

MAINSTREET ROSWELL
BOARD MEETING - MINUTES

Wednesday, October 8, 2025, 5:30PM
105 W. 3rd Street, 4th Floor board room

- I. Call to order by Jason @ 5:17 p.m.
- II. Establish quorum: Established
- III. Approval of Minutes – September 17, 2025 (sent via email): Ok
- IV. Treasurer's Reports (sent via email): Draft budget was created and needs to be circulated to vote prior to 2026. OK
- V. Update on Finance Committee Meeting – 9-23-25
 - a. Report on Budget & projected costs: Draft budget was created and will be shared to vote on at the next Board meeting. This budget includes the 2026 Budget and the UFO Festival budget.
- VI. Request for 2026 UFO funding / agreement: Based on the draft 2026 UFO budget, MSR is projecting a \$201,000 cost for the UFO Festival. Based on conversations with the CoR, we will be short of \$97,000 in revenue.
 - a. Agreement documents due on Oct 10th for Legal meeting on Oct 23
Cisco created a draft license agreement that was not shared with the full Board yet. The draft license agreement will be shared with the Board of Directors for input. Google Docs documents will be sent to the Board for their edits to the document. Barbara will get with Cisco to finalize with edits.
 - b. Set meeting date: none
- VII. MSR Annual Meeting
 - a. 2026 Elections / Annual Board meeting
 - Section 4. Term of office. Each Director shall be elected for a three-year term at each annual meeting of the Board of Directors.*
 - Section 5. Term of Office. The officers of the Corporation shall be installed at the annual meeting at which they are elected and shall hold office for one year until the next election or until their respective successors shall have been duly elected*

Annual meeting is scheduled for January and nominations for officers shall be looked at in December. The meeting is tentatively scheduled for January 24, 2026 @ 9 a.m-3 p.m..

Strategic Planning retreat was recommended again. Eduardo with NMMS has been a guide but is no longer available with NMMS. Tentative planned on December 13, 2025 @ 9 a.m. Barbara will talk to NMMS to ask if they have someone that could lead the Strategic Plan.
- VIII. Exec Director's Report

- a. Community Projects: Wayfinding Kiosk/Gateway & Chaves County Cultural Plaza: Nothing new to report. Discussion on the new logo vs old logo on the water tank was discussed. Recommendation made to schedule a tour with the County to see where we are with the project.
- b. July, August, September - Q1 City of Roswell report / Q3 NMMS report: Submitted.
- c. Re-branding project team – next meeting, Oct 20th, 3pm via Zoom: The process to rebrand is a very significant process and will come up with the logo, colors, etc. Next meeting, the group will have some images to review.
- d. Main Street Master Plan meeting – September 24th - await new date/time:
- e. **NMMS Annual Accreditation Dec 3rd, 11am:** Barbara working on it; Board members should be in attendance for the December date.
- f. Resignation – Kim W. resigned from the Board.
- g. Updated board application sent to: MV & JS: Will vote in November 2025 meeting or an email vote. Barbara will invite her to attend the November meeting.
- h. Report on September 27th, Chile Festival: went well. But too close to ENMSF and had some issues with attracting vendors, etc. Will need to look at the date, theme, etc.
Some problems have continued and increased with fire department inspections and the increase in fees, etc.
- i. Sparklight Grant: Committee working on grant: Barbara, Peggy, and Allen. Up to \$7500 awarded. Some ideas introduced: generators, tents, tables/chairs, enclosed utility trailers, start the re-granting program. Due October 31, 2025.

IX. New Business

- a. MS Holiday Market & Electric Light Parade - December 5th & 6th : Notice to Board; DOT application to. close the streets.
- b. CoR Fall Bash – Oct 30th : Event sponsored by City. Candy donation by MSR and some Board members. Stakeholders will be having a trick/treat event on the same day.

X. Old Business:

- a. Holiday Light Project for December 2025: Wendy is continuing to fundraise. She's doing well with fundraising. She requested new posters that Barbara will work with her.
- b. Snowflakes – repair? Storing the snowflakes by CoR. Artesia resident made the snowflakes. Can he refurbish them? Would he buy them back? Options for MSR are to give them up to CoR or they can hang up their own. Have been sitting outdoors in a building on a trailer. Labor intensive for MSR if repaired and hung up. CoRo will put them up for MSR but have not been up since Barbara came on board. Peggy and Allen will go review.
- c. ART project by Allen: UFO painting contest; free; some of the art merchants have committed to the project. Allen will put a committee together and have them run it. Lack of Interactive activities at the UFO

festival was a complaint. This could solve the problem. The building across from the UFO museum would be available to hang the art projects. Peggy shared the Art Hop done in Tucumcari and could be used as an example. Benefits to MSR: more time on Main Street by participants, families, etc.

- d. Allen made a motion to send a letter to Eric Neira to resign from the Board or step down. No vote was taken following by-laws. It was recommended that Barbara send an acknowledgement to Kim Wood for her years of service.

XI. Closed Non-Public Executive Session

XII. Adjourn: Meeting adjourned at 6:47 p.m.

XIII. Submitted by: Rosy Rubio, Treasurer

UPCOMING CONFERENCES/ TRAININGS:

UPCOMING EVENTS:

Main Street Holiday Market & Electric Light Parade – December 5-6, 2025

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

NM MainStreet Conference – February 18 – 20, 2026, ABQ

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

October 21st, CS Designs, November 18th, Degenerate Coffee, December 16th, Frost Giant,
January 2026 - StPyant

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: November 12th, December 10th

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.