

### COVER STORY

# Adios y Dios les bendiga! Farewell from Reina Maye Montoya

■ HIS PAST YEAR HAS BEEN SURREAL. Being able to experience my culture and its traditions firsthand has taught me what it really means to be a Taoseña. I am beyond grateful to have served in this role and create different friendships within the community and other surrounding areas. I love being able to attend and see different cultural events that go on in our community, especially the Fiesta. The Fiesta is an ongoing tradition that not only me but my family hold near and dear to our hearts. Being able to see friends, family and the community come together to celebrate our patron saints Santiago y Santa Ana is a blessing. I love being able to celebrate the Fiesta every year with people who love them as much as I do.



I truly thank, from the bottom of my heart, our community for the endless support they have shown me this past year and allowing me to be their Reina. Being a representative of the Taos community was a blessing and I enjoyed every day I was able to wear the crown. I also thank the amazing Fiesta Council and Royal Court Committee for always putting in long hours and so much work into making the Fiesta happen. Without them, I would not be where I am right now. Lastly, I thank my amazing friends and family for sticking by my side and helping to create so many memories that I will cherish forever. This year was made possible through the endless support of my mom Angelica, dad Anthony, grandma Maxine and grandpa Marc. I will never be able to repay you for everything you do for me.

I love each of you and can never say thank you enough.

I am delighted to welcome in our 2024 Royal Court and so excited for them to be able to represent Taos with such beauty and grace. I remind them to always smile because there are always going to be cameras on them, never forget to reapply your lipstick and mainly have fun! This experience is only a year and believe me it flies by, so always live in the moment and take pictures. Being a part of the Royal Court is such an honor, thank you to my Princesa's Mariebella, Natalia, Ariana and Zaira, along with our Caballeros. for sharing this experience with me. I know the women and men of the 2024 Royal Court will do amazing and carry themselves with a balance of pride and humility.

i Gracias a Dios por esta oportunidad y que Dios bendiga a todos!

Un gran abrazo, Reina de La Fiesta de Taos 2023 Maye Marquis Sarah Lillian Montoya

## Bienvenidos a la Fiesta de Taos!

## 2024 Reina Chantel Janae Emiliana Brumfield-Vigil

AM BEYOND BLESSED AND GRATEFUL to have been given this opportunity to represent my community and my town as La Reina de La Fiesta de Santiago y Santa Ana. Estoy extremadamente emocionada por todo lo que este año tiene para ofrecernos a mis Princesas, Caballeros y a mi. I thank everyone who has supported me in any way! I also thank my family and the families of las Princesas for everything you all do for all of us. I am confident that my Princesas and I are going to have a great year and are going to represent our community and families as best as we possibly can. I especially thank the Fiesta de Taos Council for their ongoing dedication and commitment in helping to keep this beautiful tradition alive.

### iMuchisimas gracias y que viva la Fiesta!

Chantel Janae Emiliana Brumfield Vigil 2024 Reina de La Fiesta de Taos

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2024 Reina Chantel Janae Emiliana Brumfield-Vigil





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## Princesa Tulianna Christina Dolores Flores

ULIANNA CHRISTINA DOLORES FLORES was born on September 25, 2006. She is the daughter of Elena Struck-Flores and Teodoro Flores with two sisters, Alexis and Avah. Julianna is seventh-generation Taoseña, granddaughter of Tina Jo Martinez, Doris Struck and the late Albert Struck. Julianna's ancestors include Bernabe and Dolores Struck, Jose Bernardino and Roselia Vigil, Polito E. and Tina V. Martinez, George and Edith Flores, Meliton and Clorinda Struck, Meliton and Elena Trujillo, Enrique and Sofia Lopez, Edwardo and Onofre Vigil, Juan Jose and Dora Vigil, and Pablo and Delia Flores. Julianna is a member of the San Francisco de Asís Mission Parish and enjoys participating in the annual enjarre, having mastered the art.

Julianna is a senior and honor-roll student at Taos High where she participates in varsity volleyball, basketball and softball. She recently joined a Denver basketball team and played in nine tournaments around the U.S. Julianna is

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**Julianna Christina Dolores Flores** 

an amazing artist who has painted professionally since she was 8 years old and sold many paintings through her journey. Julianna recently joined the mariachi class and enjoys playing guitarrón and guitar. Julianna is an avid reader.

