

VOLUNTEERS: Powering Main Streets Across New Mexico Since 1984



**NEW MEXICO MAINSTREET
SUMMER INSTITUTE**

2023

SEPTEMBER 13-15 · CARLSBAD

District Activation Orientation & Placement

Thursday Afternoon, September 14

2.2: Volunteer Placement, Orientation, Training, & Management

1:00 - 1:30pm

District Activation Orientation & Placement

Amy Barnhart, NMMS Revitalization Specialist

Amy Bell, NMMS Revitalization Specialist

Learn more about the two concurrent district activations and select your volunteer job.

Wear comfortable clothing and footwear, as many jobs will require some physical activity and take place outdoors, though there will be indoor opportunities for those with limited mobility.

Field Activities (Concurrent)

1:30 - 3:30pm

District Activation #1 - Build Your Own Tour

Amy Barnhart, NMMS Revitalization Specialist

Jameson Lucas, SE NM Historical Society Secretary & Webmaster

Participants will have the opportunity to build their own walking tour of downtown Carlsbad, focusing on local assets that strike their fancy. Participants can work in teams or BYOT on their own, letting their creativity run wild.

District Activation #2 - Build Your Own Pop-Up Place

Amy Bell, NMMS Revitalization Specialist

Michele Robertson, Milton's Brewing Eventster

*Participants will have the opportunity to strategize, design, and build one of four fun pop-up installations outside Milton's Brewery. Installations will address seating, engagement, and wayfinding for all ages. Participants will be provided with basic guidelines and a selection of materials for each installation. **Meet up at 213 W. Mermod Street.***

3:30 - 4:30pm

District Activation Debrief

Amy Bell, NMMS Revitalization Specialist

Reconvene in the meeting space to share with the group how your volunteer experience went and lessons you learned during the process.



District Activation #1: Build Your Own Tour

Job Title: Tour Creator(s)

Number of Volunteers Needed: Any number; volunteers can work solo, in pairs, or in groups.

Purpose: Develop short self-guided tours highlighting the assets of downtown Carlsbad.

Location: Carlsbad Museum & Art Center (CMAC) meeting space; around the CMS/POP district.

Reports to: The “tour creator” acts independently and does not report directly to anyone.

Support: NMMS Revitalization Specialist including Amy Barnhart, Cam Wilde & Julia Royal, & Others; Jameson Lucas, SE NM Historical Society. Materials to assist with research for tour development.

Key Tasks:

- Research downtown assets
- Develop tour concept/theme. Develop draft tour route.
- Traverse the district to determine the best tour route and travel time between stops. Take photos of tour stops.
- Finalize tour stops (up to five), tour route, travel times, and tour stop descriptions. Finalize tour title and description. Select the best photos to accompany the tour (up to three).
- Submit your tour and photos to be developed into a final product (see instructions document for more details on submitting your tour).

**Only a few tours will be designed and shared during the conference due to time constraints. All tours will be provided to CMS for their future use. Tour creators will receive credit for their creation.*





SELF-GUIDED TOUR

Explore Eddy County Courthouse

Completed in 1892, the Eddy County Courthouse was built in the gothic revival style of locally made brick, costing \$30,000. Since that time, the Courthouse has changed significantly and today features many points of interest the casual observer might not see on first glance. Let's explore!

1

SOUTH SIDE OF THE EDDY COUNTY COURTHOUSE

200 Block of W. Mermod St.

In 1939, a Courthouse remodel was completed utilizing \$112,500 in Federal Emergency Administration of Public Works (WPA) funds as well as WPA labor. Costing \$184,000 in total, the remodel converted the Courthouse from its Victorian architecture to the Spanish Pueblo Revival style you see before you today.



GO 1 MINUTE(S)

2

GAZEBO ON THE SOUTHEAST CORNER OF COURTHOUSE LAWN

200 Block of W. Mermod St.

In 1910, the County Commission authorized spending \$70 to construct a bandstand on the Courthouse lawn. On Sunday afternoons, citizens would gather to listen to local musicians or the fire department band. While that bandstand is long gone, Carlsbad MainStreet secured funding in 2020 to construct a new gazebo to provide a shady place to relax and enjoy downtown activities.



