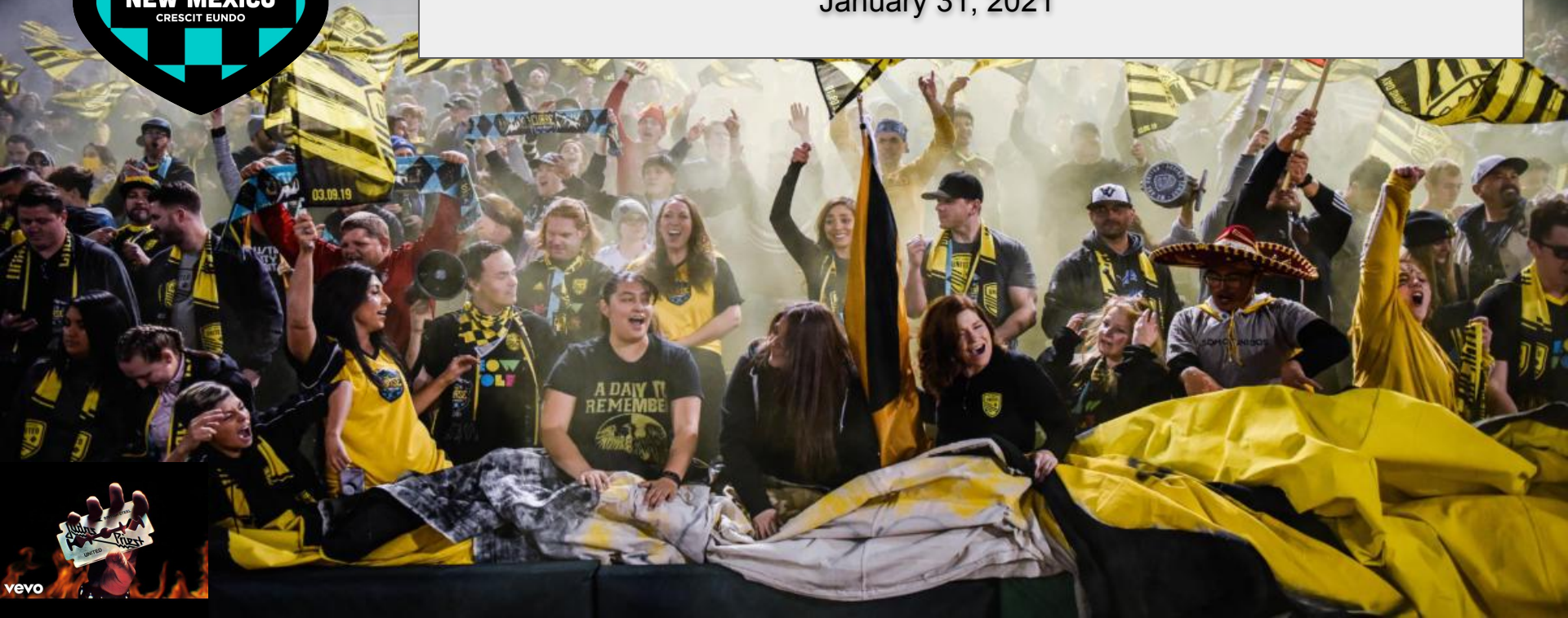




# Annual General Meeting

January 31, 2021





# Agenda

- Introduction/Overview
- 2020 Recap
- Committee Updates
- Election Planning
- Q&A



A large crowd of people at night, many wearing yellow and black clothing, holding flags and banners, suggesting a protest or rally. The scene is filled with energy and movement, with smoke or steam in the background.

# Introduction/Overview

RJ Montaña, President



# Who We Are:

- Official Supporters Group for New Mexico United of the USL Championship
- Member of the Independent Supporters Council North America
- Affiliate of the Plastics SG





# Our Mission:

*"For Club. For Community."*

- Be loud and passionate supporters of New Mexico United
- Serve our local communities and the state of New Mexico as a whole
- Offer an inclusive fan experience where all supporters are welcome regardless of age, race, sexual orientation or musical ability :)



# Curse Membership:

- Various discounts at partner businesses
- Support Local!

101

**BL**

Brew Lab 101  
Beer & Cider Co.

**JAVA Joe's**

BREAKFAST • LUNCH • CATERING  
906 PARK AVE • ALBUQUERQUE, NM • 765-1514







(Las Cruces)

# Watch Parties:

Due to COVID-19, watch parties in 2020 ranged from non-existent to small, outdoor affairs and will likely be minimal again in 2021. Whether we'll be able to safely plan full-on watch parties or not, we still need to support our watch party partners!



