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City of Roswell – Q4 Report / MSR – Q2 Report April, May, June 2026 Executive Director’s Report

Submitted on: July 24, 2026
MainStreet Roswell (MSR)
Del Journey, President
Brooke Anne Marker, Executive Director

Moving Forward - MainStreet Roswell has experienced transformational change over the last quarter with the resignation of the Executive Director and two Board members. While these transitions have presented challenges, they have also created an opportunity for renewal and strategic realignment.

MainStreet Roswell is moving forward in a new direction grounded in exceptional service, strengthened organizational capacity, and a renewed commitment to the businesses and stakeholders within the Roswell MainStreet District. The past quarter brought transformational change with the resignation of the Executive Director and two Board members. While these transitions created challenges, they also opened the door for renewed focus, improved alignment, and stronger organizational foundations.

During this period, the Board has concentrated on rebuilding stability, expanding partnerships, and evaluating the quality of programs and support provided to Main Street businesses and the broader community. As we enter this next phase, MainStreet Roswell is dedicated to rebuilding relationships and delivering professional, responsive, and innovative services that align with New Mexico MainStreet strategies and the City’s goals for downtown revitalization and long-term economic vitality.

Question with program funding in the Memorandum of Understanding... end of this quarter

MainStreet Board Minutes (Unable to locate April due to resignation of Executive Director):

- April 2026
- May 2026

- June 2026

Profit & Loss Actuals YTD Financial Reports (Unable to locate due to resignation of Executive Director)

- April, May and June 2026

Executive Director's Monthly Report

- April, May and June 2026 – no report is available

Key Quarterly Highlights:

• **Executive Director Hiring**

Following the resignation of Executive Director Barbara Gomez, the Board initiated an intensive recruitment process to ensure strong, capable leadership for the Roswell MainStreet program. The position was widely advertised, generating twelve applications from qualified professionals. Through a structured screening process, interviews, and a review of credentials, the Board identified candidates who demonstrated the skills, vision, and commitment necessary to serve Roswell effectively.

Key competencies for this role include administrative program management, servant leadership, event planning, project management, grant compliance, community engagement, fundraising, event execution, and strong communication skills.

Based on the evaluation of qualifications and interview process, **Brooke Anne Marker** was selected and accepted the position, bringing renewed energy and leadership to the Roswell MainStreet program. She will be attending training with NM Mainstreet designed to prepare Executive Directors for leadership roles in MainStreet districts, covering both foundational knowledge and advanced skills.

In this new direction, the MainStreet Roswell Board and the Executive Director will be responsible for leading the Roswell MainStreet program in alignment with the New Mexico MainStreet Four-Point Approach, which includes: Economic Vitality, Design & Placemaking, Promotion & Events, and Organization & Fundraising.

- ✓ **Economic Vitality** - Strengthening the district's economic base by supporting businesses, entrepreneurs, and property redevelopment.

- **Business Retention & Expansion (BRE):** Assess existing businesses, identify needs, and connect them with resources, incentives, and technical assistance.
- **Entrepreneur Support:** Help new businesses launch through market analysis, business planning, and connections to SBDC, WESST, and local partners.
- **Market Positioning:** Use data, trade area analysis, leakage studies, consumer profiles to guide recruitment and investment.
- **Property Development:** Identify underutilized buildings, support adaptive reuse, and align owners with financing tools (capital outlay, LEDA, CDBG, private investment).
- **Economic Transformation Strategies:** Focus district-wide efforts on a few targeted priorities such as creative economy, heritage tourism, downtown housing, or small-business growth.

Outcome: A stronger, more diverse downtown economy with increased private reinvestment and business activity.

- ✓ **Design & Placemaking** - Improving the physical environment to make downtown more attractive, walkable, and functional.

- **Façade & Building Improvements:** Historic preservation, architectural guidance, and design renderings to support reinvestment.
- **Streetscape Enhancements:** Lighting, landscaping, sidewalks, crosswalks, benches, shade structures, and ADA improvements.
- **Creative Placemaking:** Public art, murals, pocket parks, alley activations, and cultural installations that reflect local identity.
- **Wayfinding & Branding:** Cohesive signage systems that help visitors navigate and reinforce district identity.
- **Public Infrastructure Projects:** Capital outlay-funded improvements that support economic activity and pedestrian comfort.

