



MAIN STREET ROSWELL

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MainStreet Roswell – Q1 /City of Roswell – Q3 January, February, March 2026

Submitted on: April 17, 2026
R. Del Jurney, Board President

MainStreet Board Minutes (inserted): unable to locate

- January 2026
- February 2026
- March 2026

Profit & Loss Statement – 3rd Quarter, 2026 (inserted):

- January, February, March 2026

Executive Director's Monthly Report (inserted): unable to locate

- January, February, March 2026

During this quarter MSR ED/Board held the Annual MainStreet Roswell board meeting, worked on the upcoming 2026 UFO Festival and collaborated on a \$500,000 grant through NM Tourism, Destination Forward, for the Chaves County Cultural Plaza

Board members: City of Roswell Q3 MSR added 1 new board member. Cu

R. Del Jurney	President
Allen Shanley	Vice-President
Rosy Rubio	Treasurer
	Secretary
Allen Shanley	Director
Eric Neria	Director
Rodney Austin	Director
Kerri Hendrix	Director
Lela Hunt	Director
Cisco Brink	Director

Project Deliverables / Scope of Service

Brief description of: Business Retention and Economic Development

- ED and/or Board members provided no less than 15-25 per month personal contacts in person, via phone, email or via messenger on the MainStreet Roswell Facebook page and via 3 monthly Stakeholder meetings.
- 1st Friday of each month, ED contacts a majority of stakeholders to obtain information on merchant specials or events happening at their location during that month. ED reviews stakeholder's FB pages and

- We spread our wings and meet with the CCEDC and will soon be meeting with the Chamber of Commerce and the Hispano Chamber of Commerce. We believe that working together will bring positive results to our little corner of the world.

Upcoming Priorities:

- After the resignation of Barbara Gomez as Executive Director, the MainStreet Board will be accepting resumes for the position, as well as a new position for an event planner. We're excited to see who might be interested, and who will satisfy our list of qualifications for each staff position. Next month's report will hopefully be done by our new ED.
- We are anticipating that a push to secure applications for resiliency grants and other grant opportunities will allow us to be more aggressive in the regranting process for repairs and/or remodeling that our stakeholders might be needing. We will establish a contract with the business, which will allow for quicker turnaround on matching funds of \$5,000 or less. Additionally, we will be asking the City and County to place MainStreet Roswell on their respective ICIP, so that we can begin to tackle some of the refurbishing in the 'railroad district' that qualifies under City/County ownership.
- We will be working to approve the design phase and to negotiate the maintenance and electrical requirements for the kiosks that are being purchased through a \$400,000 capital outlay allocation.
- MainStreet Roswell will be seeking a new location for our office...preferably on Main Street. We believe that it is important to be accessible to our stakeholders, residents and visitors.
- And finally, we will be working diligently to put on a fabulous UFO Festival, that will make Roswell, Chaves County and the State of New Mexico proud.

MainStreet Roswell Board members. As of April 16th (the date of this report) the Board has 4 Board members. One Board member resigned in March, another resigned in April and the Executive Director resigned April 8th.

Del Jurney	President
Allen Shanley	Vice-President
Cisco Brink	Secretary
	Treasurer
Peggy Seskey	Director

Project Deliverables / Scope of Service

Brief description of: Business Retention and Economic Development

- The Executive Director and/or Board members provided stakeholder contacts in person, via phone, email or via messenger on the MainStreet Roswell Facebook page to no less than 15 to 25 individuals. Upcoming events were promoted along with drop-in visits to approximately 20 businesses in the district.
- During this quarter MSR held 3 district merchant Stakeholder meetings in person and via FB live: January – Ancients of Days, February – Art Gallery, March – Bottle Rocket. During the meetings updates were given on new businesses in the district and businesses that are closed or relocated. Updates were given for the Chaves County Cultural Plaza and Wayfinding gateway, benches & kiosks. Information was shared that a new design for the rebranding was approved and would be implemented over the next several months. MSR emphasized the need for stakeholder volunteers to help with the many events that occur within the district.

