

Roswell Hispano Chamber of Commerce
3rd Quarter Report
January, February and March
2025

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 .Promoted various community events on our Facebook page, and website. 2 . Promoted via facebook, and website job openings for our members, and education initiatives. 3. Gained 3 New Members on January 4. Gained 7 New Members on February and 6 more renewed membership 5. Gained 13 New Members on March and 6. We had a very successful meet and greet event held and the Hot Bev, where participation was upwards of 60 attendees.
<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. We held the accelerate business growth by leveraging key partners event on March 8th, we we had over 40 business and business members attend the event. 2. We held the unlocking procurement event on March 29th.

(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

- 1. Collaborating with HSNB on MatanzaFest event, that will be held on May 10th, 2025.
- 2 We have been publishing events a multitude of events being held by our members and none member alike, that can help the Roswell community, such events being advertised or promoted by us are as follows:

Roswell Folklorico Classes.
Multiple Flood assistance and important news related to FEMA and the City of Roswell.
Updates and clips of the plains being tested for the Air Races.
Finance and Accounting Workshop Series by RCCEDC
3 Year Aniversary for the Hot Bev.
Updates the the Main Street Bus Route.
NMMI IPA 6th Grade application signup.
RISE with Roswell Agriculture Breakfast event.
Promotion of multiple business members products and services.
Started promoting the UFO Festival
Multiple promotions of hiring opportunities by members and nonprofit partners.
ENMMC important health news.
Event promotion held by WESST corp on gross receipt tax.
CASA Kids Adult Nutrition Class.
Business formation and Operating Documents by RCCEDC.

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04/09/25

Cash Basis

ROSWELL HISPANO CHAMBER OF COMMERCE
Profit & Loss
January through March 2025

	Jan - Mar 25	Jan - Mar 24	\$ Change
Ordinary Income/Expense			
Income			
Program Income			
Membership Dues	4,430.00	3,050.00	1,380.00
Total Program Income	4,430.00	3,050.00	1,380.00
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	0.00	600.00	-600.00
Individ, Business Contributions	0.00	1,000.00	-1,000.00
Total Direct Public Support	0.00	1,600.00	-1,600.00
Cinco de Mayo Revenue	-50.00	2,550.00	-2,600.00
Pinata Fest Revenue	0.00	50.00	-50.00
Total Income	16,880.00	16,625.00	255.00
Expense			
Contract Services			
Commissions	830.00	0.00	830.00
Accounting Fees	300.00	600.00	-300.00
Outside Contract Services	18,332.40	0.00	18,332.40
Total Contract Services	19,462.40	600.00	18,862.40
Facilities and Equipment			
Equip Rental and Maintenance	164.94	509.99	-345.05
Rent Bldg	1,500.00	1,500.00	0.00
Total Facilities and Equipment	1,664.94	2,009.99	-345.05
Operations			
Advertising	4,159.29	0.00	4,159.29
Bank Service Charges	80.00	0.00	80.00
Bank Fees	2.22	40.16	-37.94
Conference, Convention, Meeting	1,055.00	647.64	407.36
Director Fees	450.00	6,000.00	-5,550.00
Dues & Subscriptions	0.00	299.95	-299.95
Internet & Website Exp	0.00	258.96	-258.96
Office Expense	1,143.14	283.89	859.25
Payroll Expenses	9,000.00	1,374.00	7,626.00
Payroll Taxes	758.20	117.90	640.30
Postage, Mailing Service	0.00	226.00	-226.00

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Cash Basis

ROSWELL HISPANO CHAMBER OF COMMERCE
Profit & Loss
January through March 2025

	Jan - Mar 25	Jan - Mar 24	\$ Change
Total Operations	16,647.85	9,248.50	7,399.35
Other Types of Expenses			
Cinco de Mayo related expenses	0.00	265.80	-265.80
Donation	0.00	650.00	-650.00
Total Other Types of Expenses	0.00	915.80	-915.80
Total Expense	37,775.19	12,774.29	25,000.90
Net Ordinary Income	-20,895.19	3,850.71	-24,745.90
Net Income	-20,895.19	3,850.71	-24,745.90

