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City of Roswell – Q3 Report / MSR – Q1 Report January, February, March 2025

Submitted on: April 15, 2025
Barbara Gomez, Executive Director

MainStreet Board Minutes (Inserted):

- January 2025
- February 2025
- March 2025

Profit & Loss Actuals YTD Financial Reports (inserted)

- January, February, March 2025

Executive Director's Monthly Report (inserted)

- January, February, March

During this quarter MSR ED/Board held the Annual MainStreet Roswell board meeting, worked on the upcoming 2025 UFO Festival and collaborated on a \$500,000 grant through NM Tourism, Destination Forward, for the Chaves County Cultural Plaza

Board members: During the CoR Q3 MSR added 1 new board member. Currently the board has 10 Board members and 2 Ex-officio members.

Jason Garcia	President
Peggy Seskey	Vice-President
Kim Wood	Treasurer
Rosy Rubio	Secretary
Allen Shanley	Director
Eric Neria	Director
Rodney Austin	Director
Kerri Hendrix	Director
Lela Hunt	Director
Cisco Brink	Director
Juliana Halvorson	Ex-Officio
Kim Perry	Ex-Officio

Project Deliverables / Scope of Service

Brief description of: Business Retention and Economic Development

- ED and/or Board members provided no less than 15-25 per month personal contacts in person, via phone, email or via messenger on the MainStreet Roswell Facebook page and via 3 monthly Stakeholder meetings.

- 1st Friday of each month, ED contacts a majority of stakeholders to obtain information on merchant specials or events happening at their location during that month. ED reviews stakeholder's FB pages and reshapes events or specials as posted by the merchant. The information is then broadcast live via PVBC radio, "Mornings with Mike" show, shared on the MainStreet Stakeholders Facebook and during the monthly Stakeholders meeting.
- During this quarter MSR held 3 Stakeholder meetings; January, at Miniatures & Curious Collectables, February, at Ancients of Days and March, at Ancients of Days. During the March meeting we hosted Fred Telling with National Championship Air Races to give an update on the event. Stakeholder meetings are held via "live-stream" and in-person, providing training info, discuss plans, promotion opportunities for businesses, and ask about any assistance they may be needing.
- MainStreet Roswell maintains its webpage at mainstreetroswell.org:
(The MSR webpage is updated as buildings become vacant or available)
 - Map of the downtown MainStreet District
 - Business directory listing 70 downtown businesses
 - Property Listings of vacant and for sale
 - Projects/ Event

ED met/talked with various business owners to discuss plans for improvement of location interior or exterior. Attempted to locate and identify empty buildings and spoke with a number of people looking to find a location on Main Street.

New businesses within the district during Q3	Address		
Space Toy Museum	311 N Main Street		
Business closures within the district:	None		
Interior and Exterior Improvement and Rehabilitation	Address	Private Investment to the building	Description of work
Space Toy Museum	311 N. Main Street	\$10,000	Interior repair/updates, signage
Stellar Coffee Shop	315 N. Main Street	\$19,000	Interior repair, flooring, appliances, furniture
Bricktown Alien Attack	201 N. Main Street	\$10,000	Building updates
Tiny Trends	116 S. Main Street	\$300	Front / back door flooring
TOTAL		\$39,300	

Available Property Listings: A listing of properties within the corridor is maintained through a google spreadsheet and the webpage at mainstreetroswell.org as an ongoing effort.

Location	Previous business	Owner info	new tenant / relator
227 NE Main Street	Complete Rehab	Mike Hurst	
205 SE Main Street	USA Title	Jennifer Homes	
120 SE Main Street	Unknown		Burkshire-Hathaway
108 W. 4 th Street	Cigar shop & Frame	Marty & Cynthia Torres	
125 W. 4 th Street	Pegasus	Abel Villapando	Car storage
107 E. 4 th Street	Fisk Building	Possible lease offices	
107 E. 3 rd Street	Unknown	Berkshire Hathaway	
412 N. Richardson Ave	Villegas Insurance	For Sale	
201 N. Richardson Ave	Silver Spoon	Morris Shertz	
100 S. Richardson Ave	Petroleum Building	Ram Kumwar	

Public Sector Improvement

Name of Public Project	Location	\$ Value of project
None to report this Quarter		
Total		\$0.00