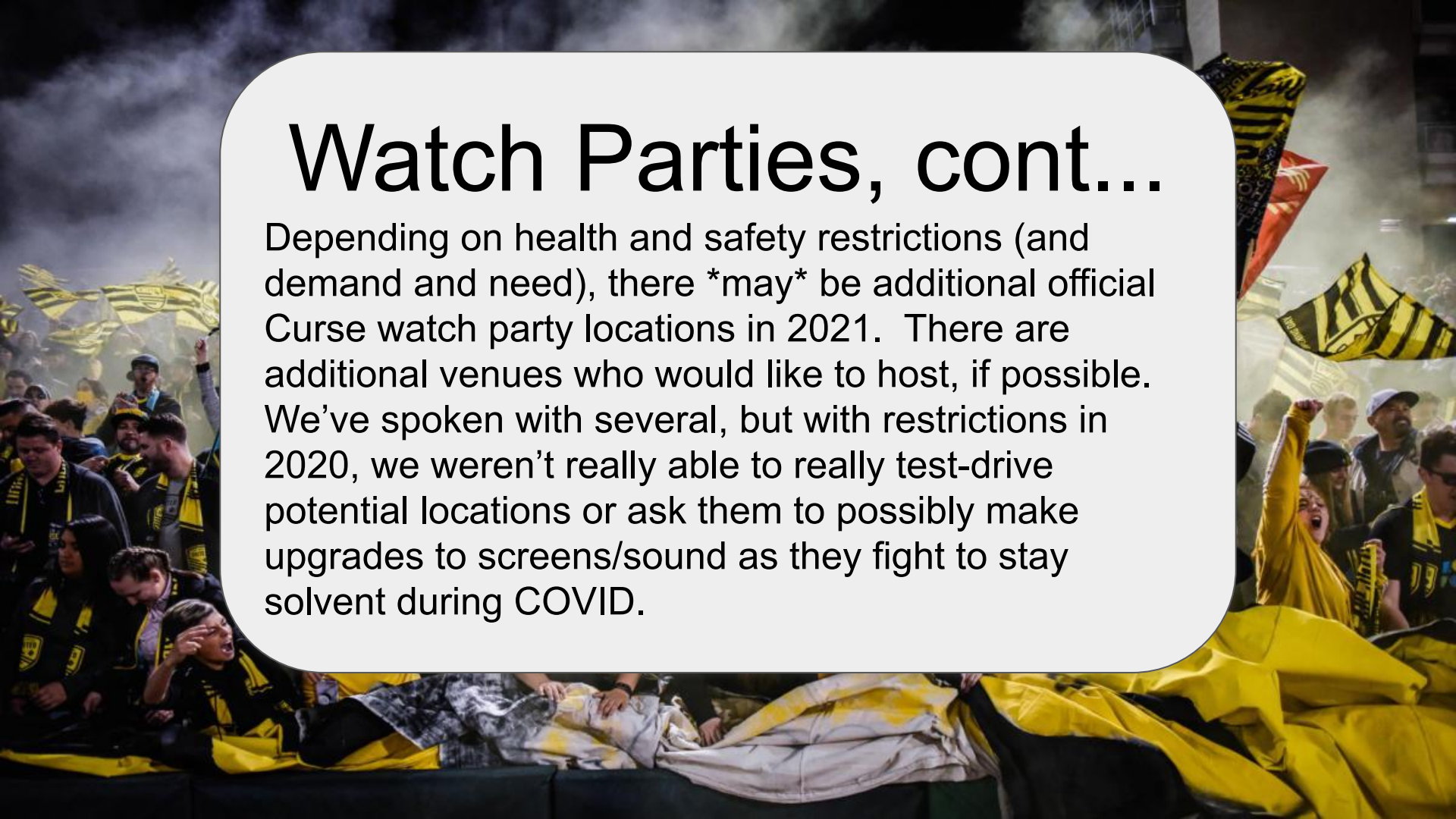
101

**BL**

Brew Lab 101  
Beer & Cider Co.

# Watch Parties, cont...

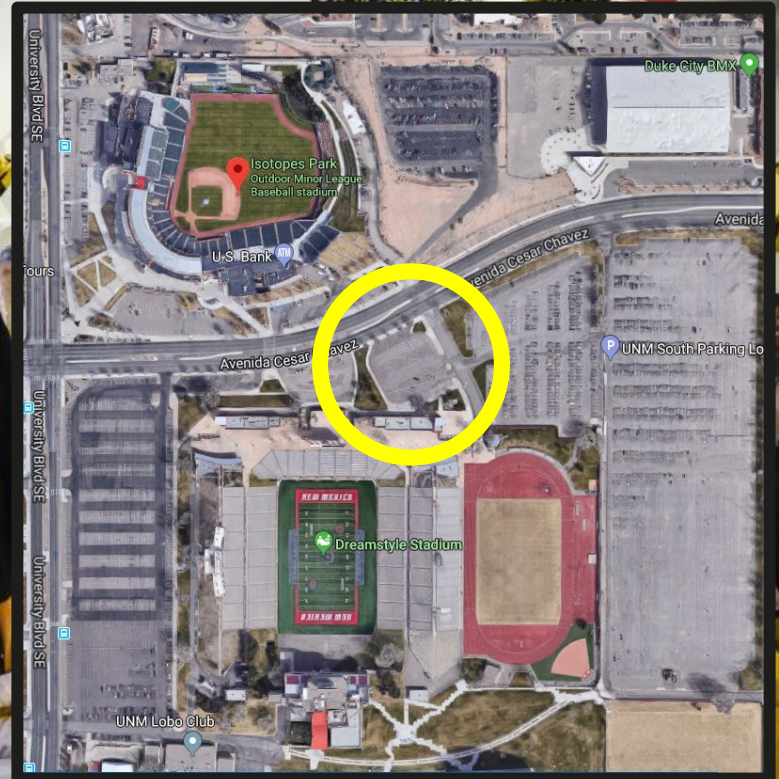
Depending on health and safety restrictions (and demand and need), there *may* be additional official Curse watch party locations in 2021. There are additional venues who would like to host, if possible. We've spoken with several, but with restrictions in 2020, we weren't really able to really test-drive potential locations or ask them to possibly make upgrades to screens/sound as they fight to stay solvent during COVID.





# Matchday:

Matchdays will be different again in 2021, but in a normal year, the Curse can be found pre-match tailgating in the parking lot circled on the map. 2021 may be a lot more Zoom meetings, but hopefully we'll be back in the lab en masse, and marching to the match again soon...





**Do this stuff:**

- Support New Mexico United!
- Show up (when it's safe and we can)
- Volunteer on a committee, or run for office if you want to help grow the Curse even more






### **Do this stuff:**

- Support New Mexico United
- Show up (when it's safe and we can)
- Volunteer on a committee, or run for office if you want to help grow the Curse even more



### **This stuff is not required:**

- Wear certain clothes
- Sit in a particular section
- Be a soccer fan for x number of years
- Be a Curse member for x number of years
- Participate in anything you don't want to participate in



