob Gorrell. 117 paying members, 47 joint accounts, for a total of 164 members.
 - D. LPT Report: No change from last month with regard to current mining. Bob Wilkins, the Sundance representative, is waiting for the mining plan, but Vulcan has told us that the side next to Sundance won't be started until 2020. The annual meeting with Vulcan needs to be requested in October. Last year it was delayed for lack of interest at

the County level until Commissioner Bruch was successful in scheduling. G actioned DU to contact Commissioner Bruch asking her to make the request to Vulcan. The fight against mining expansion into the Buffalo Tract is ongoing, as of now it is at the Federal level, with the New Mexico congressional caucus proposing legislation to protect it. There is a hearing on 9-18 on this and letters have been sent to the chair and co-chair by both the Governor and our County Commissioners. GF and DU briefly explained where the Buffalo Tract is for the benefit of the guests.

6. OLD BUSINESS

A. Membership Drive: SG reports the ad was placed in the Signpost. Social Media in Facebook has almost the same ad. There were almost 3500 views, 86 engagements, about 12 people clicked through to the ES-CA website, and we have likes and follows of about 50 people. He wrote some radio copy, but JM reports that the copy had calls to action and has to be edited before editing. It was recorded. JM will edit the recording for airplay. SG reports putting together a brochure, and DU will provide the one that DU/GF did last year. SG will be gone from October 5 through 20. He will do the brochure before he goes.

B. Annual Meeting Planning: DU reports that we failed to obtain our NM House Representative, Greg Schmedes, as he has declined to attend due to a conflict of schedule. DU will continue to work with him to support the Governor's efforts about mining in the RMP. GF reports that he has confirmed with US Representative Deb Haaland's office assistant Molly Callahan (MC) that Rep Haaland will attend. She will be our only guest speaker. DU expressed concern that the content of Rep Haaland's presentation not be partisan nor campaign related since ES-CA is not a political organization. GF emailed to MC that topics we have interest in are mining and the Buffalo Tract bill. He mentioned that border security might not be appropriate. GF reports that she is working on mining, the Buffalo Tract bill, and maybe something about Chaco Canyon. RR adds that there shouldn't be any electioneering. Chris Daul has offered to introduce Deb Haaland. There is no mention of liability issues in the contract for the meeting. GF will talk to Barbara. The Signpost office is at the winery, a family member is studying winemaking but it won't be ready for the meeting. The contract calls for us to be responsible for setting up the meeting space, 70 of 110 chairs, and take it down after it's over. The winery can do all the alcohol, wine and beer, open bar, \$6 for Black Mesa wine and \$5 for local beer. GF proposed that we will get tickets for one free glass of wine or beer for all of 70 estimated attendees for \$480, this includes the 2 servers. We can get tickets preprinted tickets. JH so moves, RR seconds, unanimous. The annual meeting is October 19, and on October 12,, ES-CA will sponsor one mile of clean up from the Womens' Veterans Memorial at mile marker 0 and pick up to mile marker 1. This is an annual project, meets at 9 and usually done by 11. We do it twice a year. DU indicates that he would like to have an agenda for the Annual Meeting. GF has one but did not bring it because it is in process. Items on the agenda will be treasury report, membership, and action on the Buffalo Tract, and our actions with Vulcan. DU wonders if Rep Haaland will be willing to take questions, GF reports that she will. We will have some chips and snacks. JH suggests Placitas Cafe to cater it if we want warm foods. GF

suggests shrimp and cheese trays from Costco. GF will do it. We will also provide bottled water. JH and GF will work on. All board members should be on site by 12:45 to help set up chairs and tables. We will have to remove our trash. We need people at a sign in table with clipboards and give the tickets for the wine/beer. Sign in sheets will include where the guests are from, including Algodones and East Mountains. We will limit advertising to our corporation area using an email flyer. We can use Facebook, NextDoor, and our HOAs. We want 60 or 70 people. We won't put it in the Signpost, but will mention it there along with the other issues reported in the monthly update. Facebook users respond better to images. We can get some from MC. We need to get the word out in Algodones and the East Mountain. GF is going to look at the sign-in sheet and make any changes so that we can capture East Mountain and Algodones traffic. SG will work on a flyer for email, JH reports that MailChimp has size limitations. We plan to send an email blast on September 19 and two more dates. It has to be text or pictures, no PDFs. SG can make one, put Rep Haaland's photo and other thing. GF has the agenda, SG will send the proof out to all the Directors. Then we will send it to HOAs in the area, LPA, and our own list. These flyers can then be forwarded as they wish. GF makes a motion for the Treasurer WG to pay the Signpost invoice for our 2 ads, \$1225.44. DU 2nds. Approved unanimously. GF will notify WG.

7. NEW BUSINESS: None.

8. OPEN DISCUSSION:

Article for Nov Signpost: Assigned to SG. DU suggests referencing our annual meeting in the Signpost, but not advertise it per se. No other open discussion.

9. Adjournment: Meeting adjourned at 5:19pm

Next meeting 14 October, at the Placitas Community Library, AT 4:30PM