

MAINSTREET ROSWELL
BOARD MEETING MINUTES
Wednesday, August 13, 2025, 5:30PM

Attended: Jason, Cisco, Barbra, Julianna, Peggy, Rosie, Kerri

- I. Call to order 5:37
- II. Established quorum
- III. Approval of Minutes – July 16, 2025 (sent via email)
 - a. Cisco motioned to approve, Kerri Seconded the motion.
- IV. Treasurer's Reports (sent via email)
 - a. UFO P & L Statement/ Year to Date through July / July 2025 Monthly
 - i. July 25,000 deficit because most of the revenue came in June.
 - ii. Year to date profit of 35,238.
 - iii. All UFO expenses have been paid, if we have received the invoices.
 - iv. We need to ask for the request what we need for the next UFO festival, not give them what we have spent in the past.
 - v. Discussion of UFO Financials - Agreed to use GRT report instead of the lodgers tax report for the Finance Committee.
 - vi. Peggy stated that we should list Eventenie on our report.
 - vii. \$878 needs to be moved from Merchandise expenses to Supplies Expense.
 - viii. Credit card sales needs to be moved from the main Main Street account, to the UFO Festival Account.
- V. Community Projects updates:
 - a. CoR Gateway project – July 24th / Barbra met with James McCornack & Mack Rogers
 - i. Committee moving forward on 2 benches and kiosks/monolith
 - 1. Potentially, one will go at Pioneer Plaza and the other will go by UFO museum.
 - ii. Awaiting cost for design of the full gateway from James and Mack
 - b. Chaves County Cultural Plaza – In Process
 - i. Barbra reached out to Alex about to putting a door or gate on the west side to ensure that the bathrooms can be opened or closed with or without access to the cultural plaza.
 - ii. Cultural Plaza should be open in either December 2025 or January 2026.
- VI. Exec Director's Report
 - a. 2026 Lodger Tax Request for UFO Festival 2026
 - i. OTC Report due – July 8th / meeting July 22nd
 - ii. MSR Special meeting – August 6, 2025
 - iii. Finance Committee meeting – August 7th - we have until October 2nd to come up with our finalize report. Then has to go to the City for final approval. Rosie moved to postpone to October 2nd, Cisco seconded the motion.
 - b. Request for UFO 2026 funding – Tabled to Finance meeting in Sept or Oct.

- i. Report on Budget & projected costs
- c. Re-branding project team – next meeting, August 25th
 - i. Team members: Cisco, Juliana, Barbara
- d. Main Street Master Plan meeting – July 23rd – Steering Committee/ July 29th – Jason King / September 24th at 4pm is the next meeting via zoom.
- e. After Burner on Main Street – September 12th & 13th
 - i. Possible collaboration with NCAR advertising. Barbra has reached out to Greg to have advertising for the Afterburner. However, he wants to have a donation. Barbra is waiting for a reply from Greg. Depending on how much Greg is wanting MSR to donate, it may be possible to put an add in Roswell Daily Record and through NCAR.
- f. Creative Think Tank team - TBD
 - i. We need to figure out where we are going before we know how much money we need to request. The goal is to hear from the people from our community and see what we can do to make the UFO festival better.
 - ii. Downtown merchant map - Invited Amanda, visitor center to next stakeholder. Possible charge for people to be listed on the map.
 - 1. TJ stated if we made the map and maintain it, they will print it and pass it out at the visitor center.

VII. New Business

- a. Farmer's Market
 - i. We have an agreement signed with the county, the Piñata Fest will take place after the Farmer's market. John stated they will be moving the piñata fest to a different location next year.
 - ii. We are a holding organization for Farmer's Market, however if you need information or if you have questions, please go to Peggy or Julianna.
- b. Chile Festival – September 27th
 - i. We are only having it on Saturday this year. We are already having people asking where to sign up and how many vendors do we have as of now.
 - ii. Peggy proposed having a fiddle contest in future years.
 - iii. Julianna proposed making a budget.
 - iv. Kerri proposed to change the date later in the season. Peggy will need to follow up with Buzz Graves to see how late in the season he will roast chiles.
 - v. We need to request lodgers tax for additional funding
 - vi. Rosie proposed making a strategic plan for the upcoming year. It needs to be put on paper and we need to stick to them.
 - vii. Jason stated that a reoccurring theme is Barbra needs an assistant in order to assist with events or grants.
 - 1. The first thing we need to do is figure out if it is in budget to add an assistant.
 - 2. Rosie made a motion to use \$20,000 from the UFO Festival to move into the general operating funds account and ear mark it as funds for an assistant. Cisco countered with we need to make a budget committee to discuss further some time within the next

month. Rosie motioned to form a committee with Cisco, Rosie, Kerri, and Peggy. Cisco seconded the motion.

- c. UFO Way Ahead Committee, notes of July 24th - Cisco
 - i. Cisco moved to dissolve this committee because we are already moving forward with ideas.
- d. Possible board applications
 - i. Two people are interest in joining the board. Maria and Judy are interested in joining the board. Barbra will send the applications out.
 - ii. Jason stated that he would like the applicants to submit a resume and/or a bio.
 - iii. Cisco made a motion to remove Rodney. Rosie seconded the motion.

VIII. Old Business:

- a. NM Energy Library – awaiting response / ED called & sent email
 - i. Jason will follow up with Erick
- b. Holiday Light Project for December 2025
- c. Stake holder meeting
 - i. During stake holder meeting, we need to discuss possible themes for Holiday Parade. We will revisit stake holder meeting at a later time. We need to ask suggestions from the stakeholders for what they expect during the meeting.

IX. Closed Non-Public Executive Session

X. Adjourned at 7:49

Submitted by Kerri Hendrix, Secretary

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 19th, Alien Enchantments, September 16th, Ancients of Days, October 21st, CS Designs, November 18th, Degenerate Coffee, December 16th

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: September 10, 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.