New Mexico MainStreet

MAINTAINING YOUR STATUS AS A “CERTIFIED” MAINSTREET PROGRAM
& ACHIEVING EXECUTIVE DIRECTOR CERTIFICATION
Presentation Overview

- Certified Community Compliance Requirements
  - Executive Director Training & Certification
  - Board Member Training/Attendance
  - Compliance Document
  - Data Reporting
  - Budget & Staffing
  - Four Point Progress
- How to Use the Dashboard
- Basics of the Annual Review & Site Visit
- Overview of the 10 Standards of MainStreet
- Benefits of Being a Certified Community
Executive Director One-Time Training Requirements

- **One-time Requirements: Basic**
  - New Executive Director Orientation
    - YOU ARE DOING IT RIGHT NOW!
  - Non-profit Management
  - Volunteer Development
  - Time Management

- **One-time Requirements: Intermediate**
  - Project & Event Management
  - Fundraising (3-part Series)
  - Grant-writing (4-part Series)
Executive Director Annual Training Requirements

- Annual Attendance Requirements
  - NMMS Leadership Network Meeting
    - Winter
    - Summer
  - Building Creative Communities conference (Fall)
  - National Main Street Conference (Spring) in first year of employment
    - Must attend at least once every four years after first time attendance
Executive Director Annual Certification Requirements

- **Annual Training Requirements for Executive Director State Certification**
  - **Intermediate Training**
    - BCC, NM Infrastructure Conference, NM Governor’s Conference on Tourism, MainStreet Institute (other than those required), comparable conference or training (prior approval required)
  - **Advanced Training**
    - BCC, National Main Streets Conference, National Trust for Historic Preservation conference, Economic Developer’s Course (only once), American Institute of Architects national conference, American Planning Association national conference, Urban Land Institute national conference, comparable conference or training (prior approval required)
Board President/Member Attendance Requirements

- Board President/Member attends, at minimum, one (1) NMMS Leadership Network Meeting per year, preferably the annual meeting (Winter)
- Board President/Member must attend the National Main Streets Conference at least once every four years
One-Time Organization Compliance Documents

- IRS Form 1023
- Bylaws/Amendments
- Conflict of Interest Policy
- Records Retention/Destruction Policy
- Whistle Blower Protection Policy
- Fiscal Controls/Financial Management Policy
Annual Organization Compliance Documents

- Annual Work Plan
- FY Operating Budget
- Board Roster
- Conflict of Interest Disclosures
- IRS Form 990
- NM Secretary of State Registration
- NM Attorney General Registration
- LOA/MOU with local government (biannual)
Other Reporting Requirements

- **Quarterly Reports** -- tracking the performance of each local NMMS organization
  - Businesses & Jobs
  - Building Purchases & Construction
  - Public & Private Investment
  - Grants
  - Volunteer Hours
  - Events & Promotions
Other Reporting Requirements

- Annual Salary & Budget Survey
  - Employment Status
  - Salary
  - Benefits
  - Employee Policies
- Organization Budget
  - Fundraising
  - Government Service Contracts
- Financial-related Policies
- Financial Audit
# Progress in the Main Street Four Points

## Activity in Organization Point
- Board orientation & training, review & update of action plan, review & revision of bylaws, assessment preparation. 4-Point Approach presentation by Will and Robyne. Successful Community Partner Campaign and fundraising efforts leading to increased

## Activity in Design Point
- Building façade improvement consult and renderings by Will. Parking utilization study prepared by Charlie to advocate for building Judicial Complex downtown. Lea Theater Rehab project (LEDA funds applied for). Facade squad project and historic co

## Activity in Promotions Point
- Working with Robyne on website issues, district branding and marketing and review of promotional Events include Smoking on the Plaza, Summer Concert Series, Christmas lighting/parade, Halloween event, and Downtown Farmers Market.