Extraordinary activities

- **2025 UFO Festival meeting in Jan, Feb, March:** meetings were started with the City of Roswell and UFO community committee. Meetings are being conducted on a once a monthly basis with other special meetings being held.
- **Chaves County:** MSR continues its collaborative work with Chaves County on the Chaves County Cultural Plaza. The team consisting of administration of Chaves County and Pland, designing team and MSR holds meetings to review bids. No bids were received during the first or second request therefore the team decided to put out another request for bids in other locations; Texas locations to include El Paso & throughout NM. Bid was accepted and work is moving forward.
NM Tourism, Destination Forward Grant – was completed as collaborative effort between Chaves County, SNM EDD and MSR. Grant funding approval TBD.
- 2016 Wayfinding plan. During this quarter ED & MSR Board members met with CoR Engineering department to discuss costs and possible new design for the Gateway. Plan was made to put out a bid to ascertain costs and rediscuss the possible route. A new design for the gateway was discussed with having graphic artist Juliana H. to create possible designs. CoR provided MSR a “draft” land use agreement that will be reviewed for further discussion. Possible need to send on CoR Legal and Finance Committees.
- CCEDC – Maximize your impact for NCAR. ED attended this educational training.
- Roswell Chamber of Commerce, Rise with Roswell breakfast, March 27th, event was attended by ED.

- During this quarter, ED spoke at the following civic organizations: Roswell Rotary Club and the Sunrise Optimist Club. Updates were given on upcoming events on MS and upcoming MSR gateway, the Chaves County Cultural Plaza and the NCAR.

Promotional campaigns / Events:

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- No community events were held during this month.
- MSR Rebranding – meetings were started during this quarter with NMMS to begin the process. Community/stakeholder survey and QR code was created and will be blasted out via FB and emails in order to get feedback necessary to form focus groups. Work continues for the 3-6 months.

Cooperative efforts with area organizations

- National Championship Air Races (NCAR): MSR in cooperation with the Roswell Chamber of Commerce conducted a community meeting for the NCRA, Fred Telling, Chairman/CEO and Tony Logoteta, President/COO conducted the presentation. The event was held on February 27th, with 60 people in attendance including Stakeholders of the district, local businesses and community. During the March Stakeholder meeting Fred Telling, NCAR, attended and provided a presentation both a FB and live presentation.
- MSR ED, continued to work with the Matanza on the Marketing/Promotion committee until January 2025. At time ED resigned from the committee due to upcoming UFO Festival commitments.

Volunteer Hours:

Approximately 300 volunteer hours were reported during this quarter. Volunteers consisted of MSR board members, community volunteers and civic organizations. Board members attended and assisted with the MSR UFO meeting and UFO Community meeting. IT volunteer assisted with setting up and updating the online Eventeny program.

Executive Director Training / Meeting with NMMS

New Mexico MainStreet Winter Conference. ED and VP of MSR attended the NMMS Winter conference held February 5-7, 2025 in Santa Fe.

February 19th – 1st Re-Branding meeting held with Robyne, NMMS with ED and ReBranding team.

MAINSTREET ROSWELL ANNUAL BOARD MEETING

January 11, 2025, 9:00am to 3:00PM

208 N. Richardson – Parking at 217 W. 2nd Street (Valley Bank parking lot)

Present: Barbara Gomez, Executive Director

Board present: Jason Garcia, Lela Hunt, Allen Shanley, Rosario Rubio, Kim Wood, Peggy Seskey, Rodney Austin, Eric Neria

9:00am – 9:25am Brunch / Prepare for meeting – sign in / handouts

9:30am – 10:15am Introduction to MainStreet and Board responsibility – via Zoom

- Amy Barnhart, NMMS

Gave a presentation of the history of Main Street and the future of Main Street.

Provided a list of NMMS resources and supports; transformation strategies;

Main Street Operations: Organization Point: Two Key Components: Capacity and Resources; The Role of the MainStreet Organization; Task Force Structures by project; i.e., Organization, Promotion, design, economic vitality.

Roles of the Board Members: Implement Roles/responsibilities; engage in the work of the org; ready to commit resources; be an ambassador for the org; attend to the present with an eye to the future; serve with integrity; evaluate and plan

Also outlined roles of each Board officer including the Executive Director

Roles of the Board overall: “The Board of Directors is the “owner” of the corporation.

Understand the role vs legal and fiduciary responsibilities for the Board.

- Mission and Purpose;
- Select the ED;
- Support the ED and review performance;
- Org Planning;
- Adequate resources; monitor org’s programs/services;
- Ambassadorship;
- Serve as a Court of Appeal for staff;
- Plan, develop and Implement MS projects;
- Assess own and Org performance.

The Standard of Care:

- Duty of Care;
- Duty of Loyalty;
- Duty to Manager accounts;
- Duty of Compliance.