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Cash Basis

ROSWELL HISPANO CHAMBER OF COMMERCE
Balance Sheet
As of March 31, 2025

	Mar 31, 25	Mar 31, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Pioneer Bank #76232	24,479.51	0.00	24,479.51
Pioneer bank #48330	27,345.16	0.00	27,345.16
Checking at Wells Fargo Bank	567.82	47,153.11	-46,585.29
First American Bank	601.38	8,718.09	-8,116.71
Pioneer Bank	0.00	1,450.12	-1,450.12
Total Checking/Savings	52,993.87	57,321.32	-4,327.45
Total Current Assets	52,993.87	57,321.32	-4,327.45
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	54,590.83	58,918.28	-4,327.45
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
Payroll Liabilities	2,518.63	303.68	2,214.95
Total Other Current Liabilities	2,518.63	303.68	2,214.95
Total Current Liabilities	2,518.63	303.68	2,214.95
Total Liabilities	2,518.63	303.68	2,214.95
Equity			
Unrestricted Net Assets	72,967.39	54,763.89	18,203.50
Net Income	-20,895.19	3,850.71	-24,745.90
Total Equity	52,072.20	58,614.60	-6,542.40
TOTAL LIABILITIES & EQUITY	54,590.83	58,918.28	-4,327.45



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, January 14, 2025 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. 12/10/24 meeting minutes
- IV. Financials review and approval
- V. Direct Deposit Discussion.....Melissa/Alfredo
- VI. Insanity is doing the same thing over and over again.....John Erard
- VII. Go big or Go home.....John Erard
- VIII. Executive Director Update.....Melissa Urban-Cobos
- IX. Committee Updates
 - a. Education Committee-John Erard
 - b. Events Committee – Gina Arambula
 - c. Membership Committee-Nancy Chavarria
 - d. Finance Committee-Sylvia Garcia
- X. Meet the RHCC Board of Directors Event
- XI. Adjourn

Next Board Meeting –
Tuesday, February 11, 2025 at 4:00 pm
Location: RHCC office



Roswell Hispano Chamber of Commerce
Board of Directors Special Meeting Agenda
Tuesday, January 21, 2025 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. Guest Introduction – Luke Sanchez with Agency 66
- IV. Meet and Greet for RHCC Members.....John Erard
Celebrate the Spirit of Growth and Revitalization
- V. Follow up Event.....John Erard
Harness Business Growth by Leveraging Key Partners
- VI. Major Event.....John Erard
Unlocking Procurement Opportunities for Small Businesses in Roswell
- VII. Membership.....John Erard
FY 2025 Membership Growth Plan
- VIII. Adjourn



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, March 11, 2025 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

- I. Call to Order
 - a. Roll Call
- II. Approval of agenda
- III. Approval of meeting minutes
 - a. 1/14/25 regular meeting
 - b. 1/21/25 special meeting
 - c. 1/28/25 special meeting
- IV. Financials review and approval
- V. Board member resignation.....Alfredo
- VI. Appoint Saul Aguilar to the RHCC Board of Directors.....Alfredo
- VII. Cinco de Mayo Festival.....Alfredo
 - a. Approval of \$7000 for Pinata Festival
 - b. Participant Agreement between RHCC and HSNB
- VIII. Executive Director Update.....Melissa Urban-Cobos
- IX. Committee Updates
 - a. Education Committee-John Erard
 - b. Events Committee – Gina Arambula
 - c. Membership Committee-Nancy Chavarria
 - d. Finance Committee-Sylvia Garcia
- X. Adjourn

Next Board Meeting –
Tuesday, April 8, 2025 at 4:00 pm
Location: RHCC 8office



Roswell Hispano Chamber of Commerce
Board of Directors Special Meeting Agenda
Tuesday, January 21, 2025 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

- I. Call to Order
 - a. Roll Call

Meeting called to order by Alfredo Garcia at 4:07pm.

Board of Director present were Alfredo Garcia, Sylvia Garcia, Ed Heldenbrand, David West, Danelia Garcia, John Erard, Mayela Sosa.

Special guest attendee, Luke Sanchez

- II. Approval of the agenda
Motion to approve the Agenda made by David West. Seconded by John Erard.

- III. Guest Introduction – Luke Sanchez with Agency 66
Introduce himself. Provided details of events he has been part of. He started the Hot Bev Café and Roswell Magazine. Strong entrepreneurial skills.

- IV. Meet and Greet for RHCC Members.....John Erard
Celebrate the Spirit of Growth and Revitalization
A proposal was shared for this Roswell Hispano Chamber of Commerce meet and greet event. The proposal includes the branding of the event, marketing, food, drink, and music. The goal is to invite all 90 board members and encourage the board members to invite people as well. The budget for this meet and greet event is \$2000. Agency 66 will be handling the invites through social medias.

Comment made of awareness of City of Roswell contract with the RHCC. Pointed out the importance that these mentioned proposals do meet the deliverables that are in the City of Roswell contract.