Julianna plans to attend college to study American Sign Language (ASL), English and communications. These are programs close to her heart as Julianna is deaf in one ear and has first-hand experience with the difficulties the hard-of-hearing and deaf community encounter.

Her favorite part of growing up in Taos is that once someone knows whose family you are a part of, they automatically start sharing childhood stories of their family and how they know your relatives.

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JULY 18 -24, 2024 | TEMPO



## **Princesa**

## Josefina Adelaida Eloisa Cecilia Valencia-Sanchez

OSEFINA ADELAIDA ELOISA CECILIA VALENCIA-SANCHEZ was born on January 5, 2007 in Taos, New Mexico, and grew up in the communities of Ranchos de Taos and Arroyo Seco. She is the daughter of Dolores C. (Valencia) and Luis M. Sanchez Jr. and has a younger brother, Diego M. Sanchez. Her paternal grandparents are Violeta (Martinez) and Luis Sanchez Sr., and her maternal grandparents are Rebecca (Romero) and Jose Valencia. Josefina has one goddaughter on the way, Ali Cardenas.



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COUNTEST STEREINGTR

Josefina is a senior at the New Mexico School for the Arts in Santa Fe, New Mexico, and will graduate in May 2025. While attending school, she has been in over seven art shows and participates in the student council and the Women of Color Collective Club. She is a residential dorm student, commuting each week, and prides herself on being involved in her community. Previously, she participated in Our Lady of Guadalupe youth group, assisting with the summer bible camp for youth. Over the years, she has participated in mass and received her sacraments at the parishes of San Francisco de Asís Mission Church in Ranchos de Taos, Our Ladv of Guadalupe Church in Taos, and Holy Trinity Parish in Arroyo Seco.

In the future, she plans to pursue a degree in business and culinary arts to eventually open her own restaurant. This has been a dream of hers since she was a child. Josefina works toward her goal by trying out new recipes and using new ingredients. Besides cooking, she enjoys pursuing her art and finding new ways to express her creativity.

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### **Princesa**

## ela Eneoine Francis Vasquez

ZAVELA ENEDINE FRANCIS VÁSQUEZ was born on July 31, 2007, daughter of Reynold and María Inez Vásquez of Talpa, New Mexico. She has one older sister, Felice Vásquez. Izavela is the granddaughter of Mike and Guadalupe (Lupe) Anaya, Lorraine Vásquez and the late Johnny Vásquez. Her maternal great-grandparents are the late Manuelita and George Chavez, and the late Mary and Abel Anaya. Her paternal great-grandparents are Maria Floraida Archuleta and the late Tito Archuleta, and the late Margarita and Luis Vásquez.

Izavela grew up in Talpa, New Mexico, and attends the San Francisco de Asís Mission Church with her family. She

assists her grandma Lupe in the annual bake sale for the Catholic Daughters and for the feast of St. Francis church ta. A special memory she holds close Queen handing out balloons. **SPONSORS** DeVargas of Taos Funeral Home -Joaquin Gonzales

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Nancy & Tony Baca

Lucia Padilla

San Francisco de Asís Church

Ranchos Plaza Grill

Clint Zooc

Gina Miera

Grandma Ida and Grace Rivera Debbie and David Branchal

Jireh Electric



Izavela will be a 2025 Taos High graduate. She plans on attending the University of New Mexico in Albuquerque in the fall of 2025 to study business administration in hopes of opening her own business. As a young child, Izavela always enjoyed attending the Taos Fiesto her heart is when she participated in the 2011 Fiesta Children Parade, along with her sister Felice, walking along the Taos Fiesta Court, when her aunt Anna Eloisa Vasquez Rael was the 2011 Fiesta

Felice Vasquez

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**Izavela Enedine Francis Vásquez** 





## Welcome from the Town of Taos and Mayor Maestas



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Mayor Pascual Maestas

This year, let us take the opportunity to reflect and celebrate all that makes Taos a truly special place: community, family, tradition, culture, and love. With "amor y respeto a la comunidad y a uno mismo," we remember how we became the community we

are and how our path before us is inextricably tied to our path behind us. While change is inevitable, how we choose to grow and evolve must be founded upon our unique identity, history and culture.