GO 2 MINUTE(S)

3

"GREETINGS FROM CARLSBAD" MURAL

Northeast Corner of Courthouse Complex · 200 Block of W. Stevens St.



Inspired by a blank wall and a vintage postcard, the "Greetings from Carlsbad" mural was conceptualized and implemented by the Pearl of the Pecos Arts & Cultural District and muralist Michael Fish in 2021. The mural pays homage to the original postcard, while incorporating aspects of Carlsbad today and creative elements from the artist.



GO 1 MINUTE(S)

Qualifications:

- Aptitude for identifying tour themes that might appeal to a resident or visitor and encourage them to participate.
- Proficiency with writing clearly and concisely and identifying compelling information.
- Comfortable using mapping apps (Google Maps or Apple Maps) to assist with research and tour development.
- A phone or camera to take photos and an understanding of what makes an attractive photo (ask Cam & Julia for tips!).
- Ability to traverse the district to identify best route and travel time between stops.

**If working in pairs/groups, tasks can be split up so not everyone needs to physically explore the district.*

Time Commitment: 1:30 to 3:30 pm

Dress Code: Comfortable clothes for warm weather and physical movement, hat, sunglasses.

Supplies: Provided - Tour forms, clipboards, pens; Not Provided - Smartphone, laptop, sunscreen.



District Activation #2: Build Your Own Pop-Up Place

Four Activations!

1. Milton's Outdoor Seating

- Volunteers: Manager and Creators

2. Moveable Mural / Alleyway Activation

- Volunteers: Manager and Creators

3. Play Area

- Volunteers: Manager and Creators

4. Wayfinding Installations

- Volunteers: Manager and Creators

Overall Management

Overall Managers (2)

- Lead coordinators for all four activations
- Ensure equitable distribution of all materials, development of cohesive visual theme for aesthetics and messaging
- Provide support for activation managers and monitor time

Community Liaisons (2)

- Lead in sharing information about activations and MainStreet with the public, including development of a cohesive visual theme for aesthetics and messaging
- Photo and video documentation for sharing on social media
- Answer community questions



Milton's Outdoor Seating

Location: Parking spaces (blocked off) immediately outside Milton's Brewing

Description: The outdoor seating area will provide temporary additional seating for Milton's Brewing customers.

Goals/Requirements:

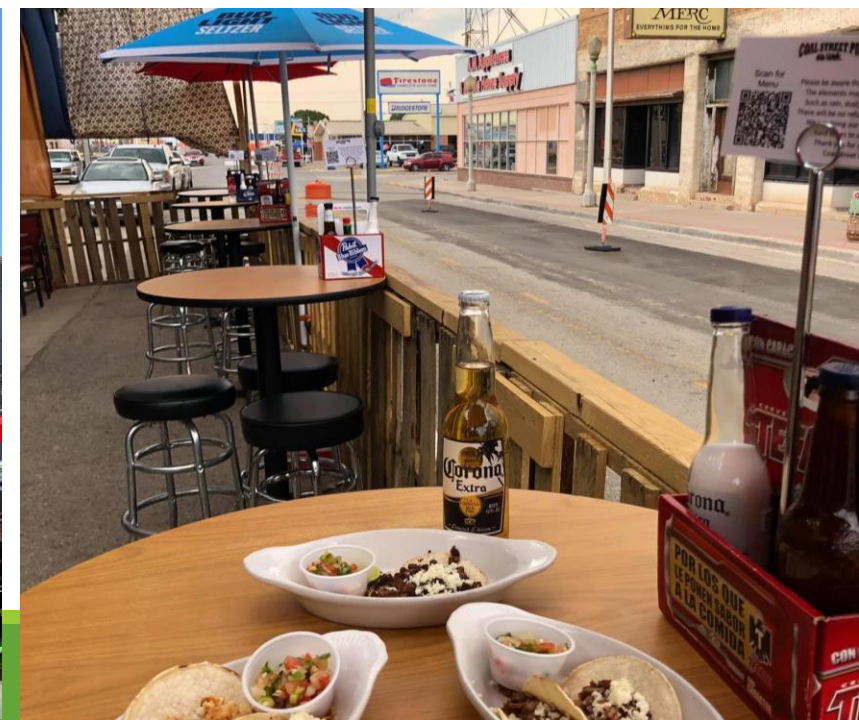
- Follow guidance provided by Michele Robertson, Milton's Brewing Eventster
- Provide a pleasant and comfortable outdoor seating area
- Seating area should be shaded, bordered by some kind of barrier, and accessible for customers and servers
- Aesthetics should compliment Milton's facade