# Curse Structure 2021





**President**

**Secretary**

**Vice President**

**Treasurer**

**Los Cursitos  
President**

**Brand &  
Identity**

**Community  
Outreach**

**Member  
Engagement**

**Matchday  
Operations**

**Hype, Spirit  
Rowdiness**

**Los Cursitos**

**Brand & Identity  
Committee**

**Community Outreach  
Committee**

**Member Engagement  
Committee**

**Matchday Operations  
Committee**

**HSR  
Committee**

**Executive Committee  
Elected every 2 years**

**Has vote in board  
meetings (except  
president)**

**Committee Chairs  
Elected every year**

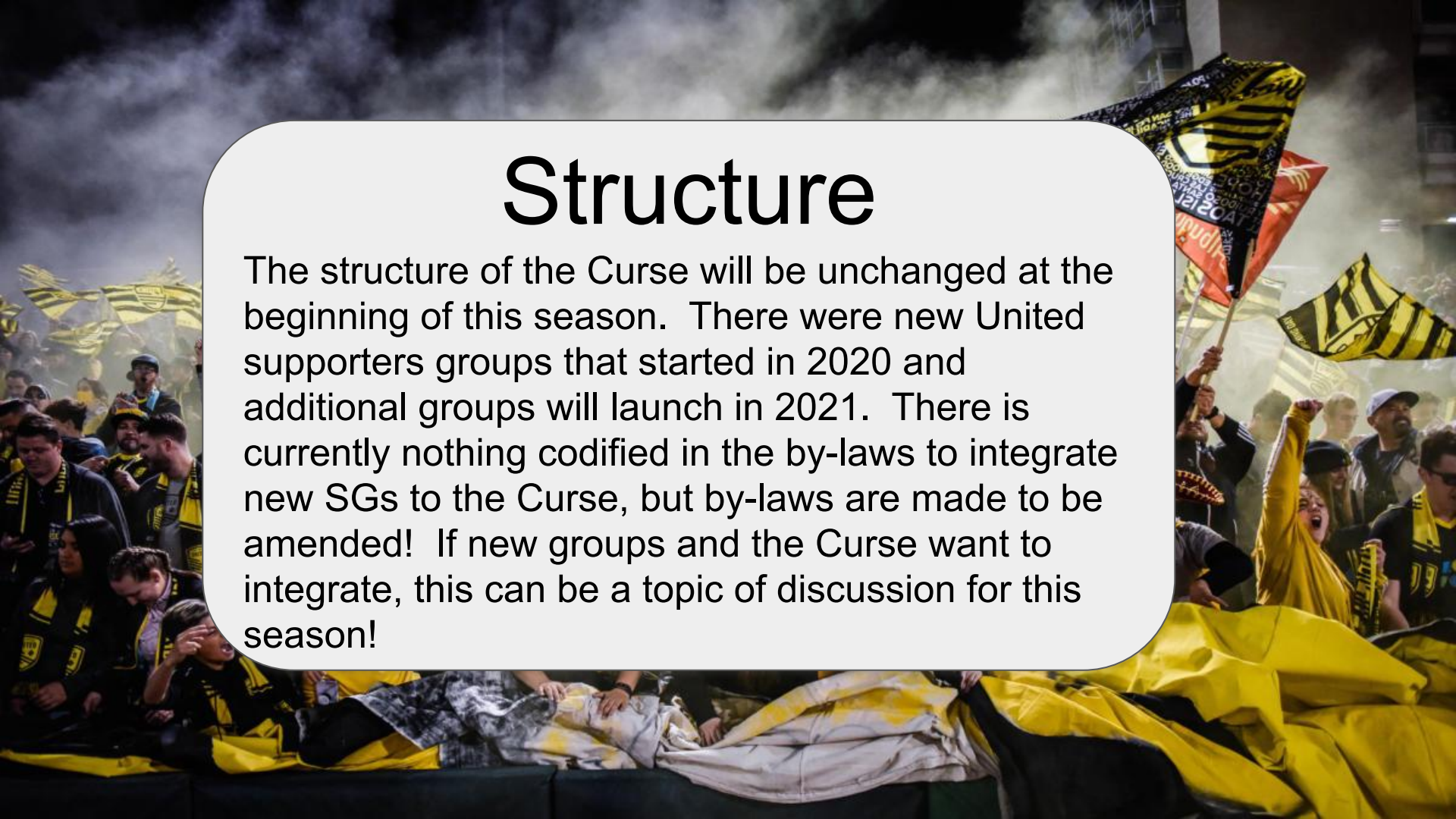
**Has vote in board  
meetings**

**Unelected roles**

**Has vote in AGM,  
choosing elected  
roles**

# Structure

The structure of the Curse will be unchanged at the beginning of this season. There were new United supporters groups that started in 2020 and additional groups will launch in 2021. There is currently nothing codified in the by-laws to integrate new SGs to the Curse, but by-laws are made to be amended! If new groups and the Curse want to integrate, this can be a topic of discussion for this season!







# 2020 Recap

Jake Gutierrez, Vice President



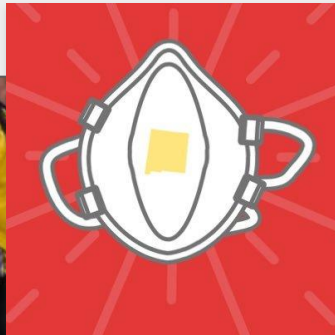
# 2020 Recap

- COVID-19
  - No matches from March-June
  - Community support become top priority
  - One of our biggest pushes was PPE drives with Protect NM



# Protect NM

- 2,500 surgical masks
- 200+ face shields
- 20,000 pairs of gloves
- Hundreds of handmade masks, gowns, bleach, hand sanitizers, etc.



## Protect NM, The Curse team up for PPE drive

BY ELAINE D. BRISEÑO / JOURNAL STAFF WRITER  
Thursday, April 16th, 2020 at 6:14pm

Subscribe now for as low as **\$8.99**

f SHARE

t TWEET

in LINKEDIN

e EMAIL

p PRINT

SUBSCRIBE



The Curse will be giving out handmade masks for those who donate PPE gear.

ALBUQUERQUE, N.M. — It's time to clean out the garage, inspect those boxes in the attic and sift through closets for equipment that can help protect those who are helping care for and treat COVID-19 patients.



# Vocal Support for our Players

- The Curse offered very vocal support to the USLPA during labor negotiations with the USL during the break
- The Curse offered vocal support of the USL Black Players Alliance after their formation and in support of Black Lives Matter.





# Merch for a Cause

- The Curse had limited edition merch this year with proceeds earmarked for donations to specific organizations
  - Pride masks (Casa Q)
  - Curse badge masks (NB3 Foundation)
  - Anti-Fascist shirt (FFoL)
  - Kings of Chaos Scarf (Laundry Project)
  - Transgender Awareness Sticker Pack (TGRCNM)





# TPSG

## Affiliation with the Plastics SG

- The Curse are one of three SGs in the United States (and the only in the USL) asked to affiliate with the Plastics SG [Rebellion 99 of NWSL (Angel City FC) and Los Verdes of MLS (Austin FC) are the other two]
- The Plastics formed to create spaces for women and LGBTQIA+ supporters to feel safe and welcome supporting their clubs





# TPSG

## Rules for Affiliation:

**Rule 1:** Women and/or LGBTQIA+ people involved in leadership positions, required by either a charter or notice of general intent

**Rule 2:** Actively fights for marginalized groups within the supporter scene

**Rule 3:** Does not allow any members that actively allow, encourage or participate in homophobic, transphobic, racist, xenophobic, ableist or sexist behaviors



# Member Engagement

Suzi Montaña

Member Engagement Chair



# Member Engagement

- 2021 Memberships: 64 this month
- 2020 Memberships: ~425
- Scheduled weekly workouts in April/May to keep members active
- Coordinated with Community Outreach Chair to boost member participation in clothing and PPE drives
- Coordinated with Hype/Spirit/Rowdiness to boost member participation in tifo project
- U23s/Academy matches are opportunities for future engagement depending on scheduling and COVID