Executive Partnership: Clearly delineates roles/responsibilities for each

Reporting and compliance:

- SoS reports; IRS; NM Attorney General; Annual NMMS compliance; other such as NM Tx and Rev

Potential Pitfalls:

- Tax Exempt pitfalls;
- public participation requirement;
- private inurement; excess benefits;
- Unrelated business income;
- unusual grants;
- form 990;
- fundraising/gaming;
- audits;
- donation letters

Publications 1771(Charitable Orgs) and 3079 (Tx Exempt Orgs and Gaming)

Fundraising: is a mission critical responsibility of the Board. Why require Board members to give? Creates “skin in the game”; commitment to org and mission;

Other responsibilities:

- Board recruitment;
- Board composition;
- Onboarding process;
- orientation;
- Board training;
- Board self-evaluation;

10:15am – 11:00am Overview of NMMS Accreditation recommendations – via Zoom

- Connie Loveland, ED of Tucumcari MS, Local Program Evaluator

Accreditation Process: Self-Assessment; Local Program Annual Performance Report; Partner Survey; NMMS Dashboard-Compliance Docs

Benefits of Accreditation: Capital Outlay funds access; technical assistance;

Recommendations: Strategic Planning-develop work plan and budget; Work w/county and NMMS to ensure timely implementation of Great Blocks on MainStreet project and disbursement of funds; complete the Wayfinding Project; Enhance reporting onto the Local Program Annual performance project by providing more specific details about org projects; Complete MSR rebranding including web design; MSR should work to foster strong community partnerships; Take advantage of the NMMS impact report to develop an informational product that communicates successes, accomplishments; and future plans; Capitalize on Roswell distinct character by creating engaging promotional materials and programs centered around its murals; alien themed art; and historic buildings.

11:00 – 11:30pm LUNCH Break

11:30pm – 12:30pm *Bylaws Article 5, Section 10:*

- Election of Officers – Nominations / Ballot
 - Treasurer: Kerri Hendricks and Rosy Rubio were nominated. Kim Wood requested to be removed from the ballot
 - Board officers selected: President: Jason VP: Allen/Peggy-tied; Secretary: Lela Treasurer: Rosy
 - Lela made a motion; Second by Eric to have co-VPs. Motion passed.
- Evaluation of the performance of the board: Self evaluation of Board; Outcome of evaluations & steps moving forward
 - Board orientation process
- Evaluation of the performance of the Executive Director: ED performance evaluation needs to be done. Deadline: end of January 2025.
-

12:30pm – 1:15pm Review of the financial condition of the organization

- Review of the 2024 Budget / Approval of 2025 Budget

Budget approval: A meeting was scheduled to create/review the budget and approve it. A budget and salary survey was done between Barbara and Kim. Included in a survey to be sent to NMMS and the State. Funds received: Sertoma: \$7500; Texas Roadhouse: \$32.

Discussion was held on different components of the income including UFO vs Alienfest.

Finance Meeting to discuss the budget is scheduled for January: Kim, Peggy, Rosy, and Barbara will attend. January 16 @ 3:30p.m. Forms are available to create a budget.

1:15pm – 3:00pm

- 2024 Provider Service Agreement with the City of Roswell: All documents will be in Google Suite. All members should read and know what the agreement outlines. Which is included in the \$75,000 provided. To be billed to the CoR of a quarterly basis for payment.
- Items for review:
 - Bylaws were updated & adopted 10/2023
 - Policies
- ReBranding Process – NMMS Cam, Julia, Robyne, team
 - Logo, Review of the Mission Statement / Vision Statement: Committee will be getting an invite from Robyn, revitalization specialist. MSR needs to meet (Barbara, Juliana, Rodney, Lela) before deciding which direction to go. Mission/Vision should be revisited. Barbara will send out the process of the rebranding.
- Set yearly EVENT Calendar
 - AlienFest / UFO: Confusion between both of these events. Barbara suggested that we do away with AlienFest and only sell UFO merch. A contract with the city of Roswell would need to be created. AlienFest is not what people are coming for. Guidance from City on how to use the logo. The city has a trademark on the name. Last year MSR received \$60,000 sponsorship for AlienFest. Julianna recommended that MSR submit a proposal to manage the UFO Festival in 2025. Meeting w/Chad and Hess and TJ was suggested to further discuss as soon as possible with Barbara, Peggy and Julianna. There is a meeting

scheduled with TJ already for next week on Monday, January 13 @ 2 p.m.

