

Roswell Hispano Chamber of Commerce
2nd Quarter Report
October, November and December
2024

Business Retention and Development	Objective	Activity
Promotion of economic vitality and business retention to include small and minority owned business within the City of Roswell.	1- One-on-one meetings to recruit and educate Roswell businesses. 2- Assist businesses hire in Roswell and Chaves County area. 3- Survey membership annually. 4- ID educational and provision of educational in areas of marketing; promoting business growth: 5- Internet marketing 6- Social media Advertising 7- Professional leadership courses to develop future community leaders.	1. -Public Library Collaboration -Dia De Los Muertos Celebration 2. Partners with ENMU-R via the C3P-O grant initiative. Finished C3P-O Program Participation 3. Promoted various community events on our Facebook page, and website. 4. Started Billing Current members. 5. Promoted via facebook, and website job openings for our members, and education initiatives. 7. Gained 1 New Member 8. Hired Executive Director Melissa Urban Cobos in December 2024
<u>Community and Professional Enhancement</u> Provide and educate benefits of, and avenues creating an environment that is safe and attractive for citizens of Roswell. Page 2	Counsel on and/or provide opportunities that would help individuals identify paths to enrich personal and professional skills that lead to job opportunities. 1. Create focus type groups to enable citizens to participate in decision-making that helps create future directives of Hispano Chamber.	1. Held in collaboration with ENMU-R, NMML, Youth Challenge, and Job Corps an education fair in the month of November 2024. 2. Cosponsor and help organized in collaboration with NMSBDC, the Southeast New Mexico Smal Business Development Conference, which was held in 11/18/2024, a total of 40 attendees where present.

(continue)
Community and
Professional
Enhancement

- Support the City of Roswell’s Visitors Center Through:
 - a.** Distribution of maps, community guides and other materials as deemed appropriate.
 - b.** Publicizing attractions, tourism facilities and activities as appropriate on social media, newsletters, web and other communication and marketing efforts.
 - c.** Promotion of events, including collaboration and coordination with Main Street Roswell, the UFO Museum, Roswell Chamber of Commerce, Eastern New Mexico State Fair Board, Hike It and Spike It committee, and the Tourism Council, to publicize, support and provide volunteers for events

Working with HSNB on MatanzaFest event, that will be held in May 10 2024.

Profit & Loss

October through December 2024

	Oct - Dec 24	Oct - Dec 23	\$ Change
Ordinary Income/Expense			
Income			
Program Income			
Membership Dues	650.00	5,500.00	-4,850.00
Total Program Income	650.00	5,500.00	-4,850.00
Indirect Public Support			
City of Roswell	12,500.00	9,375.00	3,125.00
Total Indirect Public Support	12,500.00	9,375.00	3,125.00
Direct Public Support			
Gifts in Kind - Services	600.00	2,460.00	-1,860.00
Total Direct Public Support	600.00	2,460.00	-1,860.00
Other Types of Income			
Miscellaneous Revenue	290.32	0.00	290.32
Total Other Types of Income	290.32	0.00	290.32
Pinata Fest Revenue	0.00	125.00	-125.00
Total Income	14,040.32	17,460.00	-3,419.68
Expense			
Payroll preparation fees	120.00	0.00	120.00
Contract Services			
Accounting Fees	600.00	600.00	0.00
Total Contract Services	600.00	600.00	0.00
Facilities and Equipment			
Equip Rental and Maintenance	24.94	566.39	-541.45
Rent Bldg	1,500.00	2,250.00	-750.00
Total Facilities and Equipment	1,524.94	2,816.39	-1,291.45
Operations			
Advertising	199.04	2,082.12	-1,883.08
Bank Service Charges	45.00	0.00	45.00
Bank Fees	0.00	63.60	-63.60
Conference, Convention, Mee...	0.00	633.90	-633.90
Director Fees	0.00	6,000.00	-6,000.00
Dues & Subscriptions	0.00	450.00	-450.00
Internet & Website Exp	0.00	258.41	-258.41
Office Expense	0.00	443.78	-443.78
Payroll Expenses	3,714.24	1,503.00	2,211.24
Payroll Taxes	320.98	133.69	187.29
Postage, Mailing Service	0.00	52.80	-52.80
Supplies	0.00	171.97	-171.97
Taxes	60.46	0.00	60.46
Travel and Meetings	0.00	556.35	-556.35
Total Operations	4,339.72	12,349.62	-8,009.90

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ROSWELL HISPANO CHAMBER OF COMMERCE

01/15/25

Profit & Loss

Cash Basis

October through December 2024

	Oct - Dec 24	Oct - Dec 23	\$ Change
Other Types of Expenses			
Cinco de Mayo related expen...	0.00	0.00	0.00
Day of the Dead expenses	0.00	215.16	-215.16
Día de Los Ninos	0.00	100.00	-100.00
Pinatafest Expense	0.00	1,751.36	-1,751.36
Donation	0.00	300.00	-300.00
Total Other Types of Expenses	0.00	2,366.52	-2,366.52
Total Expense	6,584.66	18,132.53	-11,547.87
Net Ordinary Income	7,455.66	-672.53	8,128.19
Net Income	7,455.66	-672.53	8,128.19

ROSWELL HISPANO CHAMBER OF COMMERCE

01/15/25

Balance Sheet

Cash Basis

As of December 31, 2024

	Dec 31, 24	Dec 31, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Pioneer Bank #76232	36,857.88	0.00	36,857.88
Pioneer bank #48330	34,385.14	0.00	34,385.14
Checking at Wells Fargo Bank	519.88	41,266.14	-40,746.26
First American Bank	601.38	11,008.60	-10,407.22
Pioneer Bank	0.00	1,450.12	-1,450.12
Petty. Cash	150.00	0.00	150.00
Total Checking/Savings	72,514.28	53,724.86	18,789.42
Total Current Assets	72,514.28	53,724.86	18,789.42
Fixed Assets			
Computer Equipment	1,596.96	1,596.96	0.00
Total Fixed Assets	1,596.96	1,596.96	0.00
TOTAL ASSETS	74,111.24	55,321.82	18,789.42
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
Payroll Liabilities	938.87	557.93	380.94
Total Other Current Liabilities	938.87	557.93	380.94
Total Current Liabilities	938.87	557.93	380.94
Total Liabilities	938.87	557.93	380.94
Equity			
Unrestricted Net Assets	54,763.89	37,113.21	17,650.68
Net Income	18,408.48	17,650.68	757.80
Total Equity	73,172.37	54,763.89	18,408.48
TOTAL LIABILITIES & EQUITY	74,111.24	55,321.82	18,789.42



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, October 8, 2024 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

- I. Call to Order
 - a. Roll Call
- II. Approval of the agenda
- III. Approval of meeting minutes as follow
 - a. 08/2/24 meeting minutes
 - b. 09/10/24 meeting minutes
 - c. 09/17/24 meeting minutes
- IV. Dia De Los Muerto – City Library Update
- V. Potential New Board Member Interview, Janett Pina
- VI. Approval of Operating Budget.....Alfredo Garcia
- VII. Executive Director Update.....Alfredo Garcia
- VIII. Committee Updates
 - a. Education Committee
 - b. Events Committee
 - c. Finance Committee
 - d. Membership Committee
- IX. Adjourn

Next Board Meeting –
Tuesday, November 12, 2024 at 4:00 pm
Location: RHCC office



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, October 8, 2024 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

I. Call to Order
a. Roll Call

Board of Directors present were Alfredo Garcia, Nancy Chavarria, Mayela Sosa, John Erard, Daniela Garcia, David West.

Board of Directors absent were Mike Espiritu, Gina Arambula, and Sylvia Garcia.

II. Approval of the agenda

An amendment to the agenda was to remove the meeting minutes needing approval from 09/10 and 09/17 meeting due to incompleteness.

Motion to approve the agenda with the stated amendment to remove the meeting minutes from 09/10 and 09/17 was made by David West. Seconded by John Erard. All were in favor. None opposed. Motion passes.

III. Approval of meeting minutes as follows

- a. 08/28/24 meeting minutes
- b. 09/10/24 meeting minutes
- c. 09/17/24 meeting minutes

Motion to approve the meeting minutes from 08/28/2024 was made by Nancy Chavarria. Seconded by John Erard. All were in favor. None opposed. Motion passes.

John Erard read David West's bio, welcoming David West to the Board.

IV. Dia de los Muertos – City of Roswell Library Update

No update given. A phone call was made to Diana Velasco, but no answer.

V. Potential New Board Member Interview, Janett Pina

Janett Pina introduced herself, moved to Roswell about a year ago. Owns El Taco Dorado food truck business. Experience for many years at a radio station, targeted Hispanic audience. Started a Nonprofit in Las Vegas developing activities and classes targeting youth. She has been trying to connect with the Roswell Hispano Chamber of Commerce since Jan/Feb timeframe to join. A few questions were asked, and she was then excused from meeting.

VI. Approval of Operating Budget.....Alfredo Garcia

An updated operating budget was presented during the meeting. A few questions were regarding a few line items for clarification. Approval of the Operating Budget was made by David West. Seconded by Sylvia Garcia. All were in favor. None opposed. Motion passes.

- VII. Executive Director Update.....Alfredo Garcia
Discussion was made of increase of salary from \$2000 to \$3000 monthly.
Considering more than part time hours. Monthly stipend changed to \$175.
Membership compensation percentage rates were discussed of 35% of commission for the first year, 20% for second year, and 10% for third year for new members.

John spoke to Barbara and explained the new potential numbers for the Executive Director's position. He stated she think about it and follow up. Motion to send the updated salary information to Barbara was made by John Erard. Seconded by Daniela Garcia. All were in favor. None opposed. Motion passes.

VIII. Committee Updates

- a. Education Committee
ENMU-Roswell will be hosting an Education Fair in November, possible partnership.
Procurement classes are tentatively scheduled out for February/March timeframe.
- b. Events Committee
No discussion
- c. Finance Committee
Discussion was covered in agenda item VI. No further discussion.
- d. Membership Committee
Updated the membership name tiers. Paperwork was passed out to review the different tiers. Motion to approve the tier names was made by Sylvia Garcia.
Seconded by Danelia Garcia. All were in favor. None opposed. Motion passes.

IX. Adjourn

Meeting adjourned at 5:06pm



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, November 5, 2024 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

- I. Call to Order
 - a. Roll Call
- II. Approval of the agenda
- III. Approval of meeting minutes as follow
 - a. 09/10/24 meeting minutes
 - b. 09/17/24 meeting minutes
 - c. 10/8/24 meeting minutes
- IV. Executive Director Interview
- V. Partnership with HSNB for MantazaFest John Erard
- VI. Committee Updates
 - a. Education Committee
 - i. ENMU-Roswell, Education Fair
 - ii. Southeastern NM Business Development Conference
 1. Promotional Support funding.....Alfredo Garcia
 - b. Events Committee
 - c. Finance Committee
 - d. Membership Committee
- VII. Adjourn

Next Board Meeting –
Tuesday, November 12, 2024 at 4:00 pm
Location: RHCC office



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, November 5, 2024 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

I. Call to Order
a. Roll Call

Board of Directors present were Alfredo Garcia, Nancy Chavarria, Mayela Sosa, John Erard, Danelia Garcia, David West, Mike Espiritu, Sylvia Garcia.

Guest attendees: Melissa Urban-Cobos and Edward Heldenbrand.

Board of Director absent was Gina Arambula.

II. Approval of the agenda

Motion to approve the agenda made by John. Seconded by Sylvia.

Discussion-Requesting to have a financial report included for a review to approve for future meetings.

All in favor. None opposed. Motion passes.

Introduction of new Board member, Councilor Heldenbrand by John.

Welcome to the RHCC Board of Directors.

Financials report for October. Current assets from Pioneer Bank \$41,966.94 in the operating Account. The other account balance is \$21,180.12, those funds are for items from the City of Roswell contract. Other accounts have small balances that still need to be closed. Fixed assets need to be revised. Liabilities are payroll liabilities for part time help that will end soon. It was discovered that the monthly rent to Pioneer Bank for office is not displayed. Requesting an Income Statement to review the Profit & Loss to have at all future meetings.