# Community Outreach

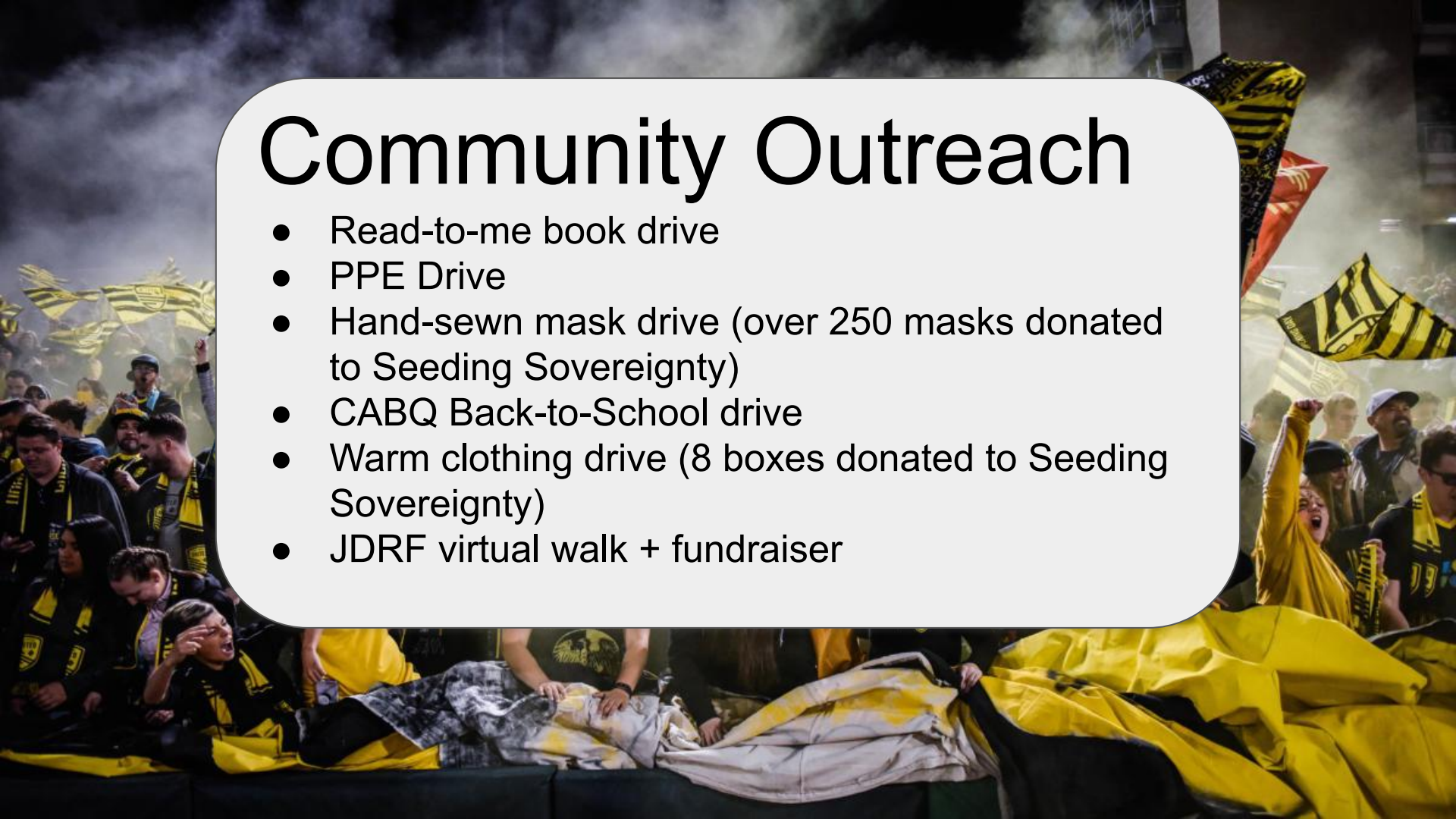
Brianna Dennis

Community Outreach Chair



# Community Outreach

- Read-to-me book drive
- PPE Drive
- Hand-sewn mask drive (over 250 masks donated to Seeding Sovereignty)
- CABQ Back-to-School drive
- Warm clothing drive (8 boxes donated to Seeding Sovereignty)
- JDRF virtual walk + fundraiser



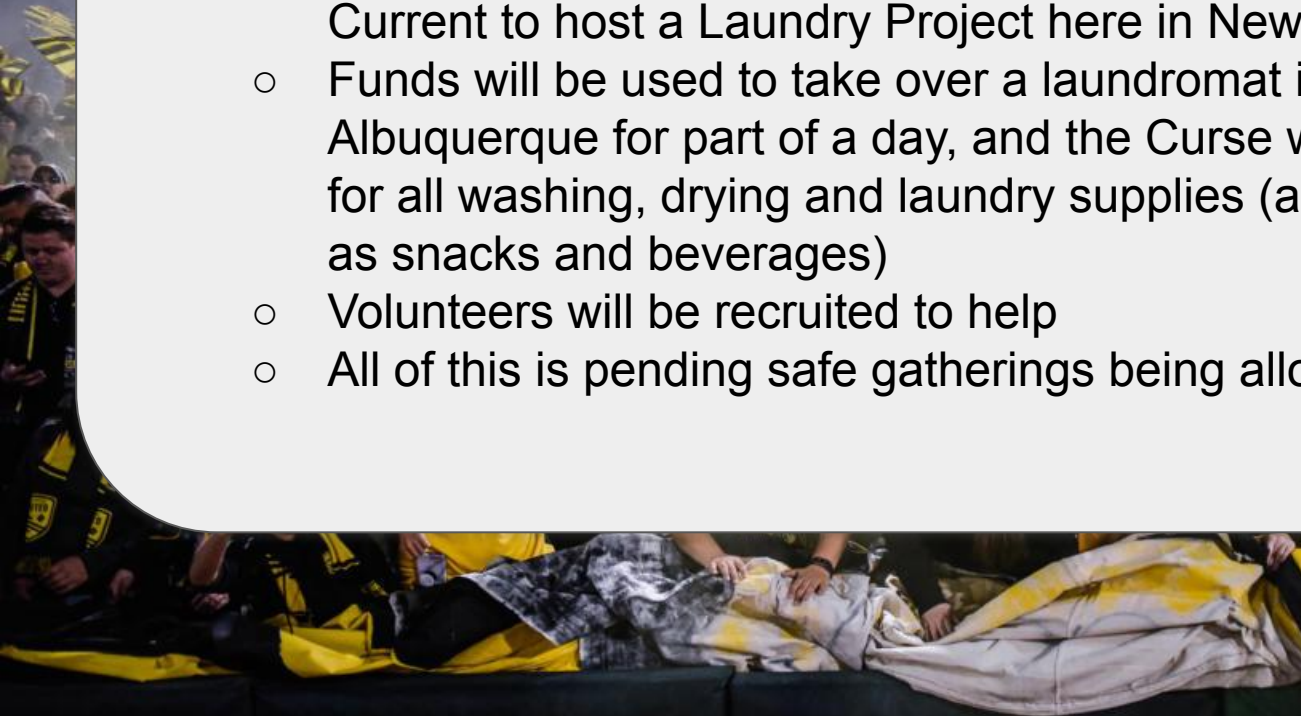


## Community Outreach (cont...)

- Tip Jar Thursday (giving local artists a stage and a chance to earn money during the pandemic)
- Educator appreciation letter writing campaign
- Transgender Awareness Sticker Pack (all proceeds are earmarked as donations to NMTRC)
- Volunteer day with Roadrunner Food Bank
- Drive-by birthday parade for Birthday Project NM

