

Executive Directors Monthly Report
July, August, September 2024
Barbara Gomez, Executive Director /MainStreet Roswell
Submitted: Board meeting: October 11, 2024

Acronyms and Abbreviations:

MSR = MainStreet Roswell

CoR = City of Roswell

NMMS = New Mexico MainStreet

ED = Executive Director

MSA = MainStreet America

CCEDC = Chaves County Economic Development Corporation

July 1st – 7th – This week was spent organizing and making preparations for the UFO/AlienFest event that was being held July 5th -7th. Many hours were spent organizing payments, vendors and food trucks, locations and entertainment.

Much of this month was spent cleaning up and organizing final reports for the UFO/AlienFest and verifying payments and deposits.

July 1, 2024 – Final UFO Committee meeting held prior to the event to go over details and final set ups for the UFO/AlienFest event. MSR Board held a meeting to go over final details for vendor set up and assignments for festival activities being held in the Main Street district.

July 2, 2024 – Interview with Hobbs Spanish radio station regarding the upcoming UFO/AlienFest event.

July 2, 2024 – CoR Finance Committee meeting. MSR provided the FY 2024 Profit and Loss and took questions from the committee.

July 2, 2024 – UFO Volunteer meeting

July 4, 2024 – Set up vendor and truck locations on Main Street from 4th Street to Walnut Avenue.

July 5, 6, 7, 2024 – UFO /AlienFest event was held in the Main Street district. Board members, ED and volunteers helped to man tables and assure that vendors and food trucks were set up and ready to go. Board members followed up with vendors and food trucks throughout the event to assure all was going well and to monitor trash pick-up. They also helped with breakdown on the last day of event.

July 8, 2024 – Monthly MSR Board meeting was held at 5:30pm.

July 11, 2024 – CoR City Council meeting. MSR presented their annual report to City Councilors along with a PowerPoint presentation. Unfortunately the wrong file was sent and could not be shown however the ED emailed the presentation later to all the Councilors for their review. Not questions or concerns were noted.

July 16, 2024 – Regularly scheduled Stakeholders meeting was cancelled for this month.

July 25, 2024 – Regularly scheduled CoR Legal Committee meeting – MSR was not on the agenda.

July 26, 2024 – Meeting with Hispano Chamber of Commerce to discuss happenings at the Chamber and to discuss the Horseshoe Nail Brigade group that has been formed with the assistance of NMMI for the IPA school.

July 31, 2024 – UFO/AlienFest – After Action meeting. Various members of the committee met to discuss the event. Items discussed were what went well, what did not go well and what will we never do again. Overall, many improvements were identified to make the event run smoother. Advertisement was also discussed and the group decided that some ads would not be utilized next year. Entertainment ran well however the Cultural stage on the South Main seemed to have more activity with dancing and foam parties. Main Stage on 5th Street was deemed to large and hard to maneuver parade vehicles on the Eastside of the stage. Headliner was good but cost too much and was not as well recognized as we'd hoped. Other plans will be made for entertainment next year. Discussed the final Roswell Daily Record thank you ad. Various groups volunteered to pay \$100 towards a full-page ad. The ad will run on Sunday, August 4th. The group also discussed the

July 31, 2024 – Regularly scheduled CoR SET (Special Events Team) meeting was held. MSR did not present an upcoming event.

August 1, 2024 – Regularly scheduled CoR Finance Committee meeting. Agenda item 1. MSR was on the agenda to Consider recommendation of approval for MSR for funding to City Council in the amount of \$75,000. Agenda item 19. Non-action item – MSR provided the FY24, 4th Quarter report. No questions or concerns were identified.

August 2, 2024 – ED attended the Sertoma Club luncheon to provide an update on the UFO/AlienFest event to present them with thank you gifts for their sponsorship of the event. We have plans to partner up with Sertoma in November on the Cash Raffle fundraiser.

August 4, 2024 – UFO/AlienFest full-page thank you ad ran in the Roswell Daily Record along with a short write-up of the event. Thank you to the Sponsors, in-kind donations, volunteers and to the CoR.

August 6, 2024 – ED followed up with EDD/COG regarding the funding for the upcoming Wayfinding elements and need for funding to complete the projects.

