

Executive Directors Monthly Report
City of Roswell – Q2 - Oct, Nov, Dec 2024
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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

During Q2 MSR board /ED worked on the upcoming Annual Accreditation and the upcoming December Holiday Events on Main Street, December 6-7 – permits and police escort for the parade, sponsors, vendors, food trucks and advertisement.

October 4, November 1, December 6, 2024 – MSR has standing radio time on the first Friday of each month at 9am on the “Mornings with Mike” show on PVBC radio. ED promotes upcoming events in the district, new businesses to the district, upcoming revitalization efforts and need for volunteers

October 15, 2024

MSR ED, President, VP, met with RSVP Director for an introduction and overview of Quickbooks. Board and ED are seeking to better understand our financials and to decipher the reports for spending and how to make better use of funding.

October 15, 2024 – Stakeholder meeting was held in October hosted by The Gallery Main Street Arts. Monthly Stakeholder meetings are hosted by various Main Street merchants. Meetings can be held in person or via FB live. The following are presented during the meeting: introduction of the host business, new merchants to the district, empty buildings and upcoming events. Questions or concerns are discussed.

October 22, 2024 – Board Finance meeting was held with Executive Committee in attendance.

October 23, & 24 2024 - Board and ED worked on elements needed to complete the Annual Accreditation process through NM MainStreet.

October 25, 2024 – Annual Accreditation documents completed and forwarded on to NM MainStreet.

October 27, 2024 - Matanza meeting with Executive Committee to discuss changing the date of the Matanza from December 2024 to May of 2025 due to recent flooding.

October 30, 2024 – NM MainStreet, MSR Board and community partners were invited to attend the meeting held to review and discussion of the results of the MSR Annual Accreditation. The meeting was held at the EDC office with community partners including; CoR Mayor, EDC, CoR

Engineering. MSR received their Accreditation for 2025. Documents, NM MainStreet will be forwarding recommendations and goals for 2025.

October 31, 2024 – Halloween trick or treating in the district was organized by Alien Enchantments. ED promoted the event on the MSR FB / Stakeholder page.

November 7, 2024 – Zeffy demo with Q&A. Zeffy is a payment platform that is for non-profits and does not have a service charge. Looking into this payment for upcoming events instead of using Square or PayPal.

November 7, 2024 – Board member donated a television and helped to set it up. The TV is for the MSR Board room to be used to view Zoom meeting and to provide education.

November 12, 2024 – Great Blocks / Chaves County Cultural Plaza meeting held with Chaves County staff. Bids were put out for the construction of the plaza. No bids were received due to the recent storms and no contractors available. Chaves County will put out the bid again and focus on Texas and El Paso.

November 13, 2024 – MSR Board monthly board meeting was held with a quorum present. Discussed the upcoming MSR Annual Board meeting, date set for January 11th from 9am to 3pm. Elections were also discussed and board was provided Bylaws information regarding elements for the Annual meeting and also information on board nominations and terms.

November 14, 2024 – ED recorded an ad with Don Niccum at Majestic radio. Ad will be promoting the upcoming Holiday Events on Main Street.

November 16, 2024 – ED/Board and volunteers worked on decorating the light poles on Main Street with ribbons, bows and Santa hats.

November 19, 2024 - Stakeholder meeting hosted by Alien Enchantments. Monthly Stakeholder meetings are hosted by various Main Street merchants. Meetings can be held in person or via FB live. The following are presented during the meeting: introduction of the host business, new merchants to the district, empty buildings and upcoming events. Questions or concerns are discussed.

November 20, 2024 – ED conducted an interview with Roswell Daily Record, Vision Magazine regarding the upcoming Holiday Events on Main Street.

November 21, 2024 – ED/ MSR Design team met with Engineering to discuss the Gateway to be put up on 9th / Main Street. Discussed costs and the new shorted gateway. 2 Design graphics were presented with the possibility of having another graphic designed by Juliana H.

November 22, 2024 – ED met with the Matanza Steering Committee regarding the May 2025 event. Discussed partnering up with the Roswell Hispano Chamber of Commerce and the Cinco de Mayo.

November 27, 2024 – MSR ED/ President held a Zoom meeting to discuss our website host sites that are hosted by SPR Host. Those invited included; Juliana H, Curtis G., Billy, SPR Host. All were in attendance except for Billy, SPR host. MSR is planning on buying host sites from SPR Host and moving the hosting and computer management to CamzTec services.

November 27, 2024 – Roswell Daily Record, full page ad came out advertising Shop Small Saturday, on November 30th and the upcoming Holiday Events on Main Street. 8 downtown merchants took advantage of the advertising opportunity by paying for a business card size ad in the ad for \$100.

November 30, 2024 – Shop Small Saturday swag items were delivered throughout the district by Board members, ED and volunteers. Swag included canvas bags, signs and window stickers.

December 6, 2024 – Mornings with Mike on PVBC radio. ED provided information on the Holiday on Main Street event with information on vendors / food trucks, entertainment and the Electric Light Parade.

December 6-7, 2024 – MSR held the Annual Holiday Events on Main Street event the included Lighting on the 17ft Community Christmas Tree, vendors, food trucks, entertainment and the Electric Light Parade. Chaves County, MSR Board, ED, Volunteers assisted in putting up Community Christmas tree. Chaves county also installed hooks into the cement to secure the tree from falling down.

December 11, 2024 – Monthly MSR Board meeting was held. The board voted to move CPA services from Katie Lollar to Tony D'Arrezo by January 1, 2025. Juliana H. was voted in as a non-voting Ex-officio of the MSR Board. MSR Annual Board meeting was discussed with plans to meet via Zoom with NMMS to attend and provide an overview of MainStreet, Board Executive Director responsibilities. Board nominations was provided and nominations were requested. Discussed NMMS Re-branding plan for 2025 and those to be on this committee.

December 12, 2024 – ED met with Jake with A.i platform that they are selling. MSR needs a system to capture numbers of visitors and tourists coming to events. ED invited others to view this platform as an option that we could all use as this platform is too expensive. Further discussions need to be set up.

December 13, 2024 – Meeting held to discuss the use of the Chaves County Courthouse lawn during the Farmer's Market and PinataFest. Members of both MSR and Hispano Chamber of Commerce were in attendance. A plan was created to co-exist on the courthouse lawn on the same day, September 26-27. Plan will be sent to Chaves County with permits being sent to both MSR / RHCC.

December 17, 2024 – Stakeholder meeting was cancelled in lieu of the upcoming Annual Stakeholders meeting.

December 17, 2024 – Annual Stakeholders meeting and Reception was held at Sweet Baby J's. Stakeholders and community partners were invited. Report was provided on 2024 and plans to 2025. Stakeholders were asked to give feedback on what events were beneficial to them and what they would like to see happening in the district moving forward. Stakeholders requested more information about events sooner than later and are glad to participate if more is communicated sooner.

December 18, 2024 – Zoom meeting with NMMS, Amy B, MSR Board/ED to discuss the upcoming Annual Board meeting. It was discussed that Amy will provide a overview of the NM MainStreet and what is available to MSR, she will also provide responsibilities of Board Executive Committee and other non-profit info. She will provide us with a PowerPoint and the meeting will be recorded. Connie Loveland, Tucumcari MainStreet and MSR accreditation reviewer will provide update on the accreditation – accomplishment and items that need work and plans to 2025.

December 19-20, 2024 – Continue working on the Annual Board meeting and items needed for the meeting. Set up a meeting space that has access to wifi, screen with sound. Set up lunch and send out invites to CoR partners.