

MAINSTREET ROSWELL
BOARD MEETING MINUTES

Wednesday, September 17, 2025, 5:30PM

Attending: Barbra, Kim, Jason, Rosie, Cisco, Kerri, Allen, Peggy

- I. Call to order - 5:33
- II. Establish quorum - A quorum was established
- III. Approval of Minutes – August 13, 2025 (sent via email)
 - a. Approved with no changes
- IV. Treasurer's Reports (sent via email)
 - a. Approved with no changes
 - b. Rosie asked a clarification question regarding the Farmer's Market. She will open a new "business" to separate the account on Quickbooks.
 - i. Peggy will look into how the Farmer's Market was established.
 - ii. Cisco asked Rosie to add to have a P&L statement for the Farmer's Market financials.
- V. Community Projects updates:
 - a. CoR Gateway/ kiosk project – September 24th at 3pm
 - i. Meeting to include TJ & Amanda CoR, Karen & Cat - IUFOM
 1. We should start showing progress, which would be starting with two benches and Kiosks. One will be in front of Pioneer Plaza and the other by UFO Museum park. We are looking for sponsors. Karen and Cat suggested moving the Gateway from Walnut to 1st and they will give us part of the amount needed for the sponsorship.
 - b. Chaves County Cultural Plaza – In Process
 - i. Cisco asked to have cite visit with Alex.
- VI. Exec Director's Report
 - a. 2025 UFO Festival Lodgers Tax Report – updated & submitted
 - b. Request for UFO 2026 funding – Tabled.
 - i. Request a vote on MSR/UFO 2026 festival
 - ii. Report on Budget & projected costs / Agreement vs Licensing Agreement
 1. Requests from the City would be easier to have a scope of service for the UFO festival.
 2. Cisco made a motion to continue with the planning of the 2026 UFO Festival. Allen seconded the motion.
 - iii. Meeting Sept 22nd at 4pm regarding Agreement requirements
 - c. Re-branding project team – next meeting, September 23rd 3pm via Zoom.
 - d. Main Street Master Plan meeting – Steering Committee/ Jason King / September 24th at 4pm via Zoom
 - e. NMMS Annual Accreditation Dec 3rd, 11am
 - f. Part-time employee
 - i. Kerri, Cisco, Peggy and Rosie will meet to see if we have money in the budget to support the position.
 - g. Office space
 - i. Chamber offered an office space for Barbra and an assistant for \$300.00 per month.

VII. New Business

- a. Board application – review updated application
 - i. Maria, PVP
 - ii. Judy
 - 1. Application - Submit a resume, bio, or professional summary.
 - 2. Rosie made a motion to send an application to Maria and Judy.
Kerri seconded the motion.

VIII. Old Business:

- a. NM Energy Library – awaiting response / ED called & sent email
 - i. Still have not heard back from them.
- b. Holiday Light Project for December 2025
- c. After Burner on Main Street update
- d. Creative Think Tank team update

IX. Closed Non-Public Executive Session

X. Adjourned - 6:44

Submitted by Kerri Hendrix

Important Dates

Legal Committee - 10/23/2025 - UFO Festival Agreement

Finance Committee - 11/06/2025 - UFO Festival LT Funding

City Council - 11/13/2025 - Annual Report and UFO Festival Report (Agreement and LT Funding if forwarded from Legal and Finance Committees)

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, 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.