# Community Outreach (cont...)

- Over \$1500 raised for the Laundry Project
  - These funds will allow for the Curse and Engage Current to host a Laundry Project here in New Mexico
  - Funds will be used to take over a laundromat in Albuquerque for part of a day, and the Curse will pay for all washing, drying and laundry supplies (as well as snacks and beverages)
  - Volunteers will be recruited to help
  - All of this is pending safe gatherings being allowed



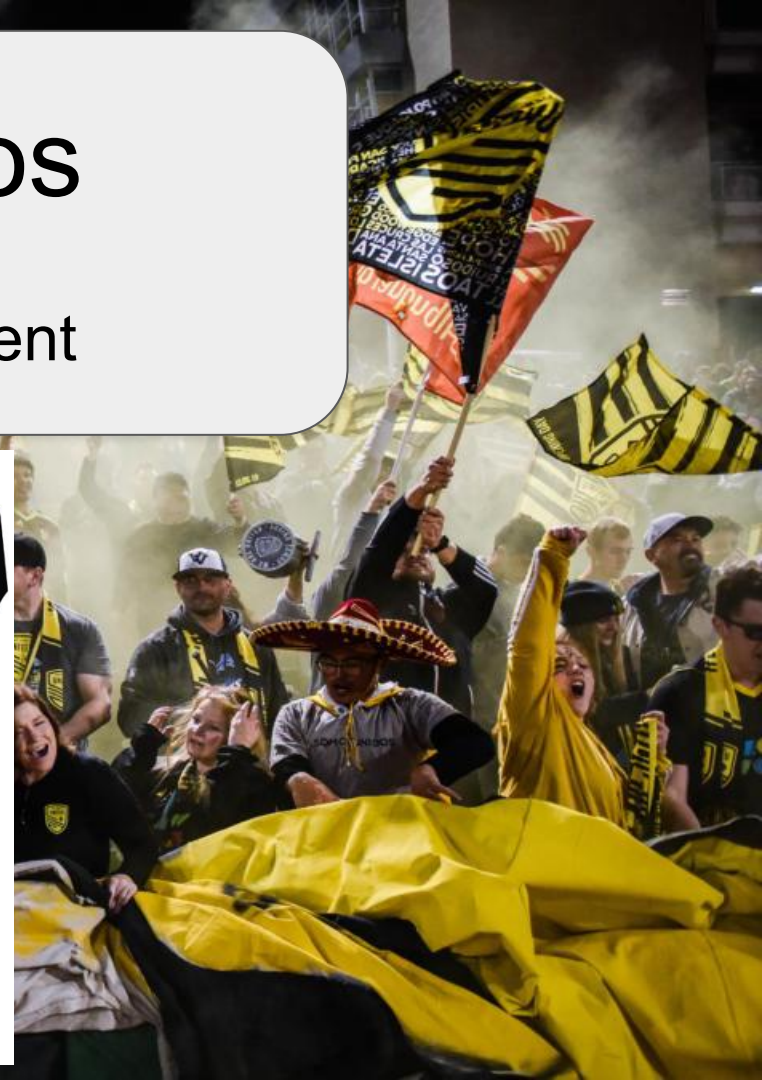
LAUNDRY  
PROJECT





# Los Cursitos

Xavier Obando  
Los Cursitos President



# Los Cursitos

- Weekly at-home activities for kids and families
  - Story times
  - Scavenger hunts
  - Sidewalk chalk games
  - Recipes
  - Puzzles
- Cookie decorating contest in collaboration with Rude Boy Cookies







## Los Cursitos (cont...)

- Dedicated kid's Zoom rooms and virtual watch parties
- Zoom meetings with Coach Troy Lesesne!
- Sidewalk chalk-decorating party outside the United shop before the kit release
- Community outreach including fundraisers for Los Cursitos and Curse members in need
- Support for local music programs
- Letter writing support for a new stadium