Let's join together as a community to celebrate Taos and enjoy the food, music, and traditions of the Taos Fiesta! Thank you to the Fiesta Council and congratulations to la Reina de La Fiesta de Taos Chantel Brumfield-Vigil y sus Princesas Julianna Flores, Josefina Sanchez, y Izavela Vasquez!

Pascualito Maestas, Mayor Town of Taos

¡Que vivan la Fiesta!
¡Que vivan la Peina y sus Princesas!
¡Que viva Taos!

### **Taos Pueblo**

N COMMEMORATION of the patron saints Santiago and Santa Ana, Taos Pueblo joins the Town of Taos and surrounding communities in welcoming visitors and all alike, to the 2024 Fiesta de Taos. The Fiesta is a time to

join neighbors in celebration of community and to celebrate traditions that have been passed on and shared with many generations and multi-cultures, giving thanks for the special way of life here in Northern New Mexico.

Taos Pueblo shares and values the mix of cultural celebrations and traditions that bring our communities together. Taos Pueblo's main feast day takes place on Sept. 30. San Geronimo Feast Day honors traditions going back centuries, when our people traded with other Indian tribes and later with non-Indians.

We welcome you to visit our home which has been honored by the United Nations as a place of great significance in the world. UNESCO has honored Taos Pueblo's living culture, which we continue to carry on today. On behalf of the community of Taos Pueblo we wish you a safe, fun and memorable La Fiesta de Santiago y Santana!

Hon. Fred L. Romero, Governor Hon. Carpio T. Bernal



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Hon. Carpio T. Bernal



## Hiyuoho! iBienvenidos! Welcome! Mis queridos Taoseños y visitantes:

**RGULLOSAMENTE** les entrego la más cordial bienvenida, el cariño del Concilio de La Fiesta y un abrazo fuerte. We thank God for the blessings bestowed on our community as we affectionately refer to Taos as "La Tierra de Dios." Our community, culture, traditions and all things Taos may be expressed in one word: sabor. The flavor of our people, conversations, cuisine, music, fashion, style, and fellowship are all uniquely Taos.

Fiesta is a tradition passed from generation to generation, a way of preserving the rich cultures that have developed in Taos over the last four centuries. This festivity is a wonderful opportunity for all to unite in fellowship. It is a special time for families, friends, and visitors to come together and enjoy one another's company.

Taos' greatest charm lies within its people. We appreciate the participation and support of fellow Taoseños and neighbors from surrounding communities to instill in our youth the importance of both community and heritage.

As I enter my 43rd year with the Fiesta de Taos, my sincere hope is that you enjoy our centuries-old Fiesta de Taos, stay safe for yourself and for everyone around you, honor our past, embrace change, and love and respect yourself and our community. We invite our visitors to tour and visit the many cultural

receive with open arms, the cariño of our community.

Cariñosamente,

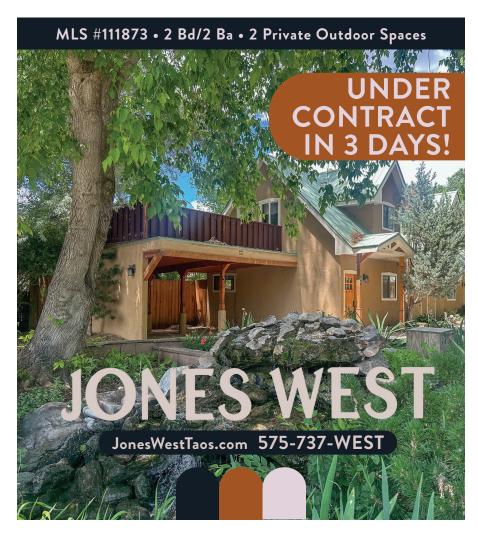
**Don Francisco Trujillo II** President Fiesta de Taos

and historical sites throughout Taos and iDios los bendigo y que viva la Fiesta de Taos!

