



New Mexico MainStreet State Program Leadership and 2010–2011 Program Associates

As New Mexico MainStreet Program Staff, we are committed to working with community representatives to strengthen local MainStreet projects and the program as a whole. Guided by the MainStreet 4–point approach (Organization, Design, Promotions and Marketing, Economic Positioning), we embrace the following guiding principles:

1. To work cooperatively with communities in a team-oriented approach;
2. To guide and support local program efforts;
3. To assist communities in making informed decisions;
4. To transfer knowledge, skills, and resources to build MainStreet revitalization capacity at the local, regional, and statewide levels;
5. To openly listen to local needs and issues and to offer constructive solutions;
6. To allow and invite regular critical feedback from local program and community representatives;
7. To work with integrity, honesty, and a professionalism deserving of the New Mexico MainStreet Programs; and
8. To respond to community requests in a professional and timely manner.



New Mexico MainStreet, a program of the New Mexico Economic Development Department, fosters community economic development throughout the state by supporting local MainStreet downtown revitalization projects. The Program provides resources, advocacy, training, and services that enhance local heritage and stimulate the economic vitality of each participating community.



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State Program Leadership

rich

Director



Rich Williams is in his seventh year as Director of New Mexico MainStreet Program. He has been a consultant and leader in community-based economic development for more than 26 years. Rich has been a small business owner in the specialty food trade, a past president, manager, and program associate with MainStreet organizations, and worked for the City of Albuquerque with the Office of Economic Development before becoming the State Program MainStreet Director. On his time off he works in his garden, hikes, attends pueblo feast days, and collects "rain gods" and folk art.

Meghan Bayer is the MainStreet Revitalization Specialist with the New Mexico MainStreet Program. She has been working in community planning for seven years and has a special interest in historic preservation, cultural landscapes planning, and heritage corridors. Prior to moving to New Mexico, she worked on a MainStreet Program in Minneapolis. Meghan enjoys facilitating community participation and has worked on a variety of planning and historic preservation projects in New Mexico. Meghan has a Master of Community and Regional Planning degree and a graduate certificate in Historic Preservation and Regionalism from the University of New Mexico.



MainStreet Revitalization Specialist

meghan

julie

MainStreet Planning Specialist



Julie Blanke joined New Mexico MainStreet in 2005 as the Administrative Program Coordinator. Prior to joining MainStreet, Julie spent 11 years at The Santa Fe Opera coordinating the marketing efforts. She holds a BA in Theatre Arts from Nebraska Wesleyan University. Julie is a charter member of "The Ladies Who Love Their Labradors Too Much" club.

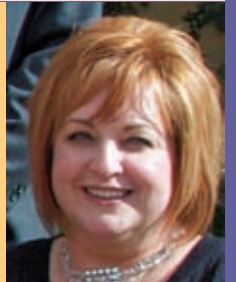
2010-2011 Program Associates

elmo



Elmo Baca is a former MainStreet manager, State Program Coordinator, and now Special Projects Program Associate. Elmo provides MainStreet communities with technical assistance in arts and cultural district planning and development. Elmo's other areas of expertise include historic preservation, real estate development, historic theater rehabilitation, and infrastructure projects such as streetscape and repaving.

Robyne Beaubien, Program Associate in Promotions, is a certified National MainStreet Manager and is available to help with all aspects of marketing, branding, event planning and promotions. Robyne has over twenty years of experience in non profit management, event planning and marketing. She has spent the last eight years in rural economic development and has been a MainStreet Manager for five years. Robyne's passion for her work and sense of humor has made her an active consultant and speaker. In her spare time she is an avid reader and interior decorator.



robyne

charlie



Charlie Deans has a B.S. in Natural Resources and a Masters in Landscape Architecture. He has more than 20 years of experience in urban and rural planning with extensive experience in preparation of redevelopment plans, sustainable community planning, urban design, strategic plans, and community-based participation programs. His firm, CommunityByDesign, focuses on revitalizing downtowns and village centers by defining their "place" in the landscape through identifying their character and environment. He incorporates sustainable development practices that regenerate the cultural, ecological, and economic elements to create a sense of community unique to the region.

Keith Kjelstrom, Economic Positioning Program Associate, specializes in market analysis, business development, financing, and strategic planning services for local and state governments, business groups, and non-profit organizations. With 26 years of experience in economic development, he is a seasoned analyst, facilitator, presenter, and trainer. Keith worked with California MainStreet for more than 11 years, including 8 years as director. He has a master's degree in city planning from MIT and a bachelor's degree in political economics from UC Berkeley.



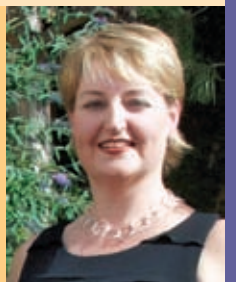
keith

william



William Powell is a New Mexico native from La Luz, who has spent the last ten years working in various architecture firms and preservation agencies within the US and Europe. After receiving his Bachelors of Architecture from the University of Washington he returned to New Mexico to pursue a Master of Architecture from the University of New Mexico. Professional experience includes new construction, infill, retail development, commercial redevelopment and the preservation of Historic Buildings/Cultural Assets including building pathologies and conditions assessments.

Stephanie Redman, Organization Program Associate, has worked in downtown revitalization since 1989 and joined the NMMS team in 2006. Her areas of work for NMMS include Main Street incorporation, board and staff development, non-profit planning and operations, fund-raising, volunteer development, program evaluations, bylaws, 501c3 applications, and organizational communications. Before joining NMMS, Stephanie worked for 12 years at the National Trust Main Street Center and for five years as coordinator with Iowa's Main Street program. She has worked on Main Street in 42 states, D.C., and internationally and holds a B.A. in English.



stephanie