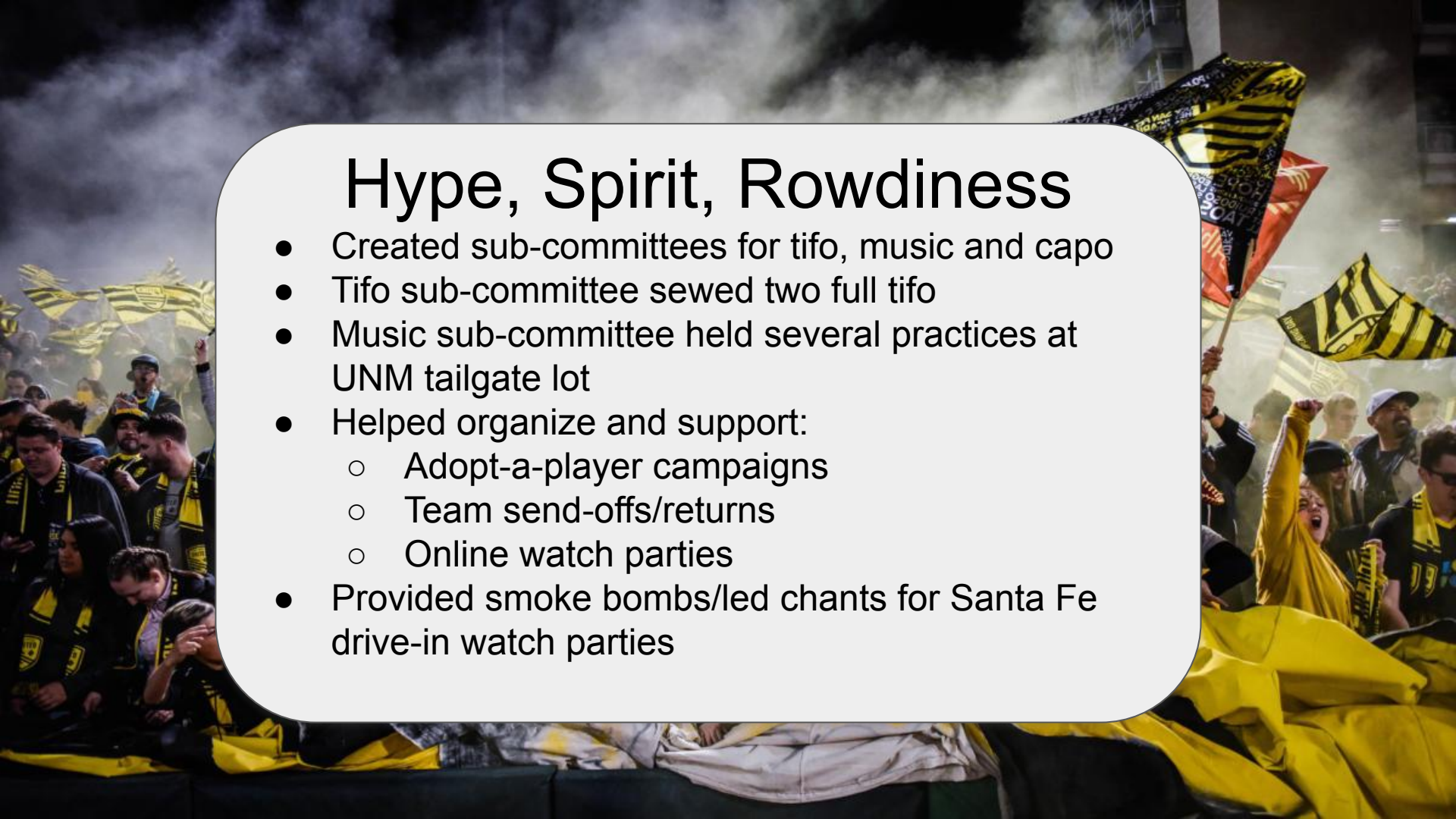


# Hype, Spirit, Rowdiness

Billy Anthony  
HSR Chair

# Hype, Spirit, Rowdiness

- Created sub-committees for tifo, music and capo
- Tifo sub-committee sewed two full tifo
- Music sub-committee held several practices at UNM tailgate lot
- Helped organize and support:
  - Adopt-a-player campaigns
  - Team send-offs/returns
  - Online watch parties
- Provided smoke bombs/led chants for Santa Fe drive-in watch parties





# Hype, Spirit, Rowdiness (cont...)

- Organized the adopt-a-player tifo / Say Their Name scarf project for the Colorado Springs “home” match!





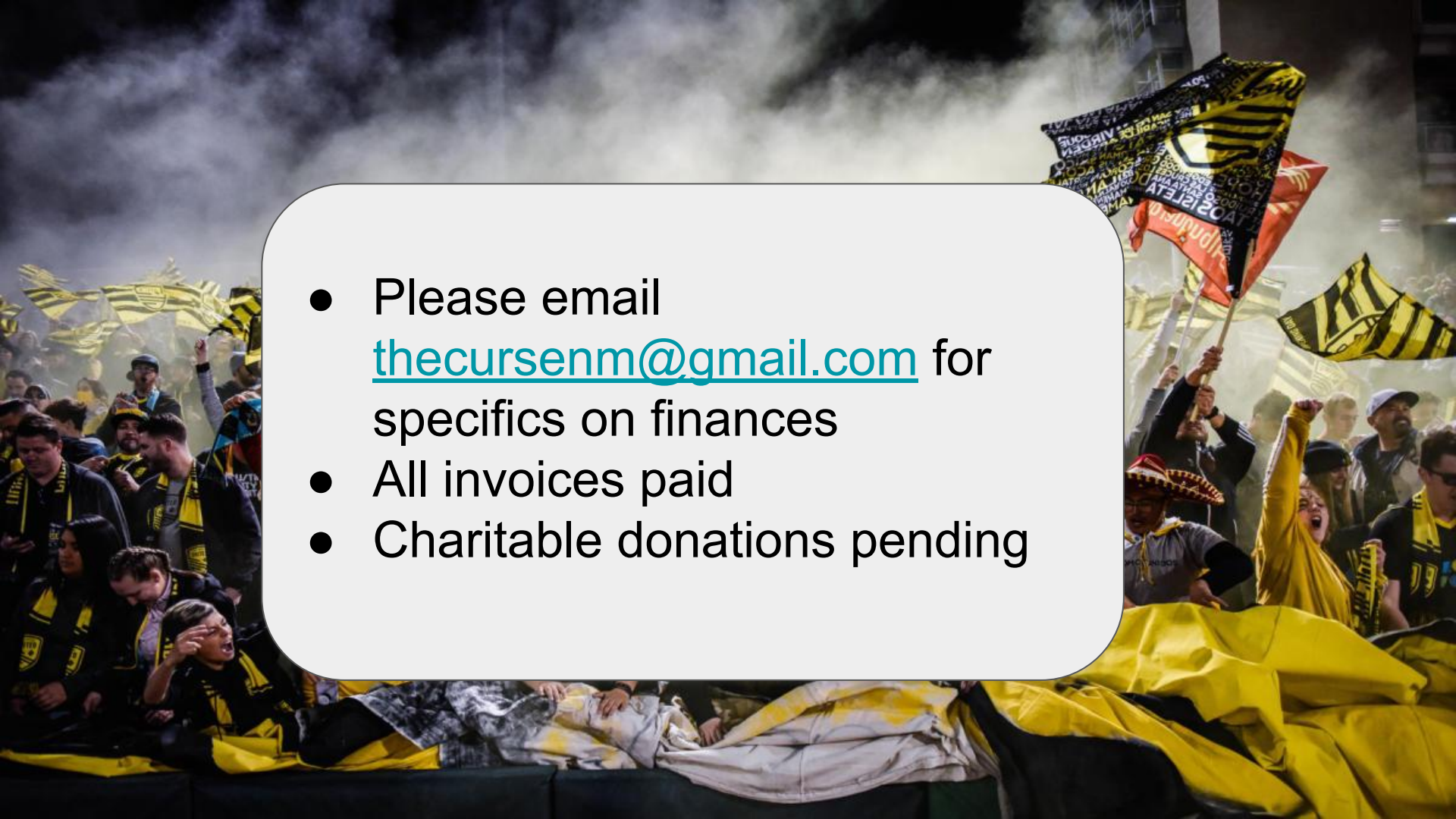






# Financial Update

Andrew Bolte, Treasurer

- 
- Please email [thecursenm@gmail.com](mailto:thecursenm@gmail.com) for specifics on finances
  - All invoices paid
  - Charitable donations pending





