



**DEMING/LUNA COUNTY MAINSTREET PROGRAM
109 EAST PINE STREET DEMING, NM 88030**

Board Meeting Minutes

November 20, 2014 7:30 AM at Grand Motor Inn

Board of Directors Members: (Quorum Present)

Attachments: Sign-in Sheet, Project Prioritization Form

Proceedings

I. Welcome

President Barbara Reedy called the meeting to order at 7:32 AM. Two guests were introduced: Miki Shilito, and Christie Ann Harvey

II. Approval of Agenda

Motion to approve agenda without changes by Tamara, second by Monica, motion carried.

III. Approval of Oct 16, 2014 Minutes

Motion to approve Oct 16 minutes without changes by Tamara, second by Ron, motion carried.

IV. Treasurer's Report

Report presented by Tamara. Announced ExDire is now employee, not contract. Warned against negative year-end balance, which was expected, but need for cash input is paramount. Motion to approve report by Monica, second by Ron, motion carried.

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V. Old Business

A. Pocket Park Update – Dan Henke reported murals for walls are to be completed by mid-December, piping and fountain foundation by early December. Plaques are in process. Everything is on schedule.

B. Binders – Tom distributed new ‘jump’ drive corporate document collections in lieu of the planned 3-ring paper binders previously given to each board member. He urged all board members to look thru the contents to be familiar with what is there, and urged anyone present who had an interest in these documents, to take a copy.

C. New Board Member Recruitment – Every board member has been tasked to recruit one new member for the board, or anyone willing to participate in MainStreet projects, whether a member of the board, or not.

D. Newsletter, Facebook, Website – Question of affordability of outsourcing these tasks was raised. Previous person who did these has resigned, Tamara is currently doing the Website. Terry Meyers has submitted a quote to handle at ~\$100-130 per month. Aaron Sera volunteered to work with Dela on this.

VI. New Business

A. Dela Intro, Address to board & ExDir Report – Dela reported her activities since coming on board. Expressed her desire to contribute and make a difference. Proposed to ultimately have Deming designated as a Arts & Culture District. Emphasized need for planning for next year.

B. Slate & Election of Board Officers – New board officers nominated were Ron Wolfe-President. Monica Stanley-Vice-President, and Tom Strauss-Secretary. Motion to accept slate as presented by Lyn, second by Monica, motion approved. The slate was elected as presented. Tamara Hurt will continue her term as Treasurer. New Executive Board is :

Ron Wolfe – President
Monica Stanley – Vice President
Tamara Hurt – Treasurer
Tom Strauss – Secretary
Barbra Reedy - Past President

All new officers took their positions effective immediately.

C. Project Prioritization Form – For Dela’s benefit all board were asked to fill out their ranking of current MainStreet projects. See attachment.

VII. Farmers Market Report

Farmers Market over, Deborah Kuhn absent

VIII. Ex Dirs Report

See item VI,A above.

X. Announcements

Barb was presented a bouquet and thanked for her years of service to MainStreet. Good Luck, Barb.

New President Ron Wolfe introduced himself and gave his Deming background, and expressed his aim to involve MainStreet in projects that give visibility and credibility and to co-ordinate city and MainStreet efforts and projects.

Aaron Sera asked what an Arts & Culture Designation would benefit the area, Dela replied it gives greater access to funds and benefits from NMMS and National Endowment for the Arts not available without it.

Lyn announced her intention to go forward with the 2nd annual Arts Festival, called for volunteers to help.

Aaron stressed closer co-operation between the city and MainStreet to accomplish desired results. December meeting was cancelled.

IX. Next Meeting – January 15, 2015 at Grand @ 7:30 AM

XI. Adjournment

Meeting adjourned at 8:31 AM. .

Submitted by Secretary Tom Strauss

Dated: November 21, 2014

Deming MainStreet General Meeting Sign-in Sheet

Date: November 20, 2014

Board Members - Sign ONLY, unless other information has changed

Guests - Fill in e-mail address, if you would like a copy of the minutes of this meeting

Name	e-mail	Company
Tom STRAUSS		
Lynne Rivera		
Aaron Sera		City of Deming
Mary Mackey		City of Deming
Micki Shields		micki@cedarhurst.com
Monica Stanley		
Jessica Ethnessery	jessicaethnessery@lunacountygouv.com	Luna County
Jim Reedy	Jim@SunriseStyle.com	
Barbara Reedy		
Ron Wolfe		
Janina B. Spurr		
Cassie Arias		Cindy@DCEB
Dennis Ann Paulsen	Christianeam7@stmail.com	

New Leadership...New Direction. This is the new motto of our Economic Development Corporation. It is also appropriate for our organization. You can help us!

It has been made crystal clear to this Board that visible projects are necessary to continue local funding.

It is also clear to the Executive Board that the current level of funding from government is not adequate to sustain this organization without additional funding sources. We've done this on a small level in the past since we did not have a Master Plan with a MRA. Now that we do, we need to use this tool to leverage our funding. Dela is finishing up a grant writing course and that course required that they put together a grant that could be submitted when appropriate and learn from the experience to use grant writing as a viable source of income to the organization. It is a balancing act, and a real time management challenge to balance income with outstanding projects, so it is appropriate for the Board assist in prioritizing the existing projects we have.

Please prioritize the following outstanding projects for our Executive Director. She needs Board involvement and assistance in getting these projects up and going, or finished. Many of these cross over aspects of our 4 points and will help us when assessment time is once again upon us.

1-7 with 1 being the highest priority. **Please bring the finished form to the Thursday meeting.**

Pocket Park

Leyendecker Park Rehab.

South Wall of Radio Shack repair, mural

Façade Squad trim/finish on Deming Realty Building

Façade Squad for 3 buildings on Gold St.

Placement of "Building Available" signs in empty storefronts

Update the Building inventory