

MAINSTREET ROSWELL
BOARD MEETING MINUTES
Wednesday, July 16, 2025, 5:30PM

Attendees: Jason, Cisco, Kim, Allen, Kerri, Barbara, ED

- I. Call to order @ 5:35
- II. Quorum was established
- III. Approval of Minutes – June 11, 2025 (sent via email) Motion to approve by Allen, seconded by Cisco.
- IV. Treasurer's Reports (sent via email) Treasurer was not in attendance for questions.)
 - a. Budget vs Actual PL Report – April-June 2025
 - b. Budget vs Actuals PL Report – YTD-June 2025
 - i. Cisco asked where the numbers in the column came from. Jason informed him that the budget was established based on previous years financials. Cisco asked about reviewing the budget soon since we are 1/2 way through the year.
 - c. June 2025 MSR – Transaction List by date
 - d. UFO Financial Report – Will be reported during the August Board meeting
- V. ED attended a NMMS Roundtable Zoom meeting on July 16th with the topic being ***Securing Support: A Strategic Timeline for Building & Renewing Local Government Contracts***. Board members were sent the link to the YouTube video & PowerPoint
- VI. Community Projects updates:
 - a. CoR Gateway project – set up meeting with CoR Engineering for next steps
 - i. McCormick has not replied yet, once he does, Barbra will be informing us.
 - ii. Jason met with Hess, it was discussed that the city is on board with the project and covering the costs of the land and maintenance.
 - b. Chaves County Cultural Plaza, Destination Forward: **Grant award: \$183,100**
 - i. We asked for \$400,000.
 - ii. Alex Palomino and ED spoke about the hours of the Plaza and a separate opening for the bathrooms.
 - iii. Jason suggested making a public statement about what the plaza is used for and where the funding came from. Cisco volunteered to get in contact with someone.
- VII. Quarterly Reports (April, May, June) NMMS July 1st / City of Roswell, July 15th
- VIII. Exec Director's Report
 - a. 2026 Lodger Tax Request for UFO Festival due – July 8, 2025
 - 1. Barbra requested \$30,000 from traditional Lodgers Tax and \$100,000 for sponsorship.
 - ii. Occupancy Lodger's Tax Board meeting – July 22nd at 2:30pm
 - 1. ED will meet with the Tax board, which consists of 5 people, before she goes to the Finance Committee.

- iii. Finance Committee meeting – August 8 at 2:30pm
 - iv. City Council meeting – August 14, at 6pm
- b. Re-branding project team – Met July 14th
 - i. Team members: Cisco, Juliana, Rodney, Peggy, and Andrea. Leo has resigned.
 - 1. 120 responses, ED will send them out at a later date.
 - 2. Most of the comments are based on common sense, not complaining.
 - 3. A large amount of the responses requested more new paint.
 - 4. Many comments about public bathrooms. Jason does not want us to be in the charge of this.
 - 5. Locals would like less Alien themed.
 - 6. Cisco stated he would like to use AI for the initial design concept, then seeing a meeting with someone to refine the designs.
 - 7. Robyne, NMMS, stated that the group should remain small, approximately 3 people.
 - c. Main Street Master Plan meeting – Board members received Zoom invitation on the committee meeting – July 23, 4-5pm.
 - d. Celebrate Chaves County – RCCEDC – July 30th, 11:30am – Encanto Center
 - e. Grand Opening – Degenerate Coffee, 304 N. Richardson, July 25th at 9am

IX. New Business

- a. UFO Way Ahead Committee - Cisco
 - i. Cisco is suggested that the UFO festival attempt to bring in vendors who may want to open store fronts. He is proposing a committee of 3 or 4 people to deliver a report to determine if the UFO festival should move forward, or how we would like to continue in the future. He would like Rosie, Curtis and ED to be on this committee.
 - ii. Barbara stated that this report would be beneficial to take to finance committee.
 - iii. Jason suggested Ann from Stellar Coffee being on the committee. ED suggested Nancy with the Miniatures Museum.
 - iv. Cisco will have analysis prior to the finance committee and the finalized findings by the September meeting.
- b. UFO Festival After Action Report (AAR)
 - i. Jason heard a lot of good news in regards to the festival.
 - ii. Cisco suggested having a dinner for the board and the volunteers within the AAR meeting
 - iii. Allen suggested getting a thank you gift for TJ for opening the streets.
 - iv. ED suggested having the people we hire for the sanitation taking down the barricades.
 - v. The date is set July 24th @5:30 at the Chamber of Commerce.
 - vi. Allen should have the surveys back from the Stakeholder businesses on Friday.

X. Old Business:

a. NM Energy Library – Awaiting response

- i. Letter went out 17th of June. In a week, if we do not get a response, ED will need to make a call to reach out again.

b. Holiday Light Project for December 2025

- i. Cisco suggested passing this on to Mark at Roswell Night Skies. Jason agreed with Cisco. However over further discussion, It was determined that Roswell Night Skies would could not help but instead could help with Volunteers to decorate the lamp posts & sponsor signs.
- ii. Cisco would like to establish another meeting with Wendy to discuss what sponsors we reach out to.

c. Upcoming events: Chile Cheese Festival, Holiday Event

i. Chile Cheese Festival

1. ED will seek and apply for grant that can help with several events that we host through the year.
2. ED had a meeting with John with the Mantanza Fest. They are no longer going to do the Mantanza fest and they will hand over the festival to Main Street. John has already been approved funds for the festival. A decision is needed by Friday.

Cisco moved to dismiss this project, Allen second this movement.

XI. October 15th-17th - NM Mainstreet will be hosting the NMMS Institute in Alamogordo. Information was forwarded to the board.

XII. Closed Non-Public Executive Session

XIII. Adjourned @ 6:40

UPCOMING CONFERENCES/ TRAININGS:

UPCOMING EVENTS:

Chile Cheese Festival – September 27, 2025 / Holiday Event – December 5-6, 2025

NMMS Institute – October 15-17, 2025 - Alamogordo Main Street

NM MainStreet Conference – February 18 – 20, 2026

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

July 15th – Tiny Trends, August 12th, Alien Enchantments, September 16th, Ancients of Days, October 21st, CS Designs, November 18th, Degenerate Coffee

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: August 13, 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.