Outcome: A visually appealing, safe, and inviting district that encourages people to spend time—and money—downtown.

- ✓ **Promotion & Events** - Telling the district's story and driving foot traffic through marketing, branding, and experiences.

- **District Branding:** Develop a unified identity—logo, tagline, messaging—that communicates what makes the district unique.

- **Retail Promotions:** Shop local campaigns, business spotlights, holiday promotions, and coordinated merchant activities.
- **Events & Festivals:** Signature events that attract visitors, strengthen community identity, and support local businesses.
- **Digital Marketing:** Social media, websites, newsletters, and storytelling that highlight businesses, history, and culture.
- **Tourism Alignment:** Partner with chambers, CVBs, and regional tourism programs to draw visitors into the district.

Outcome: Increased visibility, stronger community pride, and more customers walking into downtown businesses

✓ **Organization & Fundraising** - Building a strong, sustainable local MainStreet organization with effective leadership and resources.

- **Board Development:** Governance training, strategic planning, committee structure, and leadership cultivation.
- **Volunteer Engagement:** Recruit, train, and retain volunteers to support projects and events.
- **Partnership Building:** Align with the municipality, chamber, EDC, arts groups, and civic organizations.
- **Fundraising & Resource Development:** Sponsorships, grants, donor campaigns, earned income, and municipal support.
- **Program Management:** Work plans, budgets, reporting, and alignment with NMMS requirements and Transformation Strategies.

Outcome: A stable, well-run organization capable of sustaining long-term revitalization work.

- **Board Transitions & Leadership Update-** MainStreet Roswell experienced significant board and staff turnover this quarter, with two Board members and the Executive Director resigning. These transitions created challenges but also opened the door for renewed focus and organizational strengthening. Despite the disruption, the Board successfully appointed a new Board member with prior MainStreet experience and completed a recruitment process that resulted in the selection of a new Executive Director eager to serve as the face of MainStreet Roswell. Two additional Board appointments are currently pending, which will further strengthen leadership capacity as the organization moves forward.

- **Cultural Plaza** - The Cultural Plaza began as a Roswell MainStreet project funded through the New Mexico MainStreet Great Blocks program and was ultimately managed by Chaves County. MainStreet Roswell remained actively involved throughout construction and participated in the May 7 ribbon-cutting ceremony, which was attended by New Mexico MainStreet Director Daniel Gutierrez. The plaza's exceptional design and amenities create a versatile public space for future community events. MainStreet Roswell and New Mexico MainStreet are proud to sponsor the plaza and sincerely thank the City of Roswell and Chaves County for supporting the revised site selection.
- **MainStreet Roswell UFO Festival** – The MainStreet Roswell Board, event organizers, and dedicated volunteers worked diligently to plan the annual Roswell UFO Festival in partnership with the City of Roswell and the community's celebration of America's 250th birthday on July 4th. This year's festival will feature an exciting mix of unique vendors, specialty shops, live entertainment, and contests designed to delight paranormal enthusiasts and families alike.

The festival will also coincide with Roswell's 250th birthday celebration, highlighted by an outstanding fireworks show that will perfectly complement the UFO Festival's activities. With events scheduled from July 2–4, organizers anticipate welcoming visitors from across the region and beyond.

- **Railroad District Redevelopment Initiative** - A key opportunity area for economic development and historic preservation. MainStreet Roswell remains committed to advancing the redevelopment of the Railroad District. A recent visit to Albuquerque to meet with the NM MainStreet Director and staff provided valuable insight into funding avenues available for private-sector investment. MSR will continue working with CCEDC and other partners to build momentum toward creating a unique attraction for visitors seeking to explore Roswell's history including the legacy of the 1947 crash.

Current Focus Areas:

- ✓ **Assessment of Existing Conditions:** Reviewing building inventory, infrastructure needs, pedestrian access, and opportunities for adaptive reuse.
- ✓ **Stakeholder Engagement:** Initiating conversations with property owners, business operators, and potential investors.

- ✓ **Alignment with City Priorities:** Ensuring the district's revitalization strategy supports the City's long-term economic development and tourism goals.