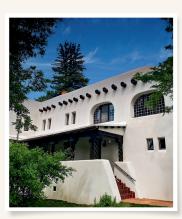
**Don Francisco Trujillo II** 

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#### TAOS ART MUSEUM at FECHIN HOUSE



227 Paseo del **Pueblo Norte** Located in the Historic District, a short stroll from Taos Plaza with ample free parking!

(575) 758-2690 www.taosartmuseum.org Immerse yourself in the awe-inspiring craftsmanship and artistry of the historic home and studio designed and built by renowned artist Nicolai Fechin between 1927 and 1933.





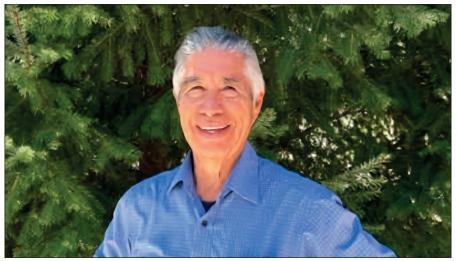
## **Taos County welcomes Fiesta**

**Bob Romero** 

T IS MY HONOR AND PLEASURE, on behalf of the Taos County Commission, other elected officials of Taos County, and the administration and staff to welcome you to the annual Fiesta de Santiago y Santa Ana on July

La Fiesta de Taos is an annual multicultural celebration of community, cultural pride, customs and traditions, and faith. Enjoy the festivities of the Queen's Court, the parades, the food, the lively entertainment, and rides on Tio Vivo in the park. One of my most memorable memories of the Taos Fiestas is the year 2007 when my daughter Ana Alicia Romero de Gonzales was Fiesta Queen.

May we be blessed with peace, love and happiness, and may we maintain respect for the event and the commu-



**COURTESY PHOTO** 

nity during the feast days of Santiago y

¡Que Dios les bendiga!
y ¡Que vivan las fies[a]

F.R. Bob Romero Chairman Taos County Board of Commissioners

## Senator Roberto 'Bobby' J. Gonzales

**FLCOME** to the 2024 Taos Fiesta, where we celebrate the theme: love and respect of community and self (amor y respeto a la comunidad y a uno mismo). This year's festivities invite you to immerse yourself in the vibrant tapestry of cultural richness that defines our beloved Taos.

Join us in honoring our past, celebrating our present and envisioning our future through an array of engaging activities and heartfelt festivities. Experience the soul-stirring music, savory fiesta foods and captivating entertainment that embody the essence of el Norte de Nuevo Mexico.

Whether you're a longtime resident or a first-time visitor, all are embraced in the warmth of our community's spirit during this time-honored tradition. Together, let's cherish the bonds that unite us and reaffirm our commitment to mutual respect and admiration.

Bring your loved ones, gather your friends and indulge in the sights,



COURTESY PHOTO

sounds and flavors that make the Taos Fiesta an unforgettable experience. Let's create memories that celebrate our shared values of love and respect for both community and self.

Join us as we come together to celebrate and proclaim:

iQué viva Taos!

Senator Roberto "Bobby" J. Gonzales, District 6



## la Fiesta

## 2024 Fiesta de Taos Council Membership



PHOTO BY CHUCK MCLAUGHLIN OF SEAN KELLY PORTRAITS

Photo taken at the San Francisco de Asis Mission Church, Ranchos de Taos, New Mexico.

### Back row (left to right):

Donovan Lieurance; Mary Thelma Trujillo Montez; Emilio Garcia; Annabelle Garcia-Noga; Estevan Martinez, vice treasurer; Kathleen Branchal-Garcia, treasurer; Hon. Don Francisco Trujillo II, president; Donna Jo Martinez; Ruby Ann Alaniz; Vito Trujillo, Jr.

#### Front row (left to right):

Stephanie Cordova-Levy; Bernadette Trujillo; Elma Vigil; Renee Medina Lavadie; Gwendolyn Gonzales-Romero, secretary; Isabel Chacon.

#### Not pictured:

Charles Lane; Mike Medina, vice president; Liz Medina; Tina Jo Martinez; Manuel Medina; Liz Peralta; Melecia Ortega; Philip Ortega; Theresa Trujillo; Auxiliary members: Jamie Acosta; Leo Acosta; Monique Cisneros; Joshua Herrera; Anjelia Martinez; Tiana Martinez; Bree Medina McCash; Antonio Montez; Geno Zamora.