August 6, 2024 – Meeting with members of the Matanza committee to discuss the upcoming event and if/how ED could assist with this event. ED agreed to help oversee the Marketing/Advertising committee on a limited basis.

August 7, 2024 – ED and Board member met with Xcel Energy to thank them for their sponsorship of the UFO/AlienFest and give them some thank you gifts.

August 7, 2024 – CoR after-action review of the UFO/AlienFest. MSR and other UFO committee members met with various city departments including the RFD and RPD discussed how to make the event run more smoothly. Concerns with parade were discussed and the use of the RPD and/or CCSO. Vendor set up and crowd control during the parade. Overall, the event seemed to run well.

August 8, 2024 – CoR City Council meeting. MSR was on the agenda under New Business/Regular Items # 31 – Approval of the MainStreet Roswell Request for funding in the amount of \$75,000. Request was approved by City Council.

August 12, 2024 – MSR monthly Board meeting.

August 14, 2024 – ED attended the Rotary Club meeting and have a presentation on MSR and the UFO/AlienFest - also provided MSR gift bags with swag items.

August 16, 2024 – ED met with Nancy and others at the Miniatures and Curious Collections Museum to discuss an event to be held on Richardson in front of the museum. The museum wants to hold an event called Bizarre Bazaar that focuses on arts in the district. We also discussed a block event call Rockin on Richardson. It was decided that MSR would oversee the Rockin on Richardson event & that the Miniatures would oversee the Bizarre Bazaar event that will be held on

August 17, 2024 – ED was attended the Go Latinas! event as a guest speaker. The event was hosted by WESST corp.

August 20, 2024 – Lodger's Tax Report to the CoR was completed.

August 26, 2024 – UFO/AlienFest report and PowerPoint presentation. The UFO committee met to work on the report to the CoR regarding the UFO/AlienFest event.

August 27, 2024 – Matanza promotion and marketing meeting. ED helping the organizers of the event with giving direction on promotion and marketing.

August 27, 2024 – Meeting with Devon Bullock to inspect the Community Christmas tree, looking for broken or damaged areas. The tree was blown down 2 times last year.

August 28, 2024 – ED and Farmer's Market manager attended the CoR SET team meeting and reviewed the permits and maps with the group. Awaiting approval from the DOT for the parade and pending a letter from the CCSO to take care security for the parade.

August 28, 2024 – MSR meeting with CoR Engineer, Mr. Najar regarding the Wayfinding gateway design and status. Follow up again with Mr. Najar on next steps.

August 29, 2024 – ED to review with MSR Treasurer, CoR Sponsorship funding.

August 30, 2024 – ED, Board member and Galacticon organizer met with City Manager to discuss plans for the 2025 UFO Festival.

August 31, 2024 – ED met with new merchant on Main Street who will be opening the Alien Escape room in the district.

September 5, 2024 – Accreditation presentation via Google with NMMS. Meeting was held to go over the process and documents needed to complete accreditation through NMMS. Date for review was set for October 30, 2024 via Zoom.

September 9, 2024 – MSR monthly Board of Directors meeting.

September 12, 2024 – CoR City Council meeting. MSR on the Agenda under Lodgers' Tax Request, Item # 25. Approval of the AlienFest Lodgers' Tax funding request in the amount of \$20,000 and MSR will negotiate with the CoR for sponsorship.

September 13, 2024 – MSR ED, Board members and Galacticon met with the CoR Attorney, City Manager and Public Affairs to negotiate AlienFest city sponsorship. MSR requested \$60,000 but was approved for \$50,000

September 17, 2024 – met with Sean Kelly and staff of the local American Red Cross.

September 17, 2024 – Stakeholders meeting was held at Tiny Trends business location on Main Street. It was available in person or via FB Live. Provided updates and discussed up coming Holiday events and theme.

September 19, 2024 – ED met with local food truck vendor Tacos Pita. They are interested in opening a brick-and-mortar location on Main Street prefers on MS. ED agreed to look into locations and to provide him with community assistance.

September 25- 27, 2024 – ED attending the NMMS Quarterly Conference held in Deming, NM. This conference is a required activity for ED. Board members, local city officials and merchants are encouraged to attend.

September 28, 2024 – Chile Cheese Festival. This year the CCF was held as a one-day event on the Chaves County Courthouse lawn in conjunction with the Farmer's Market.