- Provide a visual connection/shared theme with the Moveable Mural, Play Area and Wayfinding Installations
- Share information with customers and passers-by about NMMS and Carlsbad MainStreet

Materials provided (but shared with other groups) include artificial turf, picnic tables, umbrellas, pop up shade canopies, flagging tape, plants, straw bales, wooden pallets, cardboard, zip ties, and other goodies.

Volunteer Positions: Manager (1) and Creators (up to 7)





Moveable Mural / Alleyway Activation

Location: Alleyway adjacent to Milton's Brewing

Description: Paint a moveable mural and provide amenities to activate the alley

Goals/Requirements:

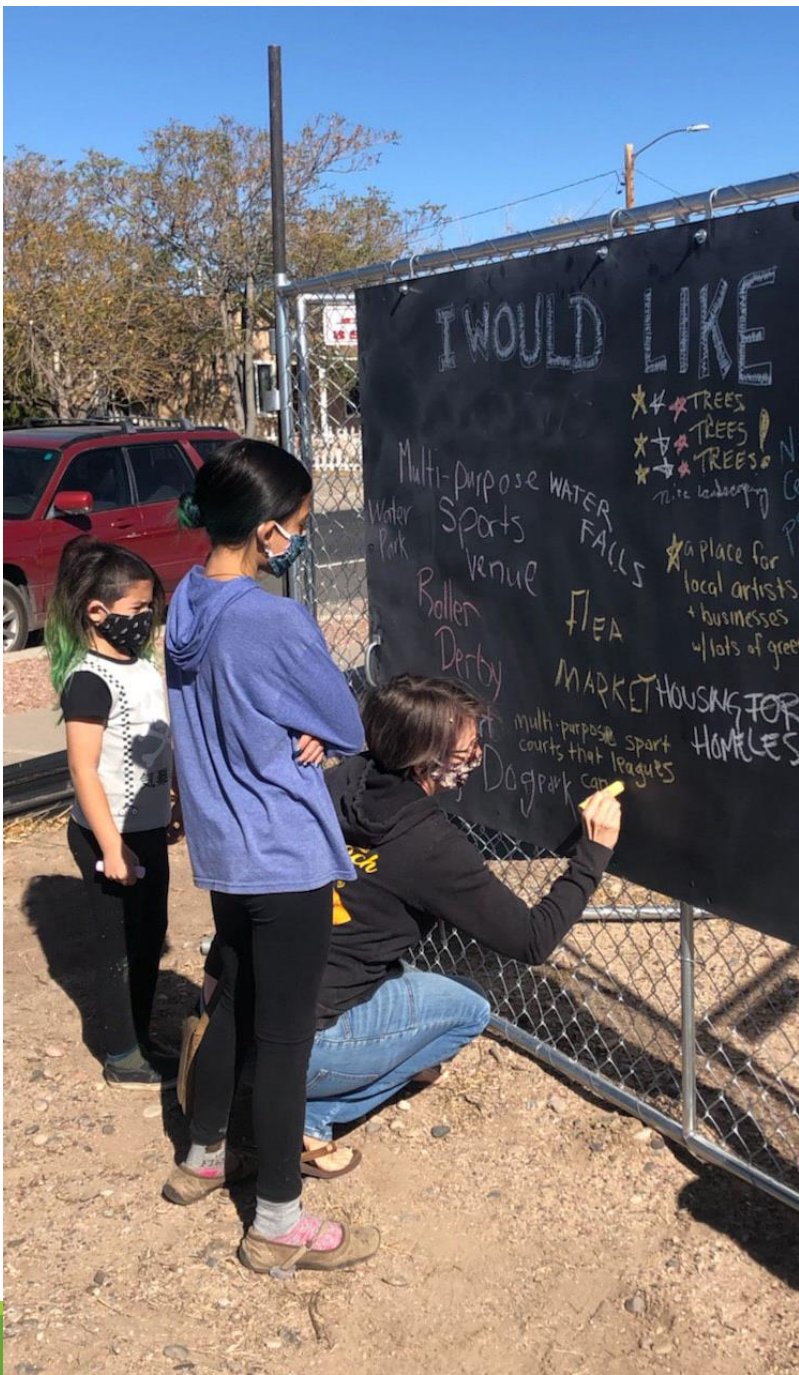
- Follow guidance provided by Michele Robertson, Milton's Brewing Eventster
- Construct a moveable mural structure from temporary fencing and Masonite boards
- Based on instructions from the muralist, complete a "volunteer power" themed mural
- Include other ways to activate the alley without blocking vehicular access