## Activity in Economic Positioning Point

- Broken down by Point and/or Economic Development Strategy
- Bulleted format
- Must demonstrate **progress** to be Certified
- Must demonstrate **achievement** to be Nationally Accredited
## Budget & Staffing Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>Rural Community</th>
<th>Small Community</th>
<th>Mid-Size Community or Commercial Neighborhood</th>
<th>Large Community or Urban Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population</strong></td>
<td>&lt; 5,000</td>
<td>5,001 - 15,000</td>
<td>15,001 - 50,000</td>
<td>&gt; 50,000</td>
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<tr>
<td><strong>Min. Operating Budget for Certified Community</strong></td>
<td>$25,000</td>
<td>$45,000</td>
<td>$60,000</td>
<td>$100,000+</td>
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<td><strong>Min. Operating Budget for National Accreditation</strong></td>
<td>$40,000</td>
<td></td>
<td>$60,000</td>
<td>$100,000+</td>
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<td><strong>Expected Contribution Local Gov’t Partner</strong></td>
<td>$20,000</td>
<td>$35,000</td>
<td>$40,000</td>
<td>$60,000</td>
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<tr>
<td><strong>Certified Community Staffing Requirement (hrs/wk)</strong></td>
<td>20</td>
<td></td>
<td>30</td>
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<tr>
<td><strong>National Accreditation Staffing Requirement (hrs/wk)</strong></td>
<td>20</td>
<td></td>
<td>40</td>
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<tr>
<td><strong>Emerging Community</strong></td>
<td></td>
<td></td>
<td></td>
<td>$15,000 from local government; no staffing requirement</td>
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<tr>
<td><strong>Startup Community</strong></td>
<td></td>
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<td></td>
<td>Budget/salary requirements same as for Certified programs</td>
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<tr>
<td><strong>MainStreet Affiliate</strong></td>
<td></td>
<td></td>
<td></td>
<td>Communities unable to meet budget/staffing requirements</td>
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</table>
So how do we gather and keep track of all this information?

WHY, THE DIGITAL DASHBOARD, OF COURSE!
You will see a red, yellow or green light under each section

Click on the appropriate section to view and upload compliance documents

If there is out-of-date information listed in a section you can not edit, email Amy or Eduardo with current info
Digital Dashboard

**State Certification**
The following items are required elements for a local MainStreet program to maintain State Certification and to remain in “Good Standing” with NMMS. Organizational “Good Standing” is a prerequisite to apply for MainStreet Capital Outlay and to apply for National Accreditation. NMMS “Good Standing” Standards

Gauge Calculation: “Not Achieved” - less than 60%; “Partially Achieved” - equal to or greater than 60% but less than 90%; “Fully Achieved” - 90% or more

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Field</th>
<th>Comment</th>
<th>File</th>
<th>Achieved?</th>
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<tr>
<td>1</td>
<td>Form 1023 on file</td>
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<td>15-1023 anchors Application (Form1023).pdf</td>
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<td>2</td>
<td>Updated Board Roster w/ contact information</td>
<td>Updated Feb. 2014</td>
<td>15-2014 Board of Directors Contact Info.doc</td>
<td>Yes</td>
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<td>3</td>
<td>Board Member Conflict of Interest Disclosure Statements - SIGNED</td>
<td>Updated Feb. 2014</td>
<td>15-Conflict of Interest Forms 2014.pdf</td>
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<td>4</td>
<td>Current IRS Form 990 Filing</td>
<td>#This one will require update in May 2014</td>
<td>15-2013 Form 990-EZ signed pdf</td>
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<td>5</td>
<td>Current NM Secretary of State Filing Report</td>
<td>Updated, Feb. 2014</td>
<td>15-Secretery of State Certificate of Good Standing.pdf</td>
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<td>Current Registration Confirmation - NM Attorney General Office</td>
<td>#This one will require update in May 2014</td>
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<td>Annual Operating Budget</td>
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<td>Annual Work Plan</td>
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<td>Bylaws</td>
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<td>10</td>
<td>Amendments to Bylaws</td>
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<tr>
<td>11</td>
<td>OMs/OMS with Local Government</td>
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<td>Yes</td>
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</table>