- Chile Cheese Festival: Do we need to rename it to just Chile Festival due to cheese industry not participating. Recommended to reach out to Leprino once again to gauge their interest. Allen will reach out to them. The event needs revamping to make it more creative, take “cheese” off; discussion was also held regarding giving the event out to some other entity or partnering. It’s about supporting the local farmers, etc. and creating events to bring people into Roswell. It was suggested that making money is not the priority/focus. A suggestion was also made to schedule the event in conjunction with other events for example, the Air races (Sept 10-14). The Board will revisit.
- Christmas Events
- Holiday Lighting Project moving forward: Wendy Marley relayed to Barbara that she wants to hand over the project to MSR. She raises funds for the project. \$25,000 project. Jesse McDaniels puts lights up and stores.
- Christmas tree moving forward: Devon out of the picture already. Do have a place to stored; Damage: none but Tanner fixed some repairs. We are three boxes short. JP White building. All the limbs are complete. Boxes were only the thing missing.
- Bottle caps to benches - Clarify ownership relationship moving forward: Allen took lead. Benches to be picked up. Bottle caps are taken to be delivered to a company in Evanston, Indiana. They make the benches out of the bottle caps. It’s a community project. 200 lbs of bottle caps per bench. Bianca..... \$1100 approximate travel expenses to take the caps. Bottle caps need to be sorted. Recommended to have a meeting with Bianca.... AARP grant? Joe West... was referred to Barbara... He has the trucks and the drivers. We need 4 or 5 more benches that are needed by MSR . MSR should only pay a percentage of the benches that will be transporting back. Allen will schedule a meeting with Bianca Cheney to further discuss.
- Revitalization of downtown: buildings not owned by merchants. Vacant building ordinance presented to the city. Documents were set up like Raton and adopted by their city. MSR needs to find out the owners of the downtown buildings for information purposes. Some owners leave town, do not take an interest in the building, etc. More of a tax write off
- Stakeholder vs Downtown Merchant Coalition: Have our rebranding team look into this.
- Fundraising:
 - Friends of Main Street: project was started but not completed. Going away from it now. Barbara wants to move forward with the concept. Have a level of funding with certain benefits, I.e. Xcel, etc.
 - Spring Candy party / Sertoma Cash raffle: Peggy has more knowledge of the Spring Candy. A lot of work but quick money. Eric will reach out to Sertoma to ask if they will partner with MSR again on a cash raffle. MSR needs to begin looking at having contracts with any partnerships established.

- Discount card: Never have gotten off the ground. 10% discount from local vendors. MSR will move forward with this project.
 - 5K Run: Veterans group having it in November. Barbara has done one at NMMI. She has experience. Easy way to make money. “The Brave” 5K..... would have it on November 8. Youth Challenge would be available possibly for help. Tshirts, numbers, payment, registration.
- Farmer’s Market with MSR– discuss relationship moving forward: Peggy takes the lead. Is it a MSR event or a standalone event? Nothing to do..... once set up, there’s nothing much to do. 6 a.m. to set up and then wait until 11 a.m. to take down. Dusty Huckabee started the event but not under MSR. MSR sponsored for insurance purposes. Peggy will organize a group to undertake it if MSR doesn’t take it on. Pay 25% of the invoice. If it is designated as a MSR event, the Board needs to step in to help set up. 50 booths. Peggy has a running total of the # of people that visit the farmers market. MSR will keep Farmers Market event. No payment for insurance from farmers markets vendors. July-October: 7-11 a.m. Saturday. Market manager hire?
- Operations: part of the rebrand...
 - Facebook - ownership: MSR, stakeholders, farmers market. Jason would like to turn off comments. But it was determined that was not a good idea. Issue: Only for stakeholders; Molly is the owner and she should not be able to comment. No one is allowed to join the FB page without approval. Julianna changed the setting to restrict posting without approval.
 - Website: Buy the website from Bill. MSR.org linked to AlienFest/UFO. Barbara will meet up with Julianna to fix
 - Storage Unit: Berkshire unit \$70 paid for unit; 5th floor office is used as a storage. Best option
 - Office location: Barbara would like to relocate. NM Energy Library could be an option. Donate space in lieu of money.
 - RDR – online news: very small cost. Do we need it? 3 days published only. Barbara recommends getting rid of subscriptions. Barbara gets paper at home and will utilize it at MSR as necessary.

