



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

Board Meeting Minutes

May 19, 2015 7:30 AM at Grand Motor Inn

Board of Directors Members: 7, Quorum Present

Attachments: Sign-in Sheet, Exec Dir Report

Proceedings

I. Welcome

Vice-President Monica Stanley called the meeting to order at 7:32 AM, guest Barbara Dery was introduced. She is an experienced non-profit grant writer.

II. Approval of Agenda

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

III. Approval of April 2015 Minutes

Motion to approve Apr 21, 2015 minutes without change by Tamara, second by Dan, motion carried.

IV. Treasurer's Report

Report was e-mailed/distributed to board members. Tamara said the HA final number not available because the newspaper ad bill had not been received, but the total net would be about \$9,500.

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V. Old Business

A. 2015 Work Plan – Monica again requested any comments or input about the work plan draft, the object being to finalize a pared down, feasible plan. Please send any comments/suggestions/input to Monica at monica.l.stanley@wellsfargo.com .

VI. New Business

A. Resignations – Received resignation notification from Ron Wolfe, Lon Shelton, Lyn Orona, ExD Dela King , and verbal intention from Bryan Reedy. Following this, an extended discussion about future followed. Among the topics were

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- Recruit high school students to committee work, they tend to think outside the box and they are energetic.
- Identify additional income sources ASAP, in particular, large scale events such as the HA game.
- Increase open communication between the board members and the Ex Board. More transparency.

Dan Henke read an impassioned statement expressing regret about the present state of MainStreet, and expressed the possibility that he would leave, pending the ExD resolution.

VII. Reports

- A. Executive Directors Report** – Attached to the minutes.
- B. Organization** – No Report, due to time constraints
- C. Marketing & Promotions** – Betteanne Strauss briefly updated the Farmer's Market status, everything is a GO.
- D. Econ Positioning** – No Report, due to time constraints.
- E. Design** – Christie Ann reported estimates for work on the Leyendecker Park/ Radio Shack wall. Two estimates on the RS wall repair were for \$2,200 and \$4,400 depending on the extent of work to be done. For the Park restoration, necessary repairs and renovation quoted at \$19,000. An addition estimate for metal/cloth sail like display designed to additionally beautify the area was for \$21,000. She will re-visit the estimates to see if any savings are possible.

VIII. Next Meeting

Tuesday, June 16, 2015 @ 7:30 AM in the Grand Motor Inn

IX. Adjournment

Meeting adjourned at 8:55 AM. .

Submitted by Secretary Tom Strauss

Dated: May 21, 2015

Deming MainStreet General Meeting Sign-in Sheet

Date: Tuesday, May 19, 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		
Bethanne <i>Stuppan</i>		
Michelle Ann Jenkins		
Barbara Derby	derbyj@aol.com	Retirees
Dana Derby		
Roger R. Keller		
Ann Henke		
Janice A. Hunt		
Monica Stanley		
Barbara Peck		
Anson Khanbaban		



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: April 30, 2015
From: Dela King, Executive Director
executivedirector@demingmainstreet.org

Subject: Summary of activities during period April 2015.
Hours worked: 20 hours weekly
Conference/Training: Fundraising, Albuquerque NM Apr. 16th

Meetings:

- Lon Shelton, Fundraising event chairman – Harlem Event x 3
- Lyn Orona, - Media management on Harlem Ambassador Event
- Planning meetings x 3 for Harlem Ambassador event
- Design Committee, ChristieAnn Harvey & Dan Henke –Pocket Park, Leyendecker Plaza and Radio Shack projects.
- Farmers' Market meeting at MS office with BettteAnn Strauss, Helen Jager Market Manager, Jack Blandford – Luna county Extension, Connie Grove- Master Gardener
- Master Gardeners and Jack Bland at Luna County Extension – Farmers Market
- Cassie Arias, Deming Econ. Development Exec. Dir.- USDA grant, update, sharing ideas
- Ron Wolfe, Dan Henke, Christie Ann Harvey, Lon Shelton – Discussion on possible project on Silver St to apply to Power Up grant
- Aaron with NM MS Eduardo Martinez and Amy Barnhart
- Attended Dona Irwin/ Sen Smith Legislative wrap up luncheon
- Attended EDC luncheon to talk about Harlem Ambassador event

Mandatory MS Trainings: Attended all day Fundraising training (3rd of 3 part) Albuquerque NM

Miscellaneous items:

- Prepared Monthly Activities Report and Board Meeting Minutes for submission to City, County.

- Board Meeting Packet, (Agenda, Financials, Directors report
- Harlem Ambassadors fundraising Event, meetings and organization, planning, acquired donation of rooms for event, solicited donations and sponsorships,
- Research and contribution to RFP's for our program funding from City of Deming and Luna County
- Developed update on projects and "What's Going On" for businesses to handout
- Prepared Fundraising presentation with Dan Henke for the final class on Fundraising in Albuquerque
- Coordinate and attend board training and development of annual work plan facilitated by NM MS Eduardo Martinez and Amy Barnhart(2 evenings, 6 hrs)
- Started research for writing PNM PowerUP grant.
- Held the Harlem Ambassadors vs. Deming Quacks fundraising event at the DHS gym. 6 p.m. Proceeds to benefit MS organizational operating costs.
- Contacted Debbie Hudgens with DOT to discuss Underpass Project

Business Visit:

Called on business to gather quarterly report information, passed out event flyers, updated about Farmers Market, Pocket Park, Leyendecker Plaza project, gave ideas to promote business for Old Timers visit.

- Karl Bennett – Embroidery , t-shirt shop
- Elisa's Pies
- JR's Western Wear
- Bespoke Shirtmaker & Alterations
- Kloud Nine Vape Shop
- The Children's Reading Foundation
- Retired and Yarning It
- Furniture Gallery
- Fabela's Beauty
- It Is Written T-Shirt
- Infinite Possibilities
- DJ's Apparel
- Walgreen's
- Love Nails
- The Hair Studio
- The Cookie Jar
- Luna Rossa Winery
- Sure Print
- Radio Shack
- Unique Mode
- Oooh Baby!
- Smart Wireless
- Print Workz