- Upload the appropriate file for each line prior to the site visit
- NMMS Staff/PA fill in comments and/or check box as achieved
- NMMS must be notified of missing documents; otherwise, annual review/site visit will be cancelled for the year
Annual Review & Site Visit

- Update **Digital Dashboard** with Annual Compliance Documents and Requirements
- Complete **Annual Surveys**
  - Board & Staff
  - Partners
- **Site Visit** to Review Progress, Upcoming Activities and Assess Any Organizational Issues
  - Poor attendance/engagement will impact certified status and national accreditation
  - Separate meetings with:
    - Executive Director
    - Local Government Officials
    - Board of Directors

Poor attendance/engagement will impact certified status and national accreditation.
10 Standards of Main Street

1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors.

2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program’s organizational stage.

3. Has a comprehensive Main Street work plan.

4. Possesses an historic preservation ethic.
10 Standards of Main Street

- 5. Has an active board of directors and committees.
- 6. Has an adequate operating budget.
- 7. Has a paid, professional Executive Director.
- 8. Conducts program of ongoing training for staff and volunteers.
- 10. Current member of the National Trust National Main Street Network.
So you’ve done everything we’ve asked of you... WHAT ARE THE BENEFITS OF BEING A CERTIFIED COMMUNITY?
Technical Assistance Services

- Organizational Development
- Marketing, Promotion & Graphic Design
- Economic Vitality & Business Development
- Architectural & Urban Design
- Planning & Historic Preservation

- Specialized, local volunteer-driven, on-site design initiatives
  - Façade Squads
  - Placemaking
- Arts & Cultural Resource Development
New Mexico MainStreet Service Request Form

Promotions, Marketing & Graphic Design

This is an application to receive promotions, marketing & graphic design technical assistance from the New Mexico MainStreet Program.

Emerging Communities have an established set of technical assistance services in the Four Points provided by NMMS during this phase of development, and are not eligible to apply for additional services through this form.

- Start-Up MainStreet organizations receive specialized technical assistance to continue building the organization’s “revitalization toolbox.” Eligibility for additional technical assistance will be contingent on services currently being provided.

- Affiliate MainStreet organizations may receive up to one (1) technical assistance service in each of the Four Points per fiscal year (July 1 – June 30). An affiliate is a MainStreet organization (that is not in an Emerging or Start Up phase), that does not currently meet all 10 MainStreet Standards.

- Certified MainStreet organizations may receive up to two (2) technical assistance services in each of the Four Points per fiscal year (July 1 – June 30). Based on the successful implementation of projects, events and activities from a previous service request, additional technical assistance may be considered if the professional consultant has availability.

- Each box checked represents a single technical assistance consultation, some of which may require multiple on-site visits. Please note that Program Associates may not be able to schedule an immediate on-site visit. Applicant is responsible for costs of reproduction of documents beyond the quantity provided by New Mexico MainStreet. If you have an urgent need, contact the MainStreet Director at (505)827-0168
Capacity Building:
Trainings, Institutes, Workshops & Conferences

- Leadership Orientation
- Organization Orientation
- Board Development
- Committee & Task Force Development
- Leadership Network Meetings
- Workshops & Institutes
- Online Trainings & Webinars
- Building Creative Communities Conference
- National Main Streets Conference
Additional Resources

- Information & Networking
- Orientation & Training Materials
- Marketing
  - Websites
    - nmmainstreet.org & offtheroadnm.org
  - E-newsletter
  - Social Media (Facebook, Flickr, Twitter)
- Executive Director Certification
- Accreditation as a National Main Street Program
- National Main Street Network Membership
- MainStreet Partnership Grants & Resources
  - NM Resiliency Alliance
  - NM Coalition of MainStreet Communities
- MainStreet Capital Outlay Grant Program
Fin! Questions?

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