



FY 2026 – Annual Report

Education Events:

Education & Workforce Development

During the reporting period, RHCC hosted and participated in a variety of educational and workforce development initiatives in partnership with ENMU-R, the Small Business Development Center (SBDC) and other community organizations. These efforts included business education seminars, member meetings, leadership development, and discussions supporting local education and workforce initiatives.

Tourism & Visitor Economy

RHCC hosted meetings with local hospitality leaders to advance the VISTA initiative and continued development of the year-round PiñataFest tourism website. These collaborative efforts are designed to strengthen tourism partnerships, increase visitor engagement, and improve the visibility of Roswell businesses and attractions.

Highlights

- Co-hosted mill-levy meeting with ENMU-R.
- Hosted a business education seminar at the Daniels Leadership Center.
- Participated in the ENMU-R Job Fair.
- Conducted two business assistance meetings with the SBDC.
- Hosted RHCC Member Meetings.
- Convened two VISTA hospitality planning meetings with members and local hotel managers.

Professional Leadership Opportunities

RHCC is expanding opportunities for business and community leaders to serve in meaningful leadership roles through Board service, committee participation, and strategic initiatives that strengthen both the Chamber and the Roswell business community. During the reporting period, RHCC strengthened its leadership capacity by recruiting experienced business and community leaders into key volunteer and staff positions, expanding expertise in membership development, strategic partnerships, tourism, visitor economy initiatives, and Chamber operations. These additions enhance RHCC's ability to serve its members, foster community collaboration, and advance its mission of helping businesses become more prepared, more visible, and better positioned for opportunity.



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Board Changes

During the reporting period, RHCC strengthened its leadership by appointing experienced business and community leaders to key Board, advisory, and operational roles.

- **Rolando Mendoza**, co-owner of Agape Home Care, joined the Board of Directors, was elected Vice President, and assumed responsibility for Membership Development and member engagement initiatives.
- **Barbara Gomez** joined RHCC as Strategic Partnerships & Visitor Economy Advisor, leading the VISTA initiative.
- **Sergio Jimenez**, owner of Encanto Events, joined the Board of Directors and assumed responsibility for vendor relations and event operations.
- **Aaliyah Aguilar** joined RHCC as Membership Coordinator, strengthening membership administration and operational support.
- **Luke Sanchez** concluded his service on the RHCC Board of Directors.
- **Melissa Cobos** concluded her service as RHCC's Executive Director.
- **Hope Morales** resigned from the Board of Directors during the reporting period.

Membership Recovery & Growth Initiative

During the last 9 months, RHCC's primary focus has been rebuilding the Chamber's membership foundation rather than pursuing traditional membership growth. Following a comprehensive review of membership records, member benefits, and member services, RHCC updated membership data, evaluated the value and delivery of its membership benefits, strengthened renewal processes, and improved member communications to establish a more consistent and accountable membership program.

A key component of this effort was the development and implementation of the **PROMIS (Promotion, Outreach, Marketing, Information & Sponsorship)** member fulfillment process. PROMIS establishes standardized operational procedures to ensure that membership benefits, promotional commitments, and member communications are delivered consistently, documented, and completed on time. These improvements are designed to strengthen member confidence, improve the overall membership experience, and reinforce the value of Chamber membership.



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RHCC also developed two complementary membership initiatives:

- **Membership Recovery Initiative** – A structured program to reconnect with former members, renew existing memberships, and strengthen long-term member retention through proactive outreach and follow-up.
- **Vendor-to-Member Initiative** – A program designed to encourage existing event vendors and participating businesses to become Chamber members by demonstrating the value of year-round business visibility, networking, education, and strategic partnerships.

The restructuring and planning phase of these initiatives concluded on **June 30**. RHCC has now entered the execution phase, with Membership Coordinator **Aaliyah Aguilar** beginning direct outreach to members to verify decision-makers, update contact information, and ensure membership records are accurate before launching the full renewal, recovery, and membership expansion campaign.

Because these initiatives were launched at the conclusion of the reporting period, the membership activity reflected in this report represents the beginning of a long-term rebuilding effort rather than the full impact of these programs. Future quarterly reports are expected to demonstrate measurable progress in member renewals, recovered memberships, vendor-to-member conversions, fulfillment of member benefits through the PROMIS process, and overall membership growth.

Overview of Operations

Preceding Year

The preceding year was a period of organizational transition and rebuilding for the Roswell Hispano Chamber of Commerce. RHCC focused on restoring organizational stability, strengthening governance, rebuilding community relationships, and evaluating its membership program to establish a stronger foundation for future growth.

During this period, RHCC restructured its Board of Directors and leadership team, reviewed and refined its strategic priorities, developed new operational systems and procedures, strengthened financial oversight, and expanded collaboration with businesses, government agencies, educational institutions, and community partners.

RHCC also launched several long-term strategic initiatives, including the **Business Accelerator Series (BASE)**, **Visitor Industry Success & Tourism Advancement (VISTA)**, **Events Promoting Identity & Culture (EPIC)**, and the **PROMIS** member fulfillment process. Together, these



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initiatives support RHCC's mission of helping businesses become **more prepared, more visible, and better positioned for opportunity.**

Planned Future Operations

With its organizational restructuring completed on **June 30**, RHCC has transitioned from planning and development to execution.

Over the coming year, RHCC will focus on implementing its **Membership Recovery Initiative**, **Vendor-to-Member Initiative**, and **PROMIS** member fulfillment process while expanding educational programming, strengthening strategic partnerships, supporting workforce development initiatives, enhancing tourism through the VISTA program, and continuing development of the year-round PiñataFest tourism platform.

RHCC will also continue working with business, education, tourism, and community partners to create opportunities that strengthen local businesses, increase visitor spending, support workforce readiness, and advance economic opportunity throughout Roswell and Chaves County.

Through these initiatives, RHCC will continue fulfilling its mission of helping businesses become **more prepared, more visible, and better positioned for opportunity.**

Membership Survey Results

RHCC spent much of the reporting period listening to members and former members. Many told us that while they believed in the Chamber's mission, they did not always receive the visibility, promotion, and other benefits they expected from their membership.

We took that feedback seriously. As a result, RHCC reviewed and redesigned its membership program, implemented the PROMIS member fulfillment process to ensure commitments are tracked and completed, launched the Membership Recovery Initiative, and developed the VISTA program to help visitor-facing businesses attract more customers. Together, these initiatives are intended to ensure that RHCC consistently delivers on its commitments while helping businesses become more prepared, more visible, and better positioned for opportunity.

These conversations have also shaped RHCC's strategic direction, with a renewed focus on delivering measurable value to our members through education, promotion, strategic partnerships, and consistent follow-through on every membership commitment.