## Fiesta music and more

Antonio Reyna y Mariachi Jalisciense among the many de Las Cruces and Michael Martin Murphey and his son Ryan Murphey are

among the many musicians performing during la Fiesta.



Antonio Reyna y Mariachi Jalisciense de Las Cruces



Michael Martin Murphey and his son Ryan Murphey

COURTESY PHOTOS

## 2024 Fiesta de Taos Honorees

### Martin and the late Elma Torres



COURTESY PHOTOS

Fiesta de Taos 1986. Left to right: Martin Torres; Alfred Peralta; the late Elma Torres; "Young and the Restless" actor Terry Lester; Liz Peralta; Don Francisco Trujillo II; R.C. Gorman. Photo taken at the Gorman Estate.

**ARTIN TORRES AND HIS LATE WIFE**, Elma, were born in Taos County. Martin was born to Onesimo Valentin and Ana Torres of Arroyo Seco, as the eighth of 12 children. Elma was born to Venceslado and Floraida Tafoya of Ranchos de Taos and was the eldest of six children.

Martin and Elma married in 1959 and raised five children: Yvonne, Cynthia, Annette, Loretta, and Martin Jr. Their family expanded with the addition of their sons-in-law Kenneth Ferrone and Raymond Martinez, and five grandchildren: Casey and his wife Erica, Briana Torres, Chase Ferrone, Aleea Torres, and Shawn Martinez.

Martin and Elma began their life together as entrepreneurs in the '60s, co-owning the Taos Bowling Alley and El Cortez Movie Theatre in Ranchos. Eventually, they sold the businesses and concentrated on ranching. Prior to meeting Martin, Elma first entered the workforce at the age of 18 years and began her career with the State of New Mexico's Human Services Department. Thirty-two years later, she retired at the early age of 50 and would go on to start a second career as an administrator for the Taos Historic Museums. Martin, a self-employed rancher, found fulfillment following in the footsteps of his father, Onesimo, raising sheep and cattle.

Together, Martin and Elma would eventually go on to establish a class-A park, Elk Ranch, where they spent numerous holidays and weekends enjoying the outdoors with their family. They also had an appreciation for camping, traveling, entertaining and spending time with relatives and friends.

Martin and Elma were each raised with a strong faith in the Lord, which they fostered by serving Our Lady of Guadalupe Church as mayordomos, fundraisers, and coordinators of various activities. Their faith-based servantship extended to civic service by joining the Taos Fiesta Council in the '80s, bridging their faith with community service. As council members, Elma and Martin had a strong interest in preserving the Catholic tradition of celebrating the patron saints, Santiago and Santana. They would serve on the Taos Fiesta Council for 26 years, each holding various roles such as president and vice president. Elma also held roles as secretary and treasurer, and Martin as entertainment chair. Their time with the council would not only present an opportunity to travel abroad to Spain and Mexico, but it was also a platform where new connections and friendships were formed. These



**Martin and Elma Torres at the Taos Fiesta** 

connections included the Santa Fe, Española, and Las Vegas Fiesta Councils as well as talented musicians and performers that resided in Taos, across the state of New Mexico and abroad.

Aside from enjoying the traditional Fiestas de Santiago and Santa Ana, Martin and Elma also looked forward to the celebratory fiesta kickoff event, the Fiestecita, and the winter fundraiser, the Merienda. Martin and Elma were proud to serve their community through the Taos Fiesta Council.

The Martin Torres family extends their appreciation and gratitude to the Taos Fiesta Council for honoring their parents/grandparents at this year's event.

## iQue viva la Fiesta de Taos!

## 2024 Fiesta de Taos Honoree Audrey Davis

UDREY DAVIS: 84 YEARS OLD and still going strong!

"I am so honored to be an Honoree of the 2024 Fiesta de Taos. Thank you so much Fiesta de Taos Council Members," Audrey said.