Develop a **Railroad District Master Concept**, including:

- ✓ Streetscape improvements
- ✓ Historic preservation priorities
- ✓ Business recruitment strategies
- ✓ Public art and placemaking opportunities
- ✓ Connectivity to Main Street and the downtown core

MainStreet Roswell is committed to the revitalization of Roswell's Railroad District which represents one of the city's most promising opportunities for long-term economic growth, historic preservation, and community identity. By transforming this underutilized corridor into a vibrant mixed-use destination, Roswell can activate historic buildings, attract new businesses, improve walkability, and create a seamless connection between the Railroad District and the downtown core. Revitalization will support local entrepreneurs, expand tourism offerings, enhance public spaces, and strengthen the cultural fabric of the community. As investment and activity grow, the Railroad District will become a dynamic gateway into Roswell, honoring its past while driving a more resilient and prosperous future.

- **Strengthening Regional Partnerships** – MainStreet Roswell expanded its outreach this quarter by meeting with the RCCEDC, the Chamber of Commerce, and the Hispano Chamber of Commerce. These efforts are building stronger collaborative relationships that will support joint events, shared initiatives, and new opportunities for the MainStreet District and the community. MainStreet Roswell has begun coordinating with these partners on upcoming activities and will continue strengthening these regional connections to advance community and economic development goals.

Upcoming Priorities

- **Grant Applications & Regranting Program Expansion** - MSR anticipates pursuing resiliency grants and other funding opportunities to strengthen its regranting capacity. A streamlined contract process will allow quicker turnaround for matching funds of \$5,000 or less to support stakeholder repairs and remodeling. MSR

will also request placement on both the City and County ICIP lists to begin addressing eligible Railroad District improvements under public ownership.

- **Kiosk Project – Design & Maintenance Coordination**

MSR will work with the City of Roswell to define the design phase and negotiate maintenance and electrical requirements for kiosks funded through a \$400,000 capital outlay allocation.

- **Office Relocation**

MainStreet Roswell will begin searching for a new office location, preferably on Main Street to ensure accessibility for stakeholders, residents, and visitors.

- We are proud to announce that the **Roswell UFO Festival has been named a Top 5 Nominee for the New Mexico Entertainment Awards**. This recognition honors the incredible community effort behind the event; our volunteers, sponsors, vendors, entertainers, and the thousands of visitors who make the festival one of New Mexico’s most unique and memorable annual traditions. A heartfelt thank you go out to everyone who contributed to making the 2026 Roswell UFO Festival an out-of-this-world success. We are honored by this nomination and look forward to continuing to bring extraordinary experiences to Roswell.

MainStreet Roswell Board Members

As of July 17 (date of this report), the Board consists of four members. One board member resigned in March, another in April, and the Executive Director resigned on April 8.

- **Del Journey**, President
- **Allen Shanley**, Vice President
- Vacant - Secretary
- **Peggy Seskey**, Director
- **Debi Lee**, Director
- **Treasurer – Vacant**

Project Deliverables / Scope of Service

Business Retention and Economic Development

- **Stakeholder Engagement**

The MainStreet Roswell Board members conducted two Stakeholder engagements through in-person visits, phone calls, email, and Facebook Messenger. Upcoming events were promoted, and roughly 20 businesses in the district received drop-in visits.

MainStreet Roswell is developing a refreshed format for monthly Stakeholder Meetings to keep downtown businesses, property owners, community partners, and residents informed, engaged, and connected. The meetings will provide a regular forum for district updates, discussion of community needs, and collaboration across the MainStreet District. Merchants will also be able to share announcements, promotions, events, challenges, and ideas for increasing downtown activity. MainStreet Roswell will use this feedback to guide programming, set priorities, and coordinate support for district businesses. Meetings will be held in person and streamed on Facebook Live to promote broad access. By strengthening communication, transparency, and collaboration, these gatherings will help build a more informed and connected downtown community.

- **“Mornings with Mike” Monthly Outreach**

On the first Friday of each month, the MSR Executive Director participates in PVBC’s “Mornings with Mike” radio segment. Information is gathered from stakeholders regarding specials and events, reviewed on their Facebook pages, and shared across radio, MainStreet Stakeholders Facebook, and monthly meetings. Did it in May and in June

- **Webpage Maintenance**

MainStreet Roswell maintains an updated website at **mainstreetroswell.org**, including:

- Downtown district map
- Business directory of 70 downtown businesses
- Listings of vacant and for-sale properties
- Project and event information

FROM the PREVIOUS DIRECTOR: 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		
Bottle Rocket	105 S. Main St		
Zippie's Pizza	115 E Third St.		
Business closures within the district:			
None known at this time			
Interior and Exterior Improvement and Rehabilitation	Address	Private Investment	Description of work
Bullock's partnered with Hangar 209	Vacant lot	\$27,000	Pocket Park
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		\$92,000	

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.

