

**MAINSTREET ROSWELL
BOARD MEETING - AGENDA**

December 10, 2025 meeting rescheduled to December 17th,
105 W. 3rd Street, 4th Floor board room

- I. Call to order – Peggy Seskey, 1st Vice-President @ 5:30 p.m.
- II. Approval of Minutes – November 19, 2025 (sent via email) – K. Hendrix, Secretary Nothing noted. Cisco moved, Allen seconded.
- III. Approval of Financials – to be reported next month – R. Rubio, Treasurer Discussion held on events. Wages/Salaries were also discussed. Motion to provide a Christmas bonus of \$1000. Allen made a motion; second by Rosy. Motion passed.
- IV. Executive Director Report – B. Gomez
 - a. 2026 UFO Festival update: Report due Dec 23rd for Jan finance meeting: Barbara reported. The budget is being created to present to the Finance committee. MSR is asking for over \$100,000 to create a great event. Logo will be created by CoR. Barbara asked to be present and she will attend. The 250th birthday of the US will be incorporated.
 - b. Strategic Planning with NM MainStreet – December 13, 2025, Cancelled Date TBD. Noted
 - c. MSR Annual Meeting – January 24, 2026; will address long range calendar, approve budget, and other regular items per the bylaws: This meeting will hold elections. Agenda will be created after reviewing the components that should be included for the annual meeting. The date of the annual meeting was changed to January 31, 2026.
 - d. Report on 2025 Holiday Market / Parade: Event was good. The parade consisted of 30 floats. Overall, it went well. Holiday Market financials will be discussed at a later date.
 - e. Accreditation approved – Await NMMS recommendations for 2026: Noted. Barbara will provide 2024-2025 reports to use as a guidance for future directions.
- V. Old Business
 - a. Rebranding: Cisco reported that the committee continues with the re-branding. The committee has now provided a report of the discussions held and the outcomes. Designs provided consisted of 4. Cisco suggested that the Board select/vote on the design at the annual meeting.
 - a. Holiday Light Project 2025 – A. Shanley, 2nd Vice President: Wendy Marley was contacted; meeting went smoothly. She did order some more supplies with new sponsorship funds. Fundraising was successful with an overage of \$4,000. Approximately \$22,000 has been raised. Recommended that an MOU be signed that outlines the expectations of parties. Jesse McDaniels is paid approximately \$20,000 to put up/take down lights. Signs are a cost of MSR. Will the overage be utilized for next year's light event or can it be used as a fundraiser for MSR?

- b. Snowflakes repair – A. Shanley, 2nd Vice President: Discussion on the quality LED lights was held; tinsel, garland, etc. The city has been storing the decorations and will no longer do so. The city is responsible for putting them up. Allen made a motion to price out the LED lights or strands that Jim recommended; seconded by Cisco. It was suggested that Xcel may be able to furnish the lights. Barbara will reach out to them. This project will not be completed by Christmas, 2025.

VI. New Business

- a. J. Garcia resigned as President on December 2nd – accepted resignation. Noted.
- b. Del Jurney, former Board member and ex-Mayor, to present at the Board. He would like to assist in revitalization and economic development. Motion made by Rosy to invite Del Jurney to speak at a meeting; seconded by Cisco. January 14, 2026 Board meeting will be scheduled and invite Del Jurney.
- c. 2026 Board Elections Ballot; B. Gomez: Ballot will be voted on at the annual meeting. Ballot was shared so that members could nominate.
- d. Annual Stakeholders Meeting: Survey from stakeholders for input/feedback. An evening appreciation reception was scheduled for February 26, 2026 @ 6:00 p.m.. Venue will be determined at a later date. Cisco volunteered to head the planning committee.
- e. Roswell America 250 Committee, request for MSR to serve as fiduciary – B. Gomez. Barbara sits on the committee. The board had voted to be the fiduciary. Another nonprofit is also being considered but Juliana did not have a decision yet. Barbara suggested having the Roswell America 250 event in collaboration with the UFO Festival so that sponsors are not being bombarded by both. It was suggested that a formal letter be sent to the City of Roswell to clearly provide deadlines to MSR so that a decision can be made of whether to move forward with the UFO event. Cisco will provide some sample letters for consideration. The UFO event is a big fundraising event for MSR which would be jeopardized if we have a conflict with the City.

VII. Closed Session [if called]

VIII. Other Business

IX. Adjourn @ 7:03 p.m.

UPCOMING CONFERENCES/ TRAININGS:

UPCOMING EVENTS:

Chaves County Cultural Plaza progress tour – December 12, 10am
Re-branding Essence team meeting – December 16th at 11am
NM MainStreet Conference – February 18 – 20, 2026, ABQ

Stakeholder Meeting: 3rd Tuesday of EACH MONTH, 5:30 PM.
December 16th, Alien Enchantments, January 2026 - StPyant

First Friday's: First Friday of each month at 9am – Mornings with Mike

DATES TO REMEMBER:

MRS Board meetings: Standing meeting: 2nd Wednesday of EACH MONTH, 5:30 PM
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.