Motion to accept the meet and greet proposal to be conducted on February 6th as presented, with any changes to come back to the Board made by David West. Seconded by Danelia Garcia. All in favor. None opposed.

Mayela Sosa has left the meeting.

- V. Follow up Event.....John Erard

Harness Business Growth by Leveraging Key Partners

Motion to accept the second event that is stated to be determined as presented with an understanding that Agency 66 will work with Director and any other board members to determine a date and place to host his event by David West. Seconded by Nancy Chavarria. All in favor. None opposed.

- VI. Major Event.....John Erard
Unlocking Procurement Opportunities for Small Businesses in Roswell

Postponing agenda item number VI and moving on to agenda number VII made by the President.

- VII. Membership.....John Erard
FY 2025 Membership Growth Plan

John created a membership growth plan. Propose sending the Membership Growth Plan to the Board and Executive Director. The importance is to review the Plan to see if the Plan is

Comments made of concerns were brought to the Board of simple tasks that are not being done such as a membership list to Board of Directors and sending out newsletters.

For the record: This plan will be sent to all Board of Directors and asking for review and feedback by Monday January 27th.

John has left the meeting.

Moving to the next agenda item, VI. Major Event, Unlocking Procurement opportunities for Small Businesses in Roswell.

Motion to accept this proposal and agreement as presented with the clarification that the proposal and agreement to be worked with the Executive Director and/or any Board members assigns to handle the minor issues and will be presented back to the Board by David West. Seconded by Sylvia Garcia. All in favor. None opposed.

Next meeting will be held, Monday, 27 at 4pm

- VIII. Adjourn

Motion to adjourn meeting by David West. Seconded by Nancy Chavarria. All in favor. None opposed.



Roswell Hispano Chamber of Commerce
Board of Directors Special Meeting Agenda
Tuesday, January 28, 2025 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

I. Call to Order

Meeting was called to order by Alfredo Garcia at 4:19pm

a. Roll Call

Board of Directors in attendance were Alfredo Garcia, Mike Espiritu, Ed Heldenbrand, Gina Arambula, John Erard (on the phone), Danelia Garcia, Mayela Sosa (on the phone).

Special guests in attendance are Scott Bucher and Luke Sanchez

II. Approval of the agenda

III. Approval of accepting Luke Sanchez as a Board Member

Discussion of clarification whether Luke has been contracted for any work for any chamber needs and highlighted the importance of guidelines when it is considered for any Board of Directors to be contracted for any work for the chamber.

Motion to appoint Luke Sanchez to the Roswell Hispano Chamber of Commerce Board of Directors made by Mike Espiritu. Second, by Gina Arambula. All in favor. None opposed.

IV. Guest Introduction – Scott Bucher, ENMU-R, SBDC

Scott Bucher gave a presentation of services offered through the Small Business Development Centers.

V. Approval on the proposals

- a. Harness Business Growth by Leveraging Key Partners
- b. Unlocking Procurement Opportunities for Small Businesses in Roswell

Motion to approve the proposals by Agency 66 which are the Meet and Greet Members event, Harness Business Growth Leveraging Key Partners and Unlocking Procurement Opportunities made by John Erard.

Scott Bucher left the meeting.

Discussion: Asked for clarification on the events on the agenda. Highlighting the importance of following the Contract with the City of Roswell. Focus on the key areas that are education and membership. It is important and helpful to include committee updates to the Board Meetings.

Motion to approve the events that were proposed by Agency 66 which include the Meet and Greet, Harness Business Growth Leveraging Key Partners, and Unlocking Procurement Opportunities made by John Erard. Second by Danelia Garcia. All in favor. Luke Sanchez abstained from the vote.

Open Discussion was added by the President for the Membership Growth Plan. There was a lot of feedback from the Board of Directors on amounts were too high. Proposed to discuss the revised membership growth plan to move forward to approve the Membership growth Plan.

Discussion was to add an amount between \$100 to \$500 as there is a big gap. Some members agreed that an additional amount is needed to fill that gap, but the benefits description needs to be worked on. It was also mentioned that current memberships are paying their membership fee according to their employee count. A plan is needed for when current members renew their memberships.

Motion made by Mike Espiritu to accept this 4 tier pricing of \$100, \$300, \$600, \$1000. Second by John Erard. All in favor. None opposed.

