



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

**Board Meeting Minutes**  
**March 17, 2015 7:30 AM at Grand Motor Inn**

**Board of Directors Members: 9, Quorum Present**

**Attachments:** Sign-in Sheet, Exec Dir Report, Farmers Market news Facebook posting

**Proceedings**

**I. Welcome**

President Ron Wolfe called the meeting to order at 7:35 AM.

**II. Approval of Agenda**

Motion to approve agenda unchanged by Monica, second by Lon, motion carried.

**III. Approval of Feb 2015 Minutes**

Motion to approve Feb 17, 2015 minutes without change by Tamara, second by Bruce, motion carried.

**IV. Treasurer's Report**

Report was e-mailed/distributed to board members.

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**V. Old Business**

**A. Board training dates** – Due to scheduling conflicts, Dela has requested State re-scheduling of board training until April, and requested input from board members as to appropriate dates/days. Dela also reminded the board that MS needs a 2015 work plan for presentation to the county and city. The county deadline is March 27 (carved in stone). Ron asked Mary Mackey to arrange a meeting with Aaron to discuss the work plan and TIFF in the very near future. Ron briefly reviewed the State training agenda..

**VI. New Business**

**A. Farmers Market** – Betteanne Strauss reported on the FM Helen Jager has been hired as manager. Betteanne requested any and all input from board members, friends and guests about potential vendors. Tentative opening date is early June, depending on vendor input and produce availability. The city has made water & electricity available at the site. A news blurb has been posted on Facebook. Holding the FM on Sunday was briefly discussed. Betteanne will follow-up on this suggestion with vendors and the manager.

**B. TIFF Funding** – Dan Henke briefly reviewed the TIFF concept, and suggested he and Dela follow-up with Charlie Deans from State-object renewed proposal for TIFF district in city. Bruce suggested it would be a good idea to ascertain how many communities have an active TIFF in place.

**VII. Reports**

**A. Executive Directors Report** – Attached to the minutes.

**B. Organization** – Lon reported much progress in contacting potential sponsors, contributors and ticket vendors for the Harlem Ambassadors event. Tickets for the event have been received and distributed to sellers. No dinner/game tickets are available for sale to general public, all have been assigned to sponsors. The venue for the post-game dinner is changed from the HS to La Fonda Restaurant. Bruce announced a new game quarter sponsor, Freeport-McMoRan Inc. at \$1,250. With this pledge, net excess income for the event is about \$3,000, prior to little individual ticket sales. Lon also reported the ‘spot the spot’ contest for a free ticket to the game has not been as successful as he hoped, but he will continue the effort.

**C Marketing & Promotions** – Dela said that the April 18 & 19 Old-Timers weekend should be discussed. Ron suggested a brochure or pamphlet for distribution to local restaurants, and/or perhaps getting local restaurants to have an Old Timer's special for those days would be appropriate.

**D. Econ Positioning** – No report.

**E. Design** - Dan Henke reported the Art Park is nearing completion. Asked for input as to official desired park name and preferred sign placement at the front entrance. Christie Ann reported initial planning for the Leyendecker Park fountain refurbish and the Radio Shack wall to the North. She and Dan currently working on plans to present to the city for their input. Christie Ann has talked to contractors about estimates for the work and cost involved. John Surra, local artist, has agreed to loan some of his works for display at both the Leyendecker and Art Parks, on a semi-permanent basis. Ron urged the swift completion of the Art Park, and suggested we set a grand opening date for mid-April, possibly in conjunction with the Old Timers weekend, April 18-19. Also, work on the Leyendecker/Radio Shack project should be started ASAP. Dan agreed this was possible.

### **VIII. Next Meeting**

Tuesday, March 17, 2015 @ 7:30 AM in the Grand Motor Inn

### **IX. Adjournment**

Motion to adjourn by Lyn, second by Christie Ann, motion carried. Meeting adjourned at 9:05 AM.