- Provide a visual connection/shared theme with the Moveable Mural, Play Area and Wayfinding Installations
- Share information with customers and passers-by about NMMS and Carlsbad MainStreet

Materials provided include supply table, straw bales, temporary fence panel, Masonite, paint, paintbrushes and other goodies.

Volunteer Positions: Manager (1) and Creators (up to 7)





Play Area

Location: Grassy area across the street from Milton's Brewing

Description: Provide a place for families with children (and children of all ages) to rest in the shade and engage with a variety of playful activities.

Goals/Requirements:

- Follow guidance provided by Michele Robertson, Milton's Brewing Eventster
- Provide a comfortable and safe area for children of all ages to interact with each other and play
- Play area should be shaded and bordered with some kind of barrier
- Set up distinct areas for each activity and provide adequate space for large motor movement, running, etc.

- Play area will include a station for creating t-shirts with MainStreet stencils and fabric paint
- Provide a visual connection/shared theme with the Moveable Mural, Play Area and Wayfinding Installations
- Share information with customers and passers-by about NMMS and Carlsbad MainStreet

Materials provided include giant blue blocks, chairs, giant games, pop up shade canopy, duct tape, cardboard, wooden pallets, straw bales, and other goodies.

Volunteer Positions: Manager (1) and Creators (up to 7)





Wayfinding Installations

Location: Home Base: Canyon and Mermod (outside the MainStreet office); Wayfinding Installations: throughout the district, directing people to the Farmer's Market

Description: Wayfinding installations will direct people to the Farmers Market, Milton's Outdoor Seating Area and Alley, and the Play Area.

Goals/Requirements:

- Follow guidance provided by Michele Robertson, Milton's Brewing Eventster
- Select locations throughout the district for wayfinding installations to maximize outreach
- Design and install wayfinding installations to provide accessible, engaging and visible messaging
- Encourage people throughout the district to visit the Market and Pop-Up Installations

- Provide a visual connection/shared theme with the Moveable Mural, Play Area and Wayfinding Installations
- Share information with customers and passers-by about NMMS and Carlsbad MainStreet

Materials provided include maps of the district, materials table, pop up shade canopy, chalk, flagging tape, straw bales, wooden pallets, cardboard, boxcutters, and other goodies.

Volunteer Positions: Manager (1) and Creators (up to 7)





Additional BYOT Info



This **QR Code** will take you to more resources!

OR type in this **URL**: <https://tinyurl.com/NMMSBYOTInfo>

Resources: Website links, digital copies of the printed materials, misc. info

Examples of Tour Themes

- a. Public Art:** Murals, Sculptures, Electric Boxes, etc.
- b. Notable Historic Buildings:** Cavern Theater, National Guard Armory, Trinity Hotel (First National Bank/Carlsbad Irrigation District building), JC Penny building, Milton's Brewing (Odd Fellows building), etc.
- c. Architectural Styles:** Pueblo Revival, Territorial Revival, Spanish Colonial Revival, Commercial, etc.
- d. Businesses:** Apparel/jewelry, antiques, gift shops, dining/drinking establishments, salon/spa, etc.
- e. History/Historic figures:** Mermod, Hagerman, Greene, etc.