Audrey moved to Taos in 1979 after purchasing Taos Designs, a jewelry store on the Historic Taos Plaza. In 1984 she found her life's work teaching violin to hundreds of children using Dr. Suzuki's pedagogical ideas. Suzuki based his approach on the belief, "Musical ability is not an inborn talent but an ability which can be developed. Any child who

is properly trained can develop musical ability, just as all children develop the ability to speak their mother tongue. The potential of every child is unlimited." The method is taught with love and encouragement and without criticism. The result gives Audrey great joy.

In 1991 she began teaching violin for the mariachi program at Taos High School with Nick Branchal, director, and the adult mariachi group, Mariachi Rio Grande. Coming from a classical background, Audrey found great pleasure in playing the folk music of Northern New Mexico. First with Jenny Vincent for 10

years, then with Jolin Archuleta, a duo, for 15 years.

Audrey currently continues teaching at Taos Middle School and Taos High School for the mariachi programs, with Norbert Martinez, director of Mariachi Tigre.

"I am so blessed to have had the opportunity to teach all these years, 40 years. I believe music can change a child's life! Thank you, Taos, New Mexico!"

**Audrey Davis** 

COURTESY PHOTO



#### **CULTURE**

# Fiesta Calendar of Events

ALL EVENTS AT KIT CARSON MEMORIAL PARK, EXCEPT FRIDAY'S MASS AND PROCESSION.

#### FRIDAY, JULY 19

11 a.m.-noon | Mystic Dance noon-1 p.m. | John Archuleta and Audrey Davis

1-2 p.m. | Michael Rael y Sus Compadres

2-3 p.m. | Lluvia Negra

**3–4 p.m.** | Martin Martinez Band

**4–5 p.m.** | UZ BAND

**5–6 p.m.** | Pete Martinez y Suave

**5– 6:30 p.m.** | Fiesta Mariachi Mass – Our Lady of Guadalupe Catholic Church

#### Celebrants

The Reverend Peter Felice Mgendwa Pastor, Our Lady of Guadalupe Parish The Very Reverend Michael Garcia Pastor, San Francisco de Asís Mission Parish Dean of Priests, Northern District Archdiocese of Santa Fe The Reverend Ryan Stoer Associate Pastor, San Francisco de Asis Mission Parish The Reverend Angelo Marquez Pastor, Holy Trinity Parish

#### Procession to Kit Carson Memorial Park led by Mariachi Jalisciense de Las Cruces

**6–7 p.m.** | Northern Revolution

**7–8 p.m.** | Opening Ceremonies

**8–9 p.m.** | Mariachi Jalisciense de Las Cruces

**9–10 p.m.** | Broken Road **10 p.m.** | Park closes

#### **SATURDAY, JULY 20**

**9–10 a.m.** | Traditional Northern New Mexico Music

10-11 a.m. | Mariachi Jalisciense de Las Cruces

11 a.m.-noon | Mystic Dance noon-1 p.m. | Antonio Reyna con Mariachi Jalisciense de Las Cruces

1–2 p.m. | Emi Arte Flamenco y Vicente Griego

2-4 p.m. | Legacy Band of Colorado Springs

4–5 p.m. | Una Mas y La Chacha

**5–6 p.m.** | Legacy of Santa Fe Band

**6–7 p.m.** | ALTO

**7–8 p.m.** | Candace Vargas and NortherN 505

**8–10 p.m.** | Red Wine – Gran Baile de la Fiesta

**10 p.m.** | Park closes

#### **SUNDAY, JULY 21**

**9–10 a.m.** | St. Francis Choir

**10–11 a.m.** | Blue Healers

11 a.m.-noon | Destino

noon-1 p.m. | Time Machine

**1–2 p.m.** | Sarae Garcia y Grupo La Gente

**2–2:10 p.m.** | Honorees Special Presentation

2–3:30 p.m. | Michael "Miguel" Martin

Murphey – Multiple Grammy nominee and Academy of Country Music Award recipient

**3:30–5 p.m.** | Severo Martinez y Fuego

**5–6 p.m.** | Simpatico

**6–7:30 p.m.** | Black Pearl

**7:30 p.m.** | Park closes – Fiesta Finale We look forward to your participation at the 2025 Fiesta de Taos, July 18-20, 2025!