2025 LOOKING AHEAD:

- Wayfinding Plan: Contract will be worked on for MSR. Todd is holding back the project. Louis was pinging MSR to speed up the project. Board members need to be representative on components. Barbara provided the samples of the displays and will be double sided. Locations would be one on 9th Street. Night one was selected by the Board. Will the signs withstand the elements? Josh Berry, metalist. We have four options. MSR talked to City (Louis) about maintenance. Julianna recommended Chad be approached about the City involvement. It was recommended to wait until the new logo with the rebranding before making a final decision.
- Great Blocks – Chaves County Cultural Plaza: No decision. Rebid-second round

- Mural project: Something that Christina proposed. Murals on Main... 4 murals. Grants are available for murals. Not aliens but more recreational. Michael Beets, artist.
- RARA: Races. Poster shared. September 10-14, 2025 are the dates for the event. Meeting to meet with merchants at the end of February.
- Grants:
 - EDD/COG:
 - Outdoor Grants
 - Resiliency Grant: could be used to help people with flooding. MSR only received responses from 4 people. 2 are owners; 2 are outside owners. Minor repairs. Barbara decided not to use this grant. \$5000 is the total of grant. MSR would like to use the funds to fund the merchants and their buildings.
 - AARP Grant: benches last time; not sure what it can be used for but will look at it again.
 - Team Mobile: not sure what it is. Barbara has not yet looked at it again.
 - Barbara would like to have piped in music downtown. She would like to research grants for this project. Announcements. Not full cost or regulations. In looking through old board meeting minutes, it was discussed then about WiFi at Pioneer Plaza.
 - Allan brought up a project that McDonald's has where they obtain info from visitors. He suggested doing the same during MSR events. It was adopted to do so.
- Closed session was called.

Closed session was called to discuss salary for Executive Director. After much discussion, it was voted upon to give the Executive Director, Barbara Gomez a 3% increase and \$1500 bonus. Her current salary is \$55,000 with the 3% increase would bring total to \$56,650. Jason will unofficially inform Barbara after this meeting. However, the official announcement should be completed at the ED evaluation to be completed by January 31, 2025.

Board also discussed the signatures to be changed on the Pioneer Bank account. Kim Wood will be removed and replaced with Rosario (Rosy) Rubio. Rosy will make the arrangements at the bank. She will need to take the meeting minutes approving this action. Eric made a motion to approve the changes in the signature card; second by Rodney. Motion was passed and approved.

Meeting was adjourned by Jason at 2:54 p.m.

MAINSTREET ROSWELL
BOARD MEETING - MINUTES
February 12, 2025, 5:30PM

- I. Call to order: Jason called meeting to order at 5:30
- II. Establish quorum: yes
- III. Public Forum / Guest
 - a. Tony D'Arrezo, CPA – Update on 501.c.3: Jason email from Tony read in his absence. Recommended that Barbara make an appointment to meet with IRS rep regarding guidelines to get it changed.
- IV. Approval of minutes – December 11, 2024 (sent out via email): Reviewed.
Annual Board meeting – January 11, 2025 (sent out via email): Reviewed.
- V. Treasurer's Report/ December 2024 Year to Date Financials (sent via email): Kim presented the Treasurer's report for December 2024.
VOTE: Proposed Budget 2025 – Rosy Rubio presented the 2025 Proposed budget. QBs online was purchased. Motion to approve: Kerry; Eric; passed.
- VI. **VOTE:** Confidentiality Policy: Presented. Barbara provided some context on the updated one from October 2024. Discussed additional information that was not included in the signed one from October, 2024. All Board members should sign the policy and return to Barbara by March 1, 2025. Motion to approve: Allen; Eric; motion passed.

Discussion on how meeting minutes are recorded.
- VII. Community Projects updates:
 - a. Wayfinding – Gateway project, meeting: setting up meeting with Louis Najor, city engineer. Amy Bell, NMMS will be involved with Wayfinding, County, etc. and she will attend the meeting to clarify. She clarified that MSR should not be responsible for the upkeep, etc. of the gateway project. Board members are invited to attend the city engineer.
 - b. Chaves County Cultural Plaza: Amy Bell will also be attending these meetings. Another bid has opened up: second round. Will get an update from Chaves County.
- VIII. MSR Quarterly Report: Barbara will not send reports to the Board on a monthly basis but will report quarterly.
- IX. Exec Director's Report
 - a. NMMS – Winter Conference, Santa Fe: Barbara and Peggy attended.
 - b. UFO Festival report– Agreements / next meeting: Barbara and Peggy met with TJ. Agreements with the City of Roswell will reference AlienFest because Hess stated MSR could not be on the agreement. Julianna will meet to clarify.

Merchandise sales will be sold based on their guidelines. Discussion was held. UFO Festival vs AlienFest merchandise was discussed. Contract/agreements will be shared with the Board when available.

MainStreet Roswell Board Meeting

Minutes

March 12, 2025

Meeting called to order: 5:30 pm | Meeting adjourned: 6:56 pm

Key Takeaways

- UFO Festival planning underway; need to schedule budget/planning meeting
- New event management platform purchased to streamline operations
- Printer issues causing operational challenges; exploring replacement options

TOPICS

Gateway Project Land Use Agreement

- Draft agreement from city proposes \$1,696.20 annual fee for land use
- Board opposes paying fee as project funded by state grants
- Next step: Meeting with city officials on March 24th at 1:30pm to discuss

Cultural Plaza Project

- Bids reviewed; project \$500k short on base budget of \$627k
- Exploring Destination Ford grant in April to cover shortfall
- May phase project or cut elements if full funding not secured

Board Membership Application

- Francisco Brink voted onto the Board

Bottle Cap Bench Program

- 12 benches produced so far, not 13 as previously thought
- \$350 refunded for unclaimed bench
- Need volunteer with truck to regularly collect bottle caps from drop-off points
- Exploring ordering benches/tables for Cultural Plaza project

Stakeholder Meetings

- Low attendance at in-person and online meetings
- Considering alternatives like email newsletter to engage merchants

Printer Issues

- Current printer drum failing; exploring replacement options
- HP LaserJet, Brother, or leased business printer under consideration

Flower Planting Event

- Rescheduled from April 26th to May 3rd or 10th due to flower availability

Accounting

- MSR will use online Quickbooks.

ByLaws

- Bylaws highlighting duty of care and good faith were emphasized and stressed to all of the board members.

Next Steps

- Schedule UFO Festival budget/planning meeting
- Meet with city officials on March 24th re: Gateway land use agreement
- Apply for Destination Ford grant in April for Cultural Plaza funding
- Research and decide on new office printer solution

- Develop alternative stakeholder communication strategy
- Assign volunteer to manage regular bottle cap collection

Submitted by: Lela Hunt, Secretary

- i. Online vendor management program: Barbara working with Julianna and meeting with two vendors that help with the organizations of vendors on the location during the UFO. Vendor prices will be based on the location. Other MainStreet may be interested in coming on board with MSR to cover the cost.
 - c. MSR Re-branding project: Meeting scheduled for February 19, 2025 at 3 p.m.
 - i. Juliana, Lela, Andrea M, Rodney, Barbara, Cisco
 - d. **VOTE:** Holiday Light Project – Request for \$3,500: Wendy fundraised for the project but is short \$3,500 and would like MSR to fundraise for the project. She wants to hand the project over to the MSR. Discussion was held regarding the direction of this project. Jessie McDaniels sends a bill to MSR and it is paid. Board vote: Allen made a motion to cover the \$3,500; Kerry; motion passed. Barbara will invite Wendy to next Board meeting.
 - e. Webpage migration – SPR Host / CamzTech/ Invoices: Moving forward. Cams Tech is already on board.
 - d. BOOMS (Building Opportunities on Main Street) Tracker, Feb 20th at 10am Zoom: Program to help MSR to keep track of buildings on MainStreet.
 - e. Chaves County meeting – building in the district / funding request: Jason/Barbara meeting with Bill Williams to discuss building next to Reichman Park to possibly lease for MSR offices. Funding requests will also be discussed at the meeting.
 - f. Bottle cap delivery to Evansville, ID update – Eric has been in touch with the lady and will schedule a date to deliver the bottle caps. Eric will deliver 8/9 bags. Total cost of trip to Indiana will be approximately \$9,000 bringing back 23 benches; bench cost is \$6,900. Travel expenses would be paid by MSR. Costs would need to be split by other entities that are receiving benches. Bench costs are approximately \$300 but may have gone up. Eric will follow up with Bianca the cost of each bench and how many belong to MSR. MSR will pay for them up front and will sell them to the entities. AARP grant will be applied for to cover this project. Discussion to increase the price of benches. Benches that are currently secured will be placed on the MainStreet corridor; Cultural Center and Pickle Ball court have been selected as locations. 13 benches at Molly's place; 9 belong to MSR-4 to pickle ball court and 5 to Cultural Plaza. Arrangements to pick up 9 benches from Molly will be picked up by the Board. Joe West suggested that he can pick them up and store them in the County.
 - g. National Championship Air Races presentation: Flyers to be sent to Board. 26 people have RSVP'd. February 27 @ 6 p.m.
- X. Old Business:
- a. Fundraiser subcommittee Update:
 - i. Lela, Rosy, Allen, Chair, Peggy: Allen will reach out to members to schedule a meeting.
- XI. Other business / Comments
- XII. Closed Non-Public Executive Session
- a. Board application

XIII. Adjourn: Jason adjourned at 6:55 p.m.

UPCOMING CONFERENCES/ TRAININGS:

UPCOMING EVENTS:

July 1-6, 2025 – UFO Festival

Stakeholder Meeting: 3rd Tuesday of EACH MONTH, 5:30 PM.

February 18th, Stakeholder meeting, location – TBD

First Friday's: First Friday of each month at 9am – Mornings with Mike

DATES TO REMEMBER:

MRS Board meetings: 2nd Wednesday of EACH MONTH, 5:30 PM

Next Meeting: March 12, 2025

J.P. White Building, 4th Floor Conference room

NM MainStreet Quarterly Reports:

1st Quarter – April 1st, covering January 1 through March 31st

2nd Quarter – July 1st, covering April 1st through June 30th

3rd Quarter – October 1st covering July 1st through September 30th

4th Quarter – January 1st covering, October 1st through December 31st

City of Roswell Quarterly Reports:

Quarterly reports due no later than the 15th day of the month following the end of each quarter.

City of Roswell Annual Report:

No later than 14 days before MSR's annual presentation to the City Council

IMPORTANT CITY MEETINGS:

***We need to be present at any City meeting when MSR is on the agenda.**

Finance Committee Meeting: 1st Thursday of every month at 2:00pm Conference Room, City Hall.

City Council meetings: - 2nd Thursday of EACH MONTH, 6:00pm, Roswell Convention Center.

*Important to have a number of Board members present.

Legal Committee Meeting: - 4th Thursday of every month at 4:00pm Conference Room, City Hall.

Chaves County Commissioners Meeting: 3rd Thursday of each month at 9am.

Statement of Activity

Mainstreet Roswell

January-March, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
42000 Spring Fund Raiser	0
42105 Spring Fund Raiser Donation	125.00
Total for 42000 Spring Fund Raiser	\$125.00
43400 Direct Public Support	0
43410 PSA with City	18,750.00
Total for 43400 Direct Public Support	\$18,750.00
45000 Investments	0
45030 Interest-Savings, Short-term CD	20.74
Total for 45000 Investments	\$20.74
46600 Holiday Events & Other Events	0
46601 Holiday Lights Donations	1,000.00
46605 Holiday Events Sponsor	1,000.00
Total for 46600 Holiday Events & Other Events	\$2,000.00
Total for Income	\$20,895.74
Cost of Goods Sold	
Gross Profit	\$20,895.74
Expenses	
65000 Operations	0
65017 Internet Expense	269.23
65020 Postage, Mailing Service	146.00
65035 Office Expenses	212.41
65048 Storage	210.00
65049 Computers, software, systems	7,412.11
65050 Telephone, Telecommunications	246.06
65055 Web Hosting	378.98
Total for 65000 Operations	\$8,874.79
65012 Fees for Square Reader	32.37
65090 Other Events	0
65091 Other Events Advertising	-100.00
Total for 65090 Other Events	-\$100.00
65100 Other Types of Expenses	0
65120 Insurance - Liability, D and O	1,535.00
65180 Gross Receipts Tax	748.12
Total for 65100 Other Types of Expenses	\$2,283.12
65500 City Spon. Expense UFO/Alienfes	0
65504 Meals and Lodging	478.44
Total for 65500 City Spon. Expense UFO/Alienfes	\$478.44

Statement of Activity

Mainstreet Roswell

January-March, 2025

DISTRIBUTION ACCOUNT	TOTAL
66000 Salary Expenses	0
66010 Payroll Taxes	2,035.72
66050 Director's Salary	5,101.07
Total for 66000 Salary Expenses	\$7,136.79
66100 Holiday Events	0
66104 Holiday Lights Advertising	215.79
Holiday Street Closures	1,006.00
Total for 66100 Holiday Events	\$1,221.79
66125 Contests	0
66126 Parade Contest Winners	216.71
Total for 66125 Contests	\$216.71
66200 Caps to Benches Expenses	0
66201 Bench Purchase	-350.00
Total for 66200 Caps to Benches Expenses	-\$350.00
68300 Travel and Meetings	0
68310 Conference, Convention, Meeting	77.58
68320 Travel and Meals	92.79
Total for 68300 Travel and Meetings	\$170.37
Payroll Expenses	0
Taxes	755.74
Wages	9,441.68
Total for Payroll Expenses	\$10,197.42
Total for Expenses	\$30,161.80
Net Operating Income	-\$9,266.06
Other Income	
Other Expenses	
Net Other Income	0
Net Income	-\$9,266.06

Executive Directors Monthly Report
City of Roswell – Q3 / MSR – Q1: January, February, March 2025
Barbara Gomez, Executive Director /MainStreet Roswell
Submitted: CoR, April 15, 2025

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 Q3 MSR Board/ ED working on the Annual MSR Board meeting that was held in January. New Mexico MainStreet representatives attended the meeting via Zoom and provided overview of the NMMS program and our goals moving forward. MSR started the work of organizing the 2025 UFO Festival and subsequent meeting with the UFO community committee.

