

Executive Directors Monthly Report
City of Roswell – Q1 – July, August, September 2025
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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

July 4, August, 1, September 5th – MSR has standing radio time on the first Friday of each month at 9am on the “Mornings with Mike” show on PVBC radio. ED promotes upcoming events in the district, new businesses to the district, upcoming revitalization efforts and need for volunteers

July 8th – ED submitted the 2026 UFO funding request to the OTB for both Lodger’s Tax and City Sponsorship.

July 11th – ED presented MSR events and plans for the district to the Sertoma Club of Roswell.

July 14th – MSR board held an after-action review of the 2025 UFO festival. Discussions included what went well, what needs improvement and ideas for the 2026 UFO Festival.

July 14th – ED is board member of the Child Resource and Referral committee. Attended the special meeting held at 5:00pm

July 15th – Stakeholder’s meeting was held at 5:30pm at Tiny Trends. Updates were provided on upcoming events, new businesses on MS and closures.

July 22nd – ED attended the OTC meeting & submitted the requests for funding for the 2026 UFO Festival. It was recommended to award MSR \$20k from lodgers’ tax & \$50k, City Sponsorship.

July 25th – Grand opening for Degenerate Coffee on Richardson Ave. ED also delivered thank you cookies & coffee to the staff of the CoR Special Events team.

July 29th – Master Plan Steering Committee Zoom meeting with Abel City. ED and Board members attended this Zoom & reviewed plans for the district in the Master Plan.

Start work on the “After Burner” on Main Street in conjunction with the National Championship Air Races. This was planned to coincide with the air races to help promote business on Main Street. Participating merchants offered specials and discounts & made plans to stay open late to accommodate air race attendees.

July 30th, MSR bought a table at the Celebrate Chaves County event sponsored by the RCCEDD. ED and board members attended the luncheon.

August 1st – Started work on the Chile Festival for September 27th. Posters, radio ads, FB & webpage updates. Reached out and confirmed entertainment, vendors & food trucks.

August 5th – UFO Volunteer / Sponsor reception was held at Stellar Coffee company. Appetizers were served. Those present were given a chance to win door prizes and top volunteers were honored.

August 6th – Special UFO meeting to discuss plans for 2026. Board met to discuss plans for the upcoming 2026 UFO Festival “250th Birthday of USA”, 2027 – 80th Anniversary of the 1947 UFO Crash.

August 18th – UFO Creative Think Tank meeting. A group was organized to start making plans for the 2026 July 4th event “USA 250 Birthday” in anticipation of the 60th anniversary of the UFO 1947 UFO Crash. Community members were invited along with City Events team.

August 19th – Gateway meeting with CoR Engineering team. Discussed our plan to continue moving forward with the full gateway & other elements such as benches & kiosks. The team decided to start with the benches & kiosks & to seek more funding for the gateway.

August 19th – Stakeholder meeting held at 5:30pm at Alien Enchantments. There was improvement on in-person attendance and many on FB live. Updates were provided and discussion of concerns.

September 5th – Mornings with Mike.

September 13 & 14th – ED volunteered to park cars at the NCAR. This was a busy weekend with parking changes due to the rain on Saturday & that doubled parked on Sunday.

September 16th – ED interviewed with Christina, Roswell Daily Record, Visions section regarding the Chile Festival.

September 17th – MSR Board meeting. Regular board meeting held.

September 17th – Radio with Russ at the Country Giant – update on UFO Festival & upcoming Chile Festival

September 18th – 2026 UFO Agreement sent to TJ for the upcoming Legal meeting. Board & ED worked on the language to the UFO agreement that will be on the October 23rd agenda.

September 23rd – Rebranding meeting. During this meeting we discussed ideas for the new vision for MSR. Options were discussed with subsequent meetings to include NM MainStreet Graphic and Design specialists as we move forward to the creatives for the new logo.

September 23rd – MSR Financials & 2025 UFO budget. MSR is preparing for the upcoming November 6th meeting with the CoR Finance committee.

September 24th- Wayfinding meeting. During this meeting we continued to discuss plans for the kiosks, benches & gateway and the funding required. We will move forward with the first bench and kiosk on Pioneer Plaza.

September 25th – Mornings with Mike radio to talk about upcoming Chile Festival.

September 27th – Chile Festival / Farmers Market. This event was held on the Chaves County courthouse lawn. Approximately 25 vendors were on the lawn and 4 food trucks. Chile roasting was held throughout the day. Competitions were held, the Green Chile Stew Competition, Pecan Pie competition, jalapeno eating contest & the ice cream eating contest. Each competition received gift certificates and/or cash prizes.