VI. Adjourn

Motion made by Mike Espiritu adjourn the meeting. Second by Ed Heldenbrand



Roswell Hispano Chamber of Commerce
Board of Directors Meeting Agenda
Tuesday, March 11, 2025 at 4:00pm
RHCC office
306 N. Pennsylvania Ave.
Roswell, NM 88201

I. Call to Order

The meeting was called to order by Alfredo Garcia at 4:10 PM.

a. Roll Call

Board Members Present: Alfredo Garcia, Mike Espiritu, Ed Heldenbrand, John Erard, Daniela Garcia, and Sylvia Garcia. Gina Arambula attended via phone.

Board Members Absent: Mayela Sosa, Nancy Chavarria, Luke Sanchez, David West.
Special Guest: Saul Aguilar.

II. Approval of the Agenda

Motion to approve the agenda was made by John Erard and seconded by Mike Espiritu.

Vote: All in favor. None opposed. Motion passed.

III. Approval of Meeting Minutes

a. 01/14/2025 – Regular Meeting

b. 01/21/2025 – Special Meeting

c. 01/28/2025 – Special Meeting

Motion to approve the minutes for the Special Meetings on 01/21/2025 and 01/28/2025, and to request the minutes from the 01/14/2025 Regular Meeting, was made by John Erard and seconded by Daniela Garcia.

Vote: All in favor. None opposed. Motion passed.

IV. Financial Review and Approval

It was noted that bank statements are typically received around the 10th or 11th of each month. The Executive Director forwards them to the accountant, but there is insufficient time for financial reports to be prepared for the board meetings. This issue was discussed in previous meetings, with a suggestion to move recurring meetings later in the month. It was also suggested that the accountant receive bank statements electronically.

It was confirmed that no February Board of Directors meeting was held.

Discussion followed on Board members assisting the Executive Director with memberships. The Executive Director's role was reviewed. Committee chairs were reminded to provide updates during Board meetings.

Luke Sanchez entered the meeting.

Motion to postpone the review and approval of January and February financials until the next scheduled meeting was made by Mike Espiritu and seconded by Luke Sanchez.

Vote: All in favor. None opposed. Motion passed.

V. Board Member Resignation

Reported by Alfredo Garcia.

Ed Heldenbrand was reassigned to an ex-officio role on the Board.

VI. Appointment of Saul Aguilar to the Board

Motion to appoint Saul Aguilar to the Board of Directors was made by John Erard and seconded by Mike Espiritu.

Vote: All in favor. None opposed. Motion passed.

VII. Cinco de Mayo Festival

a. Approval of \$7,000 for Piñata Festival

Motion to postpone the approval of \$7,000 for the Festival was made by Saul Aguilar and seconded by Gina Arambula.

Vote: All in favor. None opposed. Motion passed.

b. Participant Agreement between RHCC and HSNB

Discussion clarified that revenue from the event is intended to support RHCC's ongoing operations. HSNB is a nonprofit, and this is a partnership to raise funds in support of both organizations' missions.

Motion to accept the participant agreement between RHCC and HSNB was made by Mike Espiritu and seconded by Gina Arambula.

Vote: All in favor. Saul Aguilar abstained. None opposed. Motion passed.

It was noted that the amounts in the agreement are estimates.

Daniela Garcia left the meeting.

VIII. Executive Director Update

The Executive Director provided a detailed list of events attended, businesses visited, and memberships secured. There was discussion on the Meet and Greet event and ideas to attract new members. The Board requested an update on the monthly newsletter.

The Executive Director collaborated with Luke Sanchez to send out emails, though many bounced back. It was recommended that communication with members be improved, and goals be set. A bi-weekly report to the Board was suggested.

Additionally, it was suggested that the two-page membership information sheet be sent to Luke Sanchez to enhance it with appealing details, then printed for the Executive Director.

Mike Espiritu left the meeting.

IX. Committee Updates

a. Education Committee – John Erard

February 13th Meet and Greet: ~50 attendees

March 8th "Direct Business Growth by Leveraging Key Partners": ~25 attendees

Upcoming: March 29th, "Procurement for Small Businesses"

A survey was created and used at events.

b. Events Committee – Gina Arambula

No discussion. Committee Chair had to leave the meeting.

c. Membership Committee – Nancy Chavarria

No discussion. Committee Chair not present. The President will follow up with the Chair to request updates or ask for resignation.

d. Finance Committee – Sylvia Garcia

No discussion. Committee Chair had to leave the meeting.

X. Adjournment

Motion to adjourn was made by Saul Aguilar and seconded by Luke Sanchez.

Vote: All in favor. None opposed. Motion passed.

opposed. Motion passed.