III. Approval of meeting minutes as follows

- a. 09/10/24 meeting minutes
- b. 09/17/24 meeting minutes
- c. 10/8/24 meeting minutes

Discussion by Mike, it was noted that Mike was absent for the 10/8/24 meeting. Changes need to be made.

Motion to accept the minutes of 09/10/24 and 09/17/24 was made by David. Seconded by Mike. All in favor. None opposed. Motion passed.

IV. Executive Director Interview

Introduction of Melissa Urban-Cobos that is interested in the Executive Director position. Experience with the Roswell Chamber of Commerce and Roswell Hispano Chamber of Commerce, Roswell Literacy Council. Has experience in providing reports to the city and county commission reports. Enjoys the work with the community and volunteers. Owns a small business in Roswell.

Motion to offer Melissa Urban-Cobos employment with this Chamber of Commerce. Need to give her the tools she needs to do the job. Suggestion to have the Executive Director ask for the tools she needs to operate. Seconded by John. All in favor. None opposed.

Mayela left the meeting at 5:13pm

V. Partnership with HSNB for MantazaFest John Erard

MantazaFest has moved to May 10th and discussion from the HSNB was to partner with the RHCC for a Cinco de Mayo Festival. Benefits for the RHCC would be a community event and an opportunity for a membership drive.

Will need to discuss this again next month when the Events Coordinator, Gina is present to figure out dates.

Motion to table this item made by Nancy Chavarria. Second, by Danelia. All is favor. None opposed. David West abstained.

VI. Committee Updates

a. Education Committee

i. ENMU-Roswell, Education Fair

An upcoming event with lots of different education representatives hosted by ENMU Roswell. RHCC booth is available at no cost.

ii. Southeastern NM Business Development Conference

1. Promotional Support funding.....Alfredo Garcia

John met Scott that is hosting the SENM Business Development Conference in December. The organizer is asking RHCC for a marketing sponsorship in the amount of \$4000.

Motion to approve the sponsorship to the SE NM Business Development Conference made by Sylvia. Second, by Nancy. All in favor. None opposed. Motion passed.

b. Events Committee

Committee chair was not present. No discussion.

c. Finance Committee

No discussion. Nothing to report.

d. Membership Committee

The committee chair reported that the membership tiers are still in the works. The tier names have changed, nothing other was changed. The recommendation is to have Executive Director's input on membership ideas.

VII. Adjourn

Motion to adjourn by David West. Seconded by Mike. All in favor. None opposed. Motion passed.

Next Board Meeting –

Tuesday, December 10, 2024 at 4:00 pm

Location: RHCC office



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, December 10, 2024 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

- I. Call to Order
 - a. Roll Call
- II. Approval of the agenda
- III. Approval of meeting minutes as follow
 - a. 10/8/24 meeting minutes
 - b. 11/5/24 meeting minutes
- IV. Financials review and approval
- V. Discussion about seeking a new Accountant
- VI. Executive Director, Melissa Urban-Cobos,
 - a. Approval to add Melissa Urban-Cobos, Executive Director as signer to RHCC bank accounts.
 - b. Address the needs to operate as the Executive Director
 - c. Members' perception of the organization, expectation and desired services/initiatives.
- VII. Committee Updates
 - a. Education Committee-John Erard
 - i. Provide outcome on the Education Fair from Nov. 16
 - ii. Upcoming Southeastern NM Business Development Conference
 - b. Events Committee – Gina Arambula
 - i. Cinco de Mayo collaboration with HSNB, MatanzaFest
 - ii. Pinata Festival venue approval
 - c. Membership Committee-Nancy Chavarria
- VIII. Adjourn

Next Board Meeting –
Tuesday, January 14, 2024 at 4:00 pm
Location: RHCC office



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, December 10, 2024 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

- I. Call to Order
 - a. Roll Call

Meeting was called to order by Alfredo at 4:12pm

Roll Call by Mayela Sosa. Board Member present: Alfredo Garica, Nancy Chavarria, Sylvia Garcia, Mayela Sosa, John Erard, Danelia Garcia, David West, Gina Arambula, Ed Heldenbrand.

Mike Espiritu was absent

- II. Approval of the agenda

David West motion to approval the agenda, Seconded by John Erard. All in favor, None opposed. Motion passed.

- III. Approval of meeting minutes as follow
 - a. 10/8/24 meeting minutes
 - b. 11/5/24 meeting minutes

John Erard made a Motion to approve the minutes for 10/08/24 and 11/05/2024, Seconded by Sylvia Garcia. All in favor, none opposed. Motion passed.

- IV. Financials review and approval

Received the profit and loss statement for November. Did not get Balance sheet in time for meeting. Requested Executive Director to request the Balance sheet and send out to all Board members. City funds was received. Part-time assistance was terminated. Executive Director payroll expenses are appearing.

David West made a motion to table the financial review and approval due to incomplete statements. Seconded by John Erard. All in favor. None opposed. Motion passed.

Point of discussion by David West clarified the fiscal end date and what statements are needed for the next meeting to have a financial review and approval. Explanation of how financials are evaluated. The response emphasized focusing on the cash balance, any booked liabilities that haven't been paid or expensed, and ensuring these are accurately reflected in the balance sheet. It was also noted that revenue sources, including a check from the city, should be considered during the evaluation process.

V. Discussion about seeking a new Accountant

Some names were mentioned in the meeting for bookkeepers and accountants from members as suggestions. Verification if this position was a paid or volunteer service. Board of Directors will need to make the approval to hire the accountant. Also suggested if Executive Director could have the conversation with our current accountant to continue these services as a paid service.

VI. Executive Director, Melissa Urban-Cobos,

- a. Approval to add Melissa Urban-Cobos, Executive Director as signer to RHCC bank accounts.

Requesting to approve the Melissa Urban-Cobos, Executive Director as a signer and to be issued a debit card. Motion was made by David West, Seconded by John Erard. All in favor, None opposed. Point of Discussion by Melissa Urban-Cobos, she would prefer not to be a signer as the accounts. Clarification was made that the two signatures will still apply and she will just become an additional signer but can still call two Board members to sign the checks.

- b. Address the needs to operate as the Executive Director

Suggestion is to announce the Executive Director in newsletter, radio station, and social media platforms. Some items mentioned by the Executive Director is access to the website to have a way to support the members in marketing avenues. Requesting for more membership packets. Requesting update on the newsletter, so Executive Director can start sending newsletters. Requesting an updated membership list of paid members. Requesting assistance on the copy machine for scanning purposes. Requesting interest in sitting in on the committee meetings. Requesting for the Board members to plan a January event. Suggest to bring back the scholarships for RISD students. Need access to some documents on the computer in the office. Suggestion to have a meet and greet the Board members and Executive Director and have a feedback survey at this event.

Member requesting to provide printing services for a membership fees. Discussion was how will the services equivalents in value to the memberships.

David West made a motion to authorize the Executive Director to enter quick pro quo trade of services or products with the understanding there will be some fair exchange. Seconded by John Erard.

Statement made by Ed for Executive Director to give a presentation to the Rotary club.

- c. Members' perception of the organization, expectation and desired services/initiatives.

Mayela Sosa left the meeting.

VII. Committee Updates

- a. Education Committee-John Erard

- i. Provide outcome on the Education Fair from Nov. 16
- ii. Upcoming Southeastern NM Business Development Conference

Discussion of the collaboration for the Cinco de Mayo Festival with HSNB. Discussion with revenues and more unanswered questions. HSNB will be meeting before the next RHCC meeting to discuss more of the details and bring back to next month's meeting.

- b. Events Committee – Gina Arambula

- i. Cinco de Mayo collaboration with HSNB, MatanzaFest
- ii. Pinata Festival venue approval

Courthouse is still available for the Pinata Festival but will need the insurance updated and submitted with the reservation application for tentative dates 09/12-09/13.

Ed Heldenbrand made a motion to move ahead to book the Pinata Festival for mentioned dates at the courthouse with Executive Director to make all arrangements., Seconded by Danelia Garcia. All in favor. None opposed.

c. Membership Committee-Nancy Chavarria
Nancy was not available to provide update.

VIII. Adjourn at 5:52pm

Next Board Meeting –

Tuesday, January 14, 2024 at 4:00 pm

Location: RHCC office