- 1st Friday of each month, “Mornings with Mike” – The RMS Executive Director posts on FB about her radio time with PVBC and requests information to share online. Contacts are made with many stakeholders to obtain information on merchant specials or events happening at their business during that month. The Executive Director reviews stakeholder FB pages and shares events or specials as posted by the merchant. The information is then broadcast live via PVBC radio, “Mornings with Mike” show, shared on the MainStreet Stakeholders Facebook and during the monthly Stakeholders meeting.
- MainStreet Roswell maintains its webpage at mainstreetroswell.org:
(The MSR webpage is updated as buildings become vacant or available)
 - Map of the downtown MainStreet District
 - Business directory listing 70 downtown businesses
 - Property Listings of vacant and for sale
 - Projects/ Event

The Executive Director spoke with various business owners to discuss potential plans for improvements to the interior and/or exterior of their location. The effort was to locate and identify empty buildings and to speak with a number of people looking to find a location in the Main Street district.

New businesses within the district during Q1	Address		
Tia Sophia's	401 N. Richardson		
Bottle Rocket	105 S. Main St.		
Zippie's Pizza	115 E. Third St.		
Business closures within the district:			
CS Designs	126 S. Main St.		
UFO H2O	105 S. Main St.		
Interior and Exterior Improvement and Rehabilitation	Address	Private Investment	Description of work
Bullock's partnered with Hangar 209	Vacant lot	\$27,000	Pocket Park
Anaya Printing	322 N. Main St	\$3,000	Painting/plaster removal
Upcoming restaurant – J. Tenorio	205 S. Main St	\$15,000	Planning and Design
Upcoming restaurant – L. Sanchez	600 N. Richardson	\$50,000	Interior renovations
TOTAL		\$95,500	

Active Property Listings: A listing of properties within the corridor is maintained through a google spreadsheet and the webpage at mainstreetroswell.org as an ongoing effort.

Location	Listing information	Property information	Listing Broker
*301 E. Fourth	Active listing / \$299,900	10,273sqft / industrial	Berkshire Hathaway
*227 N. Main Street	Active listing / \$399,000	59,340 sq ft / commercial	Berkshire Hathaway
*201 N. Richardson Ave	Active listing / 209,000	1330 Sq ft / retail	Nunez & Company
*201 W. Third Street	Active listing / \$209,000	1330sq ft / Retail	Nunez & Company
*125 E. Third Street	Active listing / \$292,500	3,347 sq ft / commercial	Ranchline Taylor
*208 N. Main Street	Active listing / \$1,500,000	26,696 sq ft / retail	ExPo Realty
*314 N. Richardson	Active listing / \$250,000	4397 sq ft / retail	KellerWilliams Roswell

Public Sector Improvement

Name of Public Project	Location	\$ Value of project
None to report.		
Total		\$0.00

Extraordinary activities:

- Stellar Coffee hosted an event to introduce the MainStreet Roswell Board of Directors. A Power Point presentation was shown to those in attendance, and each Board member had the opportunity to speak about their thoughts and ideas for the corridor. In return attendees had the chance to ask questions and learn more from the Board. It was a very worthwhile event, and we thank Stellar for their hospitality.

Promotional campaigns / Events:

- MainStreet Roswell approved, during the annual meeting, to utilize a new and different design to rebrand our logo, with the hope that it would better represent the look of our downtown corridor.

Cooperative efforts with area organizations:

- Conversations were held with MainStreet programs in Artesia and Carlsbad to pick their brains on the pluses and minuses of projects that we are considering for Roswell. The calls were productive in that we received good insight that could help us during our planning and design process.

Volunteer Hours:

Approximately 700+ volunteer hours were reported during this quarter. Volunteers consisted of MSR Board members, community volunteers and civic organizations. Board members attended and assisted with the MSR UFO meeting and UFO Community meeting.

Executive Director Training / Meeting with NMMS

The Board President and Vice-President met with NMMS, in Albuquerque, regarding grant funding for private sector renovation projects in the 'railroad district'.