January 2025

January 3, February 7, March 7, 2025, “Mornings with Mike” radio show. MSR has standing time on the Mornings with Mike show on the first Friday of each month.

January 3, 2025 – MSR ED/Board, Devin Bullock and volunteers worked to take down the Community Christmas Tree off the courthouse lawn and move to the storage unit.

January 7, 2025 – Zoom meeting with Lucas Perdoza, NMMS. ED met with NMMS to go over the upcoming quarterly report.

January 10, 2025 – City Councilor, Juliana Halvorson, ED and MSR board VP, met with Fred Telling and Bobbi Thompson regarding the upcoming NCAR regarding the race and what to expect. Subsequent meeting will be set up to meet with Stakeholders of MSR.

January 11, 2025 – MSR held the Annual MSR meeting. The meeting was held from 9am – 3pm with NMMS, who joined via Zoom.

January 13, 2025 – Held the first meeting with the CoR/ TJ Conyers regarding the upcoming UFOFestival. UFO community meeting will be set and will include the CoR /TJ and Sarah. Elaine Mayfield with Galacticon will also be invited along with IUFO museum, Miniatures & curious collectables museum.

January 17, 2025 – ED attended the Matanza meeting. ED resigned from her position as chair of the Marketing/ promotion committee due to UFOFestival commitments.

January 21, February 18 and March 18, 2025 Stakeholder’s meeting were held in the following locations: Miniatures & Curious Collectables, Ancients of Days & Ancients of Days. During the

March meeting Fred Telling with NCAR attended and gave updates on the race and answered questions.

February 2025

February 5,6 7 2025– NMMS Winter Conference, Santa Fe. ED and VP attended the annual Winter Conference, held in Santa Fe.

February 6, 2025 – CoR Finance Committee. MSR was on the agenda to report on the Q2 MSR report. Treasurer Rosy Rubio attended as ED was out of town at the NMMS conference.

January MSR board was cancelled due to Annual meeting. February 12, March 12– MSR Board meeting were held.

February 19, 2025 – CoR SET team meeting. ED and VP attended the SET team meeting to go over the plans and maps for the UFO Festival.

February 24, 2025 – ED and MSR President met with Bill Williams, County Manager to discuss buildings on MS and the possibility of an open location to re-locate the MSR office.

February 26, 2025 – Zoom meeting with Tito's regarding a possible sponsorship for the UFO and their product being sold at one of the UFO beer gardens. Once picnic license is secured we will be allowed to apply for a grant.

February 27, 2025 – NCAR meeting. MSR in collaboration with Roswell Chamber of Commerce held a presentation with Fred Telling speaking to MS stakeholders/businesses and community members to give an update and to help prepare them for the upcoming races.

March 2025

March 1, 2025 – Bottle cap sorting day. MSR/board director helped to sort bottle caps at Hawks. Bottle caps will be delivered to Indiana to be turned into benches, picnic tables and trash receptacles within the MSR district and CoR.

March 4, 2025 – Zoom meeting with DOT regarding request to start the UFO event on Thursday, July 3rd and to go over new online process.

March 11, 2025 – ED was the speaker at the Board of Relators meeting. ED spoke of upcoming events and plans for the Chaves County Cultural Plaza and gateway.

March 12, 2025 – CoR/MSR meeting regarding UFO Festival and plans moving forward with the CoR website, graphics, etc.

March 14, 2025 – NMMS/MSR Zoom meeting to review the BOOMS (Building Opportunities on Main Street program. This program is a free online program to track buildings in the district, size, owner, etc. MSR will get set up and start utilizing the program.

March 18, 2025 – Majestic Radio. ED conducted a taped interview with Don Niccum with Majestic radio specifically on the UFO Festival event and plans for the weekend.

March 19, 2025 – Sunrise Optimist Club. ED was the speaker at the meeting and gave updates on the UFO Festival, Chaves County Cultural Plaza and Wayfinding Gateway.

March 25, 2025 – 2nd Rebranding meeting was held with Robyne, NMMS. The committee created a survey with QR code that will be distributed via FB and emails to stakeholders, city government, partners and community.

March 26, 2025 – CoR SET team meeting was held review plans for the upcoming UFO Festival.

March 27, 2025 – ED attended the Roswell Chamber of Commerce, Rise with Roswell event.

March 31, 2025 – MSR / UFO meeting was held to provide updates to the board and steps moving forward with entertainment and vendors.