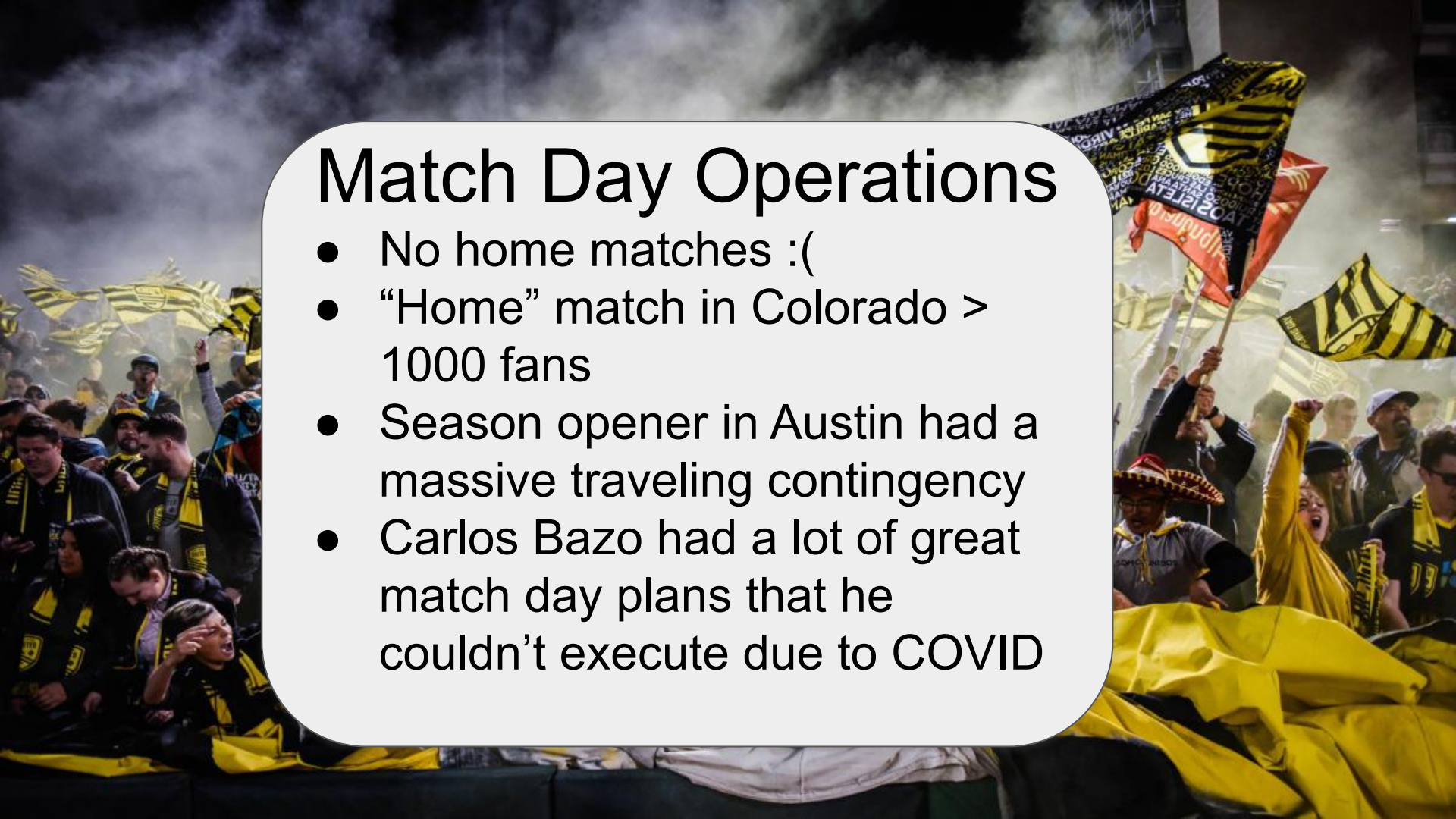
# Match Day Operations

Carlos Bazo

Match Day Operations Chair

# Match Day Operations


- No home matches :(
- “Home” match in Colorado > 1000 fans
- Season opener in Austin had a massive traveling contingency
- Carlos Bazo had a lot of great match day plans that he couldn't execute due to COVID





# Elections 2021

A large crowd of people is gathered at night, many wearing yellow and black clothing. Several people are holding up flags, including one with a yellow and black striped design and another with a red and white design. The scene is filled with energy and excitement. A white rounded rectangle is overlaid on the image, containing the text "Elections 2021".



This year, all Curse leadership positions will be up for election.

**Executive positions** are a two-year commitment.

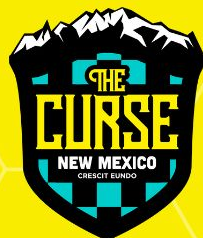
**Committee Chairs** are a one-year commitment.



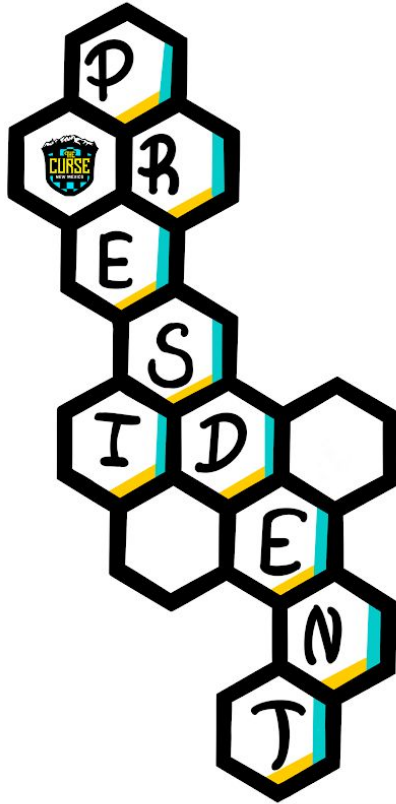
# ELECTION DATES!

- **Submissions open**  
Mon, Feb 1 - Fri, Feb 5
- **Elections (online)**  
Fri, Feb 12 - Sun, Feb 14

ADDITIONAL DETAILS TO COME!