*Submitted by Secretary Tom Strauss*

*Dated: March 17, 2015*

Deming MainStreet General Meeting Sign-in Sheet

Date: Tuesday, March 17, 2015

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		
Debra KIRBE Ron Wolfe		
Don K. Skelton Don Skelton		
Monica Stanley Zyn Orora	monica.l.stanley@wellsfargo.com	
Mary Mackey Bruce K. Ashburn	mmackey@cityofdeming-079 bruce.ashburn@pvm.com	City of Deming PVM
Christine Ann Frank <del>Bethanne Spurns</del>	christineann7@gmail.com	-
Micki Shulsto TAMARA HAUT	micki@vcdowntown.com	Vc Downtown Deal Estate



To: City of Deming

From: Deming Luna County Main Street Program  
Office: 320 So. Silver St  
Mailing: 109 E. Pine St  
Deming, NM 88030  
575.546.5753

Date: February 28, 2015

From: Dela King, Executive director  
[executivedirector@demingmainstreet.org](mailto:executivedirector@demingmainstreet.org)

Subject: Summary of activities during period February, 2015.

Hours worked: 20 hours weekly

Conference/Training: Santa Fe Winter Quarterly Network Conference Feb. 17-20

#### Meetings:

- Denise Smith – Silver city EDC energy grant
- Aaron Sera, City Manager – MS update
- Bruce Ashburn, MS director,- update on Economic Position committee, Harlem Ambassadors, Pocket Park
- Ron Wolfe - MS President, - weekly planning meetings
- Arsen Khanbabian, Harlem Event, hotel rooms
- Lon Shelton, Fundraising event chairman – Harlem Event
- John Surra, artist- Discussion on loaning sculpture for Leyendecker Plaza (Will loan a large piece and install)
- Lyn Orona, MS Director- Harlem ambassador Event
- Planning meetings x 3 for Harlem Ambassador event
- Sen. John A Smith, Santa Fe- legislative support for NM MainStreet
- Design Committee, Christie Ann Harvey & Dan Henke -Leyendecker Plaza and Radio Shack projects.
- Met with Dan Henke on developing marketing packet for soliciting event sponsorships
- Farmers' Market meeting with vendors, Bettteanne Strauss, Tom Strauss, Christie Ann Harvey, Dan Henke, Deborah Kuhn – Discuss last year do's, don'ts, this year, new ideas
- Stephanie Ward, Hampton Inn – What is MainStreet about, Request donation of rooms for Harlem Ambassador Event (Received authorization of donation of rooms)

- Dhawal Kholwadwala, Holiday Inn Express- What is MainStreet about, Request donation of rooms for Harlem Ambassador Event
- Cassie Arias, Deming Econ. Development Exec. Dir.- update, sharing ideas
- Mary Galbraith, Deming Chamber of Commerce – Support for event

### Mandatory MS Trainings

- Winter Quarterly conference in Santa Fe – Visited Rep. Dona Irwin requesting support on NM MainStreet funding, received information on TIF tax to support MS organization funding, Historic Tax Credit, Revolving loans to businesses, Logit, USDA grants and a plethora of funding opportunities

### Miscellaneous items:

- Prepared Monthly Activities Report and Board Meeting Minutes for submission to City, County.
- Board Meeting Packet, (Agenda, Financials, MS Legislative report, Directors report, Harlem Ambassadors event report.
- Harlem Ambassadors fundraising Event, meetings and organization, planning, acquired donation of rooms for event, wrote Thank you's to sponsors, solicited donations and sponsorships,

## *Farmers Market News Posting*

### **Vendors Needed:**

**Deming MainStreet is looking for vendors for our Saturday Farmers Market. It is in a paved lot, in the center of town (across from the post office corner of Spruce & Copper). Depending on the growing season, we hope to start on Saturday June 6, 2015. There are no charges for our spaces but you will need to register with us, in advance. Any locally grown fruits & veggies; homemade arts & crafts (new only, no used articles); jewelry; home baked goods; jams/jellies; Christmas and other holiday decorations; etc.**

**MainStreet Farmers Market is also inviting community organizations, schools, charities etc. to participate. Please call Betteanne at 545-2436 for any info and a simple registration sheet or email [betteanne@q.com](mailto:betteanne@q.com).**