Management Report

MainStreet Roswell

For the Quarter ending March 31, 2026

Prepared by

Del Journey

Prepared on

April 17, 2026

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Quarterly Statement of Activity Summary

January - March, 2026

	Jan - Mar, 2026	Total
REVENUE		
43400 Direct Public Support		0.00
43410 PSA with City	37,500.00	37,500.00
Total 43400 Direct Public Support	37,500.00	37,500.00
45000 Investments		0.00
45030 Interest-Savings, Short-term CD	17.18	17.18
Total 45000 Investments	17.18	17.18
46550 City Sponsorship UFO/Alienfest	102,000.00	102,000.00
46600 Holiday Events & Other Events	250.00	250.00
48000 Misc. Income	665.48	665.48
51000 250th Birthday Celebration		0.00
51001 Event Sponsorship	18,790.00	18,790.00
51003 Merchandise Sales	370.00	370.00
Total 51000 250th Birthday Celebration	19,160.00	19,160.00
Total Revenue	159,592.66	159,592.66
GROSS PROFIT	159,592.66	159,592.66
EXPENDITURES		
65000 Operations		0.00
65005 Advertising	65.40	65.40
65017 Internet Expense	210.00	210.00
65020 Postage, Mailing Service	199.00	199.00
65035 Office Expenses	446.95	446.95
65040 Supplies	29.41	29.41
65048 Storage	210.00	210.00
65049 Computers, software, systems	6,699.50	6,699.50
65050 Telephone, Telecommunications	248.95	248.95
Total 65000 Operations	8,109.21	8,109.21
65012 Fees for Square Reader	102.59	102.59
65060 UFO Festival/Alien Fest		0.00
65061 UFO/Alien Advertising	-192.18	-192.18
65064 UFO/Alien Fest Meals/Lodging	100.28	100.28
65069 UFO/Alien Fest Contest Prizes	75.00	75.00
Total 65060 UFO Festival/Alien Fest	-16.90	-16.90
65090 Other Events		0.00
65091 Other Events Advertising	631.76	631.76
65093 Other Events Supplies	139.77	139.77
65094 Other Events Misc. expenses	5.00	5.00
Total 65090 Other Events	776.53	776.53
65100 Other Types of Expenses		0.00
65120 Insurance - Liability, D and O	1,593.24	1,593.24
Total 65100 Other Types of Expenses	1,593.24	1,593.24

	Jan - Mar, 2026	Total
65500 City Spon. Expense UFO/Alienfes		0.00
65504 Meals and Lodging	18.56	18.56
Total 65500 City Spon. Expense UFO/Alienfes	18.56	18.56
66000 Salary Expenses		0.00
66050 Director's Salary	14,162.52	14,162.52
Total 66000 Salary Expenses	14,162.52	14,162.52
66100 Holiday Events		0.00
66101 Holiday Lights Supplies	58.77	58.77
66104 Holiday Lights Advertising	129.92	129.92
66107 Holiday Entertainment Expensse	50.00	50.00
66108 Holiday Events Prizes	150.00	150.00
Total 66100 Holiday Events	388.69	388.69
68300 Travel and Meetings		0.00
68310 Conference, Convention, Meeting	399.22	399.22
68320 Travel and Meals	96.32	96.32
Total 68300 Travel and Meetings	495.54	495.54
95000 250th Birthday Celebration*		0.00
95001 Advertising	8,688.58	8,688.58
95002 Merchandise	175.00	175.00
95003 Office Expenses	37.91	37.91
95004 Sponsor Gifts	380.00	380.00
95005 Community Project	5,563.15	5,563.15
Total 95000 250th Birthday Celebration*	14,844.64	14,844.64
Payroll Expenses		0.00
Taxes	1,132.73	1,132.73
Total Payroll Expenses	1,132.73	1,132.73
Unapplied Cash Bill Payment Expense	1,831.81	1,831.81
Total Expenditures	43,439.16	43,439.16
NET OPERATING REVENUE	116,153.50	116,153.50
NET REVENUE	\$116,153.50	\$116,153.50

January-March, 2026

TOTAL			
	Actual	Budget	Money remaining
Income			
10011 Bank Fee Refund	0.00		0.00
250th	0.00		0.00
43400 Direct Public Support			
43410 PSA with City	37,500.00	37,500.00	0.00
Total for 43400 Direct Public Support	\$37,500.00	\$37,500.00	\$0.00
45000 Investments			
45030 Interest-Savings, Short-term CD	17.18	49.98	32.80
Total for 45000 Investments	\$17.18	\$49.98	\$32.80
46550 City Sponsorship UFO/Alienfest	102,000.00		-102,000.00
46600 Holiday Events & Other Events	\$250.00		-\$250.00
46601 Holiday Lights Donations		7,500.00	7,500.00
46604 Holiday Events Vendors		600.00	600.00
46605 Holiday Events Sponsor		750.00	750.00
Total for 46600 Holiday Events & Other Events	\$250.00	\$8,850.00	\$8,600.00
48000 Misc. Income	\$665.48		-\$665.48
48001 Donations		250.02	250.02
48002 RDR Ads		37.50	37.50
Total for 48000 Misc. Income	\$665.48	\$287.52	-\$377.96
51000 250th Birthday Celebration			
51001 Event Sponsorship	18,790.00		-18,790.00
51003 Merchandise Sales	370.00		-370.00
Total for 51000 250th Birthday Celebration	\$19,160.00		-\$19,160.00
42101 Fundrasing Events			
42103 Fund raising proceeds		2,500.02	2,500.02
Total for 42101 Fundrasing Events		\$2,500.02	\$2,500.02
46300 ChileCheese			
46301 Chile Cheese Vendor Fee		450.00	450.00
46302 Chile Cheese Sponsorship		1,000.02	1,000.02
Total for 46300 ChileCheese		\$1,450.02	\$1,450.02
46500 UFO/Alien Fest			
46501 UFO Alien Fest Vendors		15,000.00	15,000.00
46502 UFO/Alien Fest Sponsorship		7,500.00	7,500.00
46505 UFO/Alien Fest Donations		250.02	250.02
46508 Lodgers Tax Reimbursement		10,000.02	10,000.02
46512 UFO/Alienfest In Kind donation		100.02	100.02
56504 City of Roswell Reimb. Gen. Fun		25,000.02	25,000.02

TOTAL			
	Actual	Budget	Money remaining
Total for 46500 UFO/Alien Fest		\$57,850.08	\$57,850.08
47500 Farmers Market Income			
47501 Farmers Market Income		2,599.98	2,599.98
Total for 47500 Farmers Market Income		\$2,599.98	\$2,599.98
Total for Income	\$159,592.66	\$111,087.60	-\$48,505.06
Cost of Goods Sold			
Gross Profit	\$159,592.66	\$111,087.60	-\$48,505.06
Expenses			
65000 Operations			
65005 Advertising	65.40		-65.40
65017 Internet Expense	210.00	150.00	-60.00
65020 Postage, Mailing Service	199.00	199.98	0.98
65035 Office Expenses	446.95	1,000.02	553.07
65040 Supplies	29.41	300.00	270.59
65048 Storage	210.00	559.98	349.98
65049 Computers, software, systems	6,699.50	3,750.00	-2,949.50
65050 Telephone, Telecommunications	248.95	1,000.02	751.07
65045 Training		25.02	25.02
65055 Web Hosting		349.98	349.98
Total for 65000 Operations	\$8,109.21	\$7,335.00	-\$774.21
65012 Fees for Square Reader	102.59	25.02	-77.57
65060 UFO Festival/Alien Fest			
65061 UFO/Alien Advertising	-192.18	1,000.02	1,192.20
65064 UFO/Alien Fest Meals/Lodging	100.28	1,500.00	1,399.72
65069 UFO/Alien Fest Contest Prizes	75.00	1,200.00	1,125.00
65062 UFO/Alien Fest Entertainment		25,000.02	25,000.02
65066 UFO/Alien Fest Supplies		2,500.02	2,500.02
65067 UFO/Alien Fest Security		9,000.00	9,000.00
65068 UFO/Alien Fest Merchandise		4,500.00	4,500.00
Total for 65060 UFO Festival/Alien Fest	-\$16.90	\$44,700.06	\$44,716.96
65090 Other Events			
65091 Other Events Advertising	631.76		-631.76
65093 Other Events Supplies	139.77		-139.77
65094 Other Events Misc. expenses	5.00		-5.00
Total for 65090 Other Events	\$776.53		-\$776.53
65100 Other Types of Expenses			
65120 Insurance - Liability, D and O	1,593.24	2,250.00	656.76
65160 Other Costs		49.98	49.98
65180 Gross Receipts Tax		375.00	375.00
Total for 65100 Other Types of Expenses	\$1,593.24	\$2,674.98	\$1,081.74
65500 City Spon. Expense UFO/Alienfes			