Biennial Memorandum of Understanding (MOU) July 1, 2026 – June 30, 2028

A signed MOU, dated March 10, 2026, established a public-private partnership between:

- New Mexico MainStreet (state coordinating program)
- The local MainStreet nonprofit or revitalization organization
- The municipality (city government) City of Roswell

Its purpose is to define roles, responsibilities, communication expectations, and compliance requirements necessary for maintaining Good Standing, accessing NMMS technical assistance, and qualifying for Main Street America accreditation and Capital Outlay funding.

MOU Requirements Summary

The Memorandum of Understanding (MOU) between **New Mexico MainStreet (NMMS)**, **MainStreet Roswell**, and the **City of Roswell** establishes the formal partnership required to operate an accredited Main Street program. It defines roles, responsibilities, and shared commitments that support downtown revitalization and ensure compliance with NMMS program standards.

New Mexico MainStreet Responsibilities

NMMS serves as a statewide coordinating program and provides:

- **Technical Assistance & Professional Services** Support in Economic Vitality, Design & Placemaking, Promotion, and Organization.
- **Project Development Support** Planning, design renderings, market analysis, and revitalization strategies.
- **Accreditation & Compliance Oversight** Annual program reviews, reinvestment reporting, and performance evaluations.

- **Training & Capacity Building** Workshops, leadership development, and board/staff support.
- **State Resource Coordination** Guidance on Capital Outlay, Great Blocks, and partnerships with state agencies.

MainStreet Roswell Responsibilities

MainStreet Roswell is responsible for implementing the Main Street Approach within the district.

Program Management

- Maintain a functioning board, bylaws, and committee structure.
- Employ and supervise a MainStreet Executive Director.
- Develop an annual work plan aligned with NMMS Transformation Strategies.

Reporting & Compliance

- Submit quarterly reinvestment statistics and annual performance reports.
- Participate in NMMS site visits, training, and accreditation activities.
- Maintain transparent financial and organizational records.

District Engagement

- Conduct stakeholder outreach and merchant meetings.
- Lead projects in Economic Vitality, Design & Placemaking, Promotion & Events, and Organization & Fundraising.
- Coordinate volunteers and community partners.

Financial Stewardship

- Manage grants, sponsorships, and donations responsibly.
- Maintain a sustainable operating budget.

City of Roswell Responsibilities

The City is a formal partner supporting the MainStreet district's revitalization.

Municipal Support

- Designate a City liaison to coordinate with MainStreet Roswell and NMMS.
- Provide staff support for permitting, public works, and project coordination.
- Participate in NMMS site visits and planning sessions.

Financial & In-Kind Support

- Provide annual funding or in-kind support for program operations.
- Serve as fiscal agent for NMMS Capital Outlay projects.
- Support infrastructure improvements aligned with MainStreet priorities.

Planning & Coordination

- Include MainStreet Roswell in planning processes affecting the district.
- Coordinate on streetscape, signage, lighting, branding, and public space improvements.

Shared Commitments

All parties agree :

- Maintain open, consistent communication.
- Collaborate on district priorities and long-term revitalization goals.
- Support accreditation and compliance requirements.
- Uphold the Main Street Approach® and NMMS program standards.
- Promote the MainStreet District and celebrate successes.

Too remain in compliance with the Memorandum of Understanding between New Mexico MainStreet, the City of Roswell, and MainStreet Roswell, a formal service agreement between the City and MainStreet Roswell is required. This agreement has been presented to the City's Finance Committee but was tabled. We respectfully request that it be reconsidered and forwarded to the Roswell City Council for review and approval.

Without an approved service agreement, both MainStreet Roswell and the City of Roswell will fall out of compliance with NM MainStreet program requirements. This would jeopardize the program's standing, limit access to technical assistance and funding, and ultimately force the abandonment of planned revitalization efforts within the MainStreet District.

