

NORA News



November 2023

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Board President Emphasizes Communication at Annual Meeting



The Seventy Second Annual Meeting for Northern Rio Arriba Electric Cooperative is now complete for another year. This year's meeting took place at a new location at the Down Home Lodge, formerly known as the El Meson Lodge. It was a very accommodating venue for the interested attendees. It provided a more intimate setting than the previously used Chama Community Center, yet there was plenty of room for those in attendance.



Members, and guests alike, were also treated to live music performed by Melvin Montano during the lunch hour preceding the commencement of the meeting. A total of ninety-four members were in attendance when the quorum was announced at the beginning of the meeting.

Board President Steve Rendon at the 72nd Annual Meeting the Board of Trustees President's report by Steve Rendon, Treasurer's report from Leroy Martinez, words from Charise Swanson, CEO of the NMREC (New Mexico Rural Electric Cooperatives), Duane Highley, CEO of Tri-State G & T, and the General Manager's report by Executive Vice President and General Manager, Anthony Mercure.

The meeting was concise and efficient featuring

VFW Post 8448 members Sal Samora, Steve Gallegos, and Bernie Madrid opened the meeting with the presentation of flags. The invocation was given by Pastor Don Hunter, who is also the owner of the Down Home Lodge.

During his address, Board of Trustees President Steven Rendon made reference to an article written by Tony Anderson, President of the NRECA (National Rural Electric Cooperative Association) which featured the importance of taking a proactive approach to communication between cooperatives and members.

As he explained with a relevant comparison of acquiring and storing plenty of firewood and hay during the warmer temperate months, communicating and maintaining transparency with members prepares us for times of need such as when a major storm happens or when a rate increase becomes inevitable.



Rendon stated quite simply, "We need to build trust and educate our members to let them know they belong to something more than just a utility." Engaging with and informing members ahead of time about cost of service and financial needs for things such as construction projects and responding to repairing weak

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Phone: 575-756-2181 - After hours Option 1
When reporting an outage, please provide the following information:

- Name
- Meter Number
- Service Address
- Telephone Number
- How long your power has been off



If you are currently experiencing financial difficulty, or if you are in a low income status and are continuing to have difficulty paying your utility bills, please contact the NORA office for options on setting up payment arrangements. You can also request financial assistance through LiHEAP by calling 800-283-4465.

Beginning November 13th Fall/Winter Office Hours Take Effect: Open 7:00am - 3:30pm Monday-Friday

General Manager Makes Important Announcement to Members

During his presentation, Executive Vice President and General Manager, Anthony Mercure explained to members that a major project is underway by the field crew to replace all current PLX meters with new radio frequency (RF) meters. Over the next several months, NORA crew members to be going from house to house doing GPS mapping. Then, the replacement of the meters will begin requiring the crew to access the private property of our members.

Mercure is asking all members for their patience and cooperation throughout the duration of the project. The new meters will be of great benefit to members and the public overall. The field crew access to private property is granted legally by way of the utility easement agreement. If any members have any issues or concerns about us on their property, please call the office or Anthony Mercure.

Mercure also wanted to clarify the rate increase announcement that was made earlier this summer. As part of the strategic planning goals, NORA completed a comprehensive cost of service analysis in early 2023. The detailed results of this study were mailed to members in June and July. Our September newsletter confirmed the rate increase would be taking place. The percentage of the increase is 8.5%, and it was implemented on August 31, 2023.

The proceeds of this increase will offset increased operating costs NORA has experienced including the 2019 system upgrades including the Cebolla substation and the 10.5 mile transmission line that was rebuilt between Canjilon and the Spills Ranch. Proceeds will also help cover the increase in the cost of materials, fuel and interest rates caused by inflation.



The NORA office will be closed Thursday, November 9th in observance of Veteran's Day and Thursday and Friday, November 23rd and 24th for Thanksgiving.



Our linemen are on call 24 hrs/day, 7 days a week. Please call 575-756-2181 to report power outages.



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spots in the distribution system will help build a better understanding of those needs and costs when the discussion arises for those types of decisions to be made.

When information is lacking, people tend to share in negative communication. By proactively communicating with members early and often through various avenues such as the monthly newsletter insert, the Enchantment Magazine, the Rio Chama Reporter, our website noraelectric.org, Facebook, land line phone messages, and in person in the office and in the field, we can turn that negative into a positive.

In closing his address, Rendon reaffirmed his support of the NORA staff and Board of Directors to continue to utilize the current forms of communication moving forward to build and strengthening relationships among members. He also thanked everyone for their patience, positive attitudes, actions, and words and added, "They go a long way when the staff & crew is out working during snow storms in 15 degrees below zero weather."



VFW Post 8448

Billing Schedule November 2023

Bill Due Date	21-Nov
Usage From	30-Sep
Usage To	31-Oct
SEDC Pickup @11:59pm	1-Nov
Bill Sent	1-Nov
Late Notice Sent	22-Nov
Contact/Follow Up	7-Dec
Disconnects/Cut Off	12-Dec



Think you have what it takes to join our line crew? Apply now for our Journeyman Lineman opening. We're seeking a skilled individual to join our team. Inquire at 575-756-2181 or stop by our office today to apply.