TOTAL			
	Actual	Budget	Money remaining
65504 Meals and Lodging	18.56	250.02	231.46
Total for 65500 City Spon. Expense UFO/Alienfes	\$18.56	\$250.02	\$231.46
66000 Salary Expenses			
66050 Director's Salary	14,162.52	29,074.98	14,912.46
66010 Payroll Taxes		2,250.00	2,250.00
66015 Workmans Comp		10.02	10.02
66020 Unemployment Insurance		52.50	52.50
Total for 66000 Salary Expenses	\$14,162.52	\$31,387.50	\$17,224.98
66100 Holiday Events			
66101 Holiday Lights Supplies	58.77	550.02	491.25
66104 Holiday Lights Advertising	129.92	150.00	20.08
66107 Holiday Entertainment Expensse	50.00	1,099.98	1,049.98
66108 Holiday Events Prizes	150.00	625.02	475.02
66102 Holiday Lights Inst. and Remova		10,999.98	10,999.98
66109 PayPal Fees Holiday Events		37.50	37.50
66111 Security		300.00	300.00
Holiday Street Closures		750.00	750.00
Total for 66100 Holiday Events	\$388.69	\$14,512.50	\$14,123.81
68300 Travel and Meetings			
68310 Conference, Convention, Meeting	399.22	49.98	-349.24
68320 Travel and Meals	96.32	349.98	253.66
Total for 68300 Travel and Meetings	\$495.54	\$399.96	-\$95.58
95000 250th Birthday Celebration*			
95001 Advertising	8,688.58		-8,688.58
95002 Merchandise	175.00		-175.00
95003 Office Expenses	37.91		-37.91
95004 Sponsor Gifts	380.00		-380.00
95005 Community Project	5,563.15		-5,563.15
Total for 95000 250th Birthday Celebration*	\$14,844.64		-\$14,844.64
Payroll Expenses			
Taxes	1,132.73	499.98	-632.75
Wages		4,999.98	4,999.98
Total for Payroll Expenses	\$1,132.73	\$5,499.96	\$4,367.23
Unapplied Cash Bill Payment Expense	1,831.81		-1,831.81
62100 Contract Services			
62110 Accounting Fees		1,600.02	1,600.02
Total for 62100 Contract Services		\$1,600.02	\$1,600.02
65008 Bank Fees		600.00	600.00
65070 Chile Chesse Festival			
65072 Chile Cheese Entertainment		250.02	250.02

TOTAL			
	Actual	Budget	Money remaining
65073 Chile Cheese Rentals		175.02	175.02
65074 Chile Cheese Supplies		400.02	400.02
Total for 65070 Chile Chesse Festival		\$825.06	\$825.06
65080 Farmers Market			
65082 Farmers Market Rentals		250.02	250.02
65083 Farmers Market Supplies		250.02	250.02
65084 Farmers Market other expenses		25.02	25.02
Total for 65080 Farmers Market		\$525.06	\$525.06
66125 Contests			
66126 Parade Contest Winners		124.98	124.98
Total for 66125 Contests		\$124.98	\$124.98
Uncategorized Expense		199.98	199.98
Total for Expenses	\$43,439.16	\$110,660.10	\$67,220.94
Net Operating Income	\$116,153.50	\$427.50	-\$115,726.00
Other Income			
Other Expenses			
Net Other Income			
Net Income	\$116,153.50	\$427.50	-\$115,726.00