# 2021 Elections



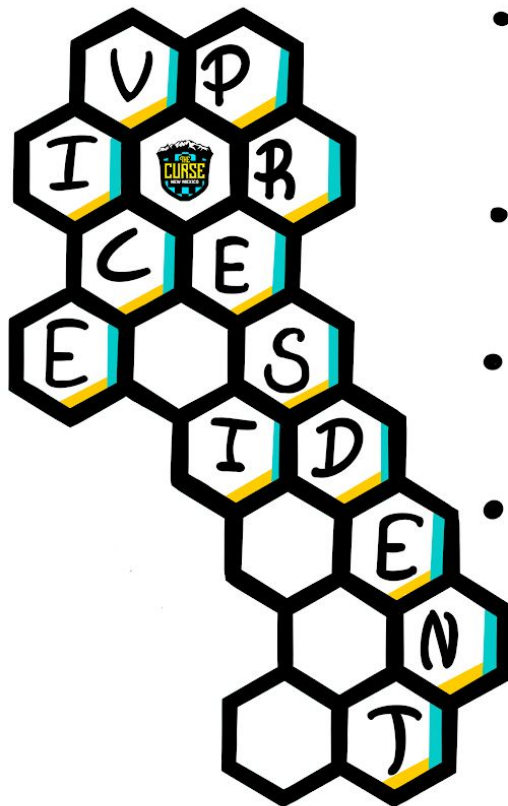
- CEO of The Curse
- Presides over all meetings
- Does not have a vote, except to break a tie
- Oversees daily operations
- Outward face of The Curse, completes media interviews
- Establishes partnerships
- Liaison to New Mexico United
- Supports members
- Runs social media/website

Submission 2/1-2/5





# 2021 Elections

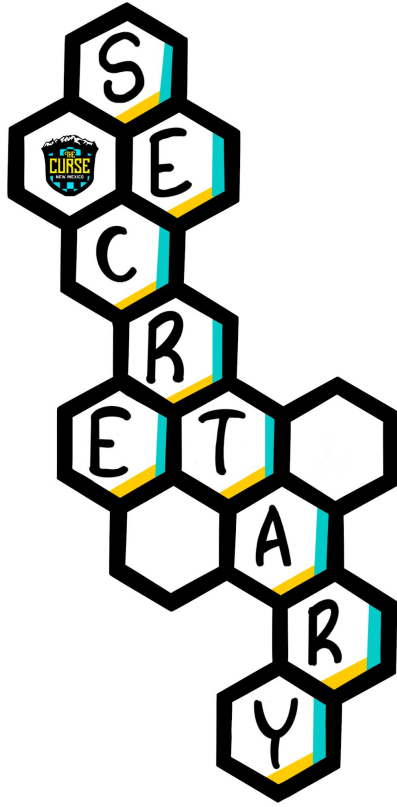


- Serves as President when the President is unable to do so.
  - 2nd in Command of The Curse.
  - Has a vote in board meetings (unlike President)
  - Member of Executive Committee
- Supports Leadership/  
Committee Chairs  
Club liaison

Submission 2/1-2/5



# 2021 Elections



- Gives notice of all meetings
- Keeps accurate list of board members
- Certifies any official Curse records or documents
- Records custodian for The Curse
- Keeps minutes at meetings
- Has a vote in board meetings

Submission 2/1-2/5





# 2021 Elections



- Responsible for handling Curse finances/bank account
- Creates financial reports/ updates membership on Curse finances
- Has a vote in board meetings
- Member of Executive Committee
- Supports Leadership Committee Chairs

Submission 2/1-2/5



One-year  
commitment



CAN YOU SEW?

WE HAVE MASK KITS READY TO GO BUT WE NEED SEWING HELP! OUR GOAL IS TO DONATE OVER 500 MASKS!

ALL MASKS WILL BE DONATED TO SEEKING SOVEREIGNTY AND DISTRIBUTED ACROSS THE STATE.



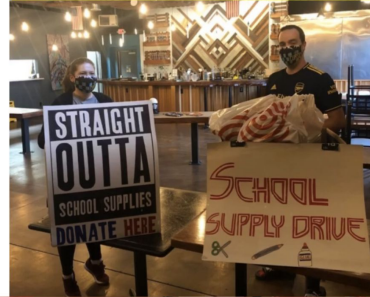
## Community Outreach Chair (2021)

The most important jobs in The Curse

Oversees Community Outreach Committee

Works directly with President to develop Community Partnerships

Organizes community service opportunities and searches for organizations I need in our community





**One-year  
commitment**

## Member Engagement Chair (2021)

- Manages Member Engagement Committee (Party Planning Committee)
- Maintains accurate and up-to-date membership and mailing lists
- Manages social events and celebrations
- In charge of watch parties and watch party programming
- Tabling and presentations about member benefits
- Source content for membership-wide communications





**One-year  
commitment**

## **Match Day Operations Chair (2021)**

- Tailgate and travel boss!
- Oversees Match Day Operations Committee
- Coordinates tailgates and activity planning for home matches
- Coordinates travel logistics for away matches





**One-year  
commitment**

# Brand & Identity Chair (2021)

- Oversees Brand & Identity Committee
- In charge of making brand awesome!
- Responsible for merchandise management and shipping
- Responsible for logo integrity
- Responsible for brand standards
- Content/Graphic Support (Digital & print design)

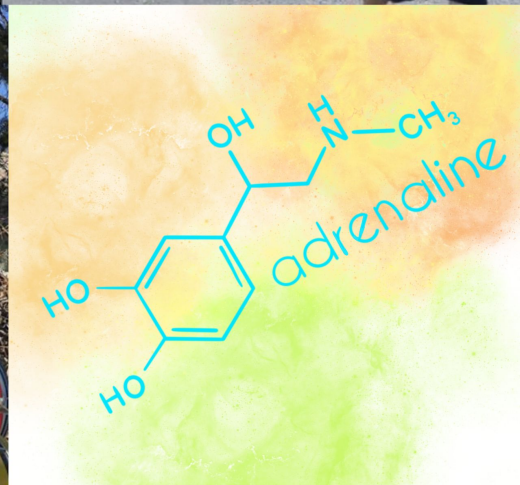




# One-year commitment

## Hype, Spirit, & Rowdiness Chair (2021)

- Your in-the-stadium leader!
- Oversees Hype, Spirit, & Rowdiness Committee
- Music & instrument coordination
- CAPO scheduling & training
- Creation of cheers and songs
- TIFO planning & execution





# Q & A

A large crowd of people is gathered at night, many wearing yellow and black clothing. In the foreground, several people are sitting on a large yellow and black striped banner. One person in the center is wearing a black t-shirt with the text "A DAY TO REMEMBER". To the right, a man is wearing a sombrero. In the background, a large flag is being held up, featuring a yellow and black striped design and the text "TAS ELETTA". The scene is filled with energy and excitement, with smoke or steam rising in the air.

End.

