



# 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



Department of the Treasury  
**Internal Revenue Service**



# 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	Working with Elmo on Lea Theater assessment/inspection, revisioning workshop, and application/presentation for LEDA funds. Pursuing TIF designation. Soliciting tenants for vacant buildings.

- ▶ 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

	Rural Community	Small Community	Mid-Size Community or Commercial Neighborhood	Large Community or Urban Program
Population	< 5,000	5,001 - 15,000	15,001 - 50,000	> 50,000
Min. Operating Budget for Certified Community	\$25,000	\$45,000	\$60,000	\$100,000+
Min. Operating Budget for National Accreditation	\$40,000	\$60,000		\$100,000+
Expected Contribution Local Gov't Partner	\$20,000	\$35,000	\$40,000	\$60,000
Certified Community Staffing Requirement (hrs/wk)	20	30		
National Accreditation Staffing Requirement (hrs/wk)	20	40		
Emerging Community	\$15,000 from local government; no staffing requirement			
Startup Community	Budget/salary requirements same as for Certified programs			
MainStreet Affiliate	Communities unable to meet budget/staffing requirements			



So how do we  
gather and  
keep track of all  
this information?

WHY,  
THE DIGITAL DASHBOARD,  
OF COURSE!



# New Mexico MainStreet

ABOUT COMMUNITIES CALENDAR RESOURCES MEDIA BLOG

LOGOUT

[Forgot Password](#)

## Login for Dashboard and Administrative areas

Note: If you want to edit the calendar or login to the WordPress administrative area, please [click here](#).

Email address:	<input type="text" value="ambconsultingnm@gmail.com"/>
Password:	<input type="password" value="••••••••"/>
	<input type="button" value="Login"/>



# Digital Dashboard

## Digital Dashboard for Compliance, Certification and Accreditation: Lovington MainStreet Corporation



Welcome to the NMMS digital dashboard, a secure online space created to coordinate communications and document management for your MainStreet program.



### State Certification



FULLY ACHIEVED



### Executive Director Training and Certification



FULLY ACHIEVED



### National Accreditation (Optional)



FULLY ACHIEVED



### Document Repository

- ▶ 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**

FULLY ACHIEVED

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

Line item	Field	Comment	File	Achieved?
1	Form 1023 on file		<a href="#">15-IRSTaxExemptApplication (Form1023).pdf</a>	Yes
2	Updated Board Roster w/ contact information	Updated Feb. 2014	<a href="#">15-2014 Board of Directors Contact Info.docx</a>	Yes
3	Board Member Conflict of Interest Disclosure Statements - SIGNED	Updated Feb. 2014	<a href="#">15-Conflict of Interest Forms 2014.pdf</a>	Yes
4	Current IRS Form 990 Filing	!!This one will require update in May 2014	<a href="#">15-2013 Form 990-EZ signed.pdf</a>	Yes
5	Current NM Secretary of State Filing Report	Updated, Feb. 2014	<a href="#">15-Secretary of State Certificate of Good Standing.pdf</a>	Yes
6	Current Registration Confirmation - NM Attorney General Office	!! This one will require update in May 2014	<a href="#">15-2014 Attorney General Filing.pdf</a>	Yes
7	Annual Operating Budget		<a href="#">15-2014-2015 Budget.pdf</a>	Yes
8	Annual Work Plan	Updated Feb. 2014	<a href="#">15-Lovington MS 2014 Workplan.doc</a>	Yes
9	Bylaws		<a href="#">15-ByLaws.pdf</a>	Yes
10	Amendments to Bylaws		<a href="#">15-LMS Revised Bylaws 031014.pdf</a>	Yes
11	LOA/MOU with Local Government	August 2013		Yes

- ▶ 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





# 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.
- ▶ 9. Reports key statistics.
- ▶ 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



# Technical Assistance Services

## 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 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](http://nmmainstreet.org) & [offtheroadnm.org](http://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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