



If I Knew Then What I Know Now:

Panel & Roundtable Discussions on Lessons from the MainStreet Network



GROUP 1 — DESIGN/PLACEMAKING PROJECTS

Roundtable Facilitator — Charmaine Wait

“Think of a high impact design/placemaking project that you have implemented or would like to implement in your district. Briefly describe challenges you experienced and what you did (or would do) to overcome them.”

Ruidoso Mural Project:

- Don't want change: solve with community at ready with positives of that change (project)
 1. Do community outreach before implementation
- Challenges — timelines of funding. Placemaking logistics
 1. Solution — projects can be put into strategic plan
 2. Facebook community input page
 3. Contest for placemaking; with prizes
 4. Competition with other non-profit/community organization(s)
 5. Vandalism
- CAVE People
- Communicate
- Use your community plans
- Visit in person
- Email lists to share EDD
- Pool party — invite community — make it fun/party
- Post renderings of project/placemaking in different place(s) — feedback box
- Use vandals/youth to further murals/placemaking



GROUP 2 — RE-ORG CHALLENGES + RESTARTS

Roundtable Facilitators — Claudia Loya & Nolan Ojeda

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“What tips, tools, or processes have helped you activate staff/officers/board members/volunteers to engage in operations or projects”

1. Re-Org?

Clarity of responsibilities

- Policy/procedure education
- Bylaws
- Assign based on skill sets

Active Board

New leadership

Lots of extra/long meetings

Committed Funding

Re/Establishing Relationships

Participation in local meetings/events

Be seen

2. Communication

- Information
- Revisit Vision — what is expected from members
- Strong leadership

Leadership of Board

- Strong recruiting for dedicated leadership
- Are people serving in their strong(est) position?
- Reach out for assistance (NMMS)
- Utilize network

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- Complacent Board
 - Ask Eduardo (Organization Revitalization Specialist)
 - Funding from Municipality
 - Annual Assessment

Force rotation of Board members/leadership

Having a yearly retreat to bring Board together/Bond

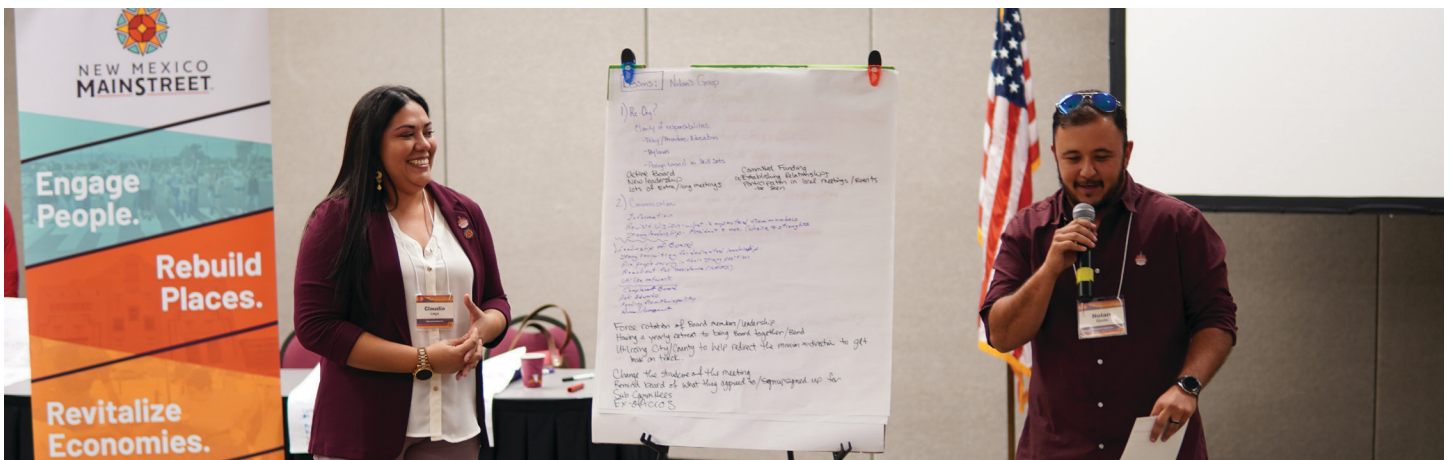
Utilizing City/County to help redirect the mission -> direction to get back on track

Change the structure of the meeting(s)

Remind board of what they agreed to/(what they) signed up for

Sub-Committees

Ex-Officios



GROUP 3 — EV PROJECTS & ADVANCING ETS

Roundtable Facilitator — Mara Salcido

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“Think of a high impