

**MAINSTREET ROSWELL
BOARD MEETING Minutes**

Standing meeting: 2nd Wednesday of each month

Rescheduled to: Wednesday, November 19, 2025, 5:30PM

105 W. 3rd Street, 4th Floor board room

Attending: Kerri, Barbra, Jason, Allen, Peggy, Rosy

- I. Called to order at 5:31
- II. Quorum was established
- III. Public Forum / Guest:
 - a. Maria Vasquez, PVP - Possible MSR Board member application
 - b. Rosy motioned to approve Maria as a board member. Kerri seconded the motion.
- IV. Approval of Minutes – October 8, 2025 (sent via email)
 - a. Approved as submitted.
- V. Treasurer's Reports (sent via email)
 - a. Profit of \$30,869.46 as of October 31, 2025.
 - b. Briefly discussed moving the funds to from our savings account to a higher interest yielding account.
 - c. Approved as submitted.
- VI. UFO Follow-up
 - a. Request for 2026 UFO funding / agreement Meeting – Oct 23rd
 - i. Jason asked Barbra to make a log of issues or concerns to discuss with the city.
 - b. UFO presentation to City Council – Nov 13th
 - c. 2025/ 2026 Finance Meeting – December 4th possibly
- VII. 2026 USA 250th Birthday - Request Non-profit fiduciary - CoR/ Juliana H.
 - a. Rosy suggested Julianna host a meeting to discuss what is expected of MRS.
 - b. Jason would like Rosy and Cisco to attend.
- VIII. Strategic Planning with NM MainStreet – December 13, 2025
- IX. MSR Annual Meeting – January 24, 2026
 - a. December meeting we will need to discuss 2026 Elections and Annual Board meeting.
 - i. Barbra asked for us to get our nominations to her before December 5th.
- X. Exec Director's Report
 - a. Chaves County Cultural Plaza tour

- i. Rescheduled December 12th at 10:00 AM
 - b. Re-branding project team meeting
 - i. We will wait to put up our logo. This will be discussed more during our meeting on December 12th.
 - c. NMMS Annual Accreditation Dec 3rd, 11am
 - i. Document review / Board recommendations & comments
- XI. New Business
 - a. MS Holiday Market & Electric Light Parade - December 5th & 6th
 - i. Saturday, November 22nd – Light Pole decorating
 - ii. Monday, November 24th – Set up Christmas tree
 - iii. Parade lead
- XII. Old Business:
 - a. Holiday Light Project 2025
 - i. Allen will speak with Wendy Marley
 - b. Snowflakes – repair?
 - i. Julianna and Allen will get quotes for the repairs. Then the board will vote for the repair.
- XIII. Closed Non-Public Executive Session
- XIV. Adjourned at 6:51

Submitted by Kerri Hendrix on November 19, 2025.

UPCOMING CONFERENCES/ TRAININGS:

UPCOMING EVENTS:

NMMS Annual Accreditation Dec 3rd, 11am

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

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

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

November 18th, Degenerate Coffee, December 16th, ??, 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.