



**DEMING/LUNA COUNTY MAINSTREET PROGRAM**  
**OFFICE: 320 S. SILVER AVE MAIL: 109 EAST PINE STREET**  
**DEMING, NM 88030**

**Board Meeting Minutes**

**November 12, 2015 7:30 AM at Grand Motor Inn**

**Board of Directors Members: 6, Quorum Present**

Attachments: Sign-in Sheet, Lani Lott email excerpt

**Proceedings**

**A. Welcome**

Vice-President Monica Stanley called the meeting to order at 7:39 AM. President Ron Wolfe is recuperating at home.

**B. Approval of Agenda**

Motion to approve agenda unchanged by Tamara, second by Bruce, motion carried.

**C. Approval of October Minutes**

Motion to approve Oct 8, 2015 minutes unchanged by Tamara, second by Bruce, motion carried.

**D. Treasurer's Report**

Report was e-mailed/distributed to board members.

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**E. Old Business**

**a. NM MainStreet Quarterly, Building Creative Communities** – Monica attended in Santa Fe, reported the most relevant topic was evaluating, or re-evaluating, public input about MS projects to increase public interest and attraction to MS.

**b. 2014 PNM Grant update** – Letter written to asking extension of time for Phase 1 execution of the Leyendecker Park project beyond December 31.

**c. 2015 PNM Grant update** – Leyendecker Park Shade Sails grant submitted Nov 9, will be reviewed Nov 15. Congratulations to Christie Ann for all the work on this phase of the project, generating the estimates and presentations.

**d. NMMS 2015 Budget and Salary Survey** – Laurie received survey from Lani Lott (see attached email excerpt), a consultant with NMMS. All interested in reading, contact Laurie.

**F. New Business**

**a. MS State Certification Update** – On Oct 30, Governor Martinez announced that Deming MainStreet has graduated from a "Start-Up" MainStreet program to a State-Certified MainStreet Community. As a State-Certified MainStreet, Deming MainStreet looks forward to advancing several key economic development priorities identified in the master plan.

**b. 2016 Event Sponsorship Application Workshop** - ED must attend one of three workshops for MS to be eligible for grant support of events in 2016. Laurie will attend Nov 17, in Albuquerque. Motion to approve necessary expense for this by Tamara, second by Christie Ann, motion carried.

## **G. Committee Reports**

### **a. Executive Director :**

- Review of consultant's (Lani) visit – Several possibilities discussed, item tabled to allow more research and input.
- Leadership Las Cruces Graduation – Laurie graduated, will attend on Nov 20.
- MS Board Member recruitment – Bryan has resigned because of new city job, Arsen has re-located, and Micki has asked to take a temporary leave from the board. Means board is down to 9 members, need to recruit more qualified people.
- Board Meeting Day/Times/Place – Question asked - if Grand Motor Inn is not available in future, where should meeting take place, and at what time and day. No resolution, needs more research and input. Laurie proposed Holiday get-together in Dec in lieu of the Dec meeting. Will be on Dec 12 @ 6 PM.

**b. Organization** – Need committee, need Chair, suggestion to talk to Barb R as chair.

**c. Marketing & Promotions** – Betteanne Strauss

- Reported the Farmers Market is going well, last day will be Nov 21, as per vendor consensus. A turkey raffle will be held on Nov 14, and a 20% off sale on Nov 21. Also circulated a recent front-page article from the Headlight, featuring the FM, excellent publicity for the FM and for MS.
- Announced a welcome reception for Laurie will be held today, Nov 12, from 4-6 PM at the Silva Conf Center on Pine Street.

**d. Economic Positioning** – Bruce reported he is working with other local organizations, including EDC, to inventory buildings and track businesses in Deming/Luna County. This is in an effort not to duplicate efforts. He will also, possible be working with Bryan, in Bryan's new capacity.

### **e. Design**

Leyendecker Park - Christie Ann prepared and presented the revamp project to the Parks Commission. After some discussion the overall proposal was approved for recommendation to the city. Bruce asked that if funds are available, could the project be entirely completed by mid-2016. The response was – yes. The city will remove and re-locate the existing fountain. Tom S requested to be a member of this committee and work with Christie Ann. The preliminary estimate for phase 1 (fountain replacement) is \$17,000.

## **H. Adjourn**

Motion to adjourn by Tamara, second by Christie Ann, motion carried. Meeting adjourned at 8:45 AM.

**Next meeting Day/Time/Location TBD**

*Submitted by Secretary Tom Strauss*

*Dated: November 18, 2015*

**Board Members - Sign ONLY, unless other information has changed**  
**Guests - Fill in e-mail, if you would like a copy of these minutes**

| Name  | e-mail                    | Company        |
|---|---------------------------|----------------|
| Tom STRAUSS   |                           |                |
| <del>Beth</del> <del>Stewart</del><br>Michelle Lynn Perkins |                           |                |
| Mary Maersky  | mmaersky@cityofdeming.org | City of Deming |
| Britas Reed   | BREED@CITYOFDEMING.ORG    | CITY OF DEMING |
| ARRY KUTORSKY   |                           |                |
| Bruce Ashburn   | bruce.ashburn@pvm.com     | PVM            |
| Laurie Findley  |                           |                |
| Janice H. Frost   |                           |                |
| Monica Stanley  |                           |                |
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----- email excerpt -----

**From:** Lani Lott <[lanil@lconsulting.com](mailto:lanil@lconsulting.com)>

**Sent:** Monday, September 14, 2015 12:12 PM

**Subject:** ONSITE VISIT FOR FUNDRAISING ASSISTANCE

Good Morning Lucy and Ron,

As per our discussions Ron and Lucy, both Deming and Silver City have successfully completed the three part Fundraising Institute earlier this year and as a result each of your Main Street programs are eligible for me to come on-site and assist you with your fundraising/funding efforts.

I know that you are scheduled for your Annual Main Street Performance Review this week (September 14-17) and would like to schedule my on-site assistance after that -- mid October. That way each of you will have discussed with the Assessment Team some of your goals and actions and then I can help support the funding and capacity building needs when I come on-site.

Here are the dates I am proposing :

Tuesday, October 20 through Thursday, Oct 22, 2015

#### **DEMING**

Tuesday, October 20-- arrive on site mid day -- and meet with President and Executive Director (hopefully hired by then) to discuss needs, issues and priorities and prepare for evening meeting with Board.

Tuesday, October 20 evening meeting with Board of Directors to discuss fundraising strategies and draft priorities and next steps.

Please let me know asap if these are good dates and I will then start to make my travel arrangements. And of course, if you have any questions, please feel free to call or email me.

Thank you

Lani

Lani Lott, President

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