

Deming/Luna Co. Mainstreet

MEETING MINUTES for November 21, 2013 7:30am

- I. Agenda and October minutes approved
- II. Treasure's report – Tamara had sent out the financial reports. The check from the County has not been received. Monica will check with the housing authority. Sometimes our mail gets misdirected to them.
- III. Old Business
  - a. Walking tour – looking for a container to put walking tour brochures in near the pots. Something that is weather proof.
  - b. Historic District sign update – Dan working with Justin Allen on plaques. Looking at the feasibility of metal plaques. They would look much better and be more durable but also more costly. Dan will be approaching local business for potential sponsorships to make up the cost. Projected finish date is end of first quarter 2014.
  - c. Story telling signs – a committee will get together to finalize stories. Basic story to be on the plaque. Looking at a way for visitors to get to the rest of the story if they desire through a scan or the like. Looking for a completion date of end of the first quarter 2014.
  - d. Pocket park – Parks commission gave permission to move forward
- IV. New business
  - a. No meeting in December
  - b. In January, a dinner / brainstorming session is in the works. Would like to see all board members, spouses, merchants, and 1-2 potential volunteers for each board member.
  - c. Shop Mainstreet – other groups like Economic Development are throwing around the same kind of ideas to draw traffic to Deming for their holiday shopping to promote and retain local businesses. Bruce volunteered to be a liaison with in these groups to pull ideas and resource.
  - d. Black Thursday/Friday – 7-10pm on Thursday downtown merchants are open. Word is being put out by PSA, community brief... Each merchant is doing their own advertising
  - e. Block captains to be organized and put into place in January to help distribute information and visibility
  - f. Chris and Averil are working to bring together a group of merchants to start a merchant association. Chris has reached out to Mary at the Chamber of Commerce to help.
- V. Next board meeting is January 16<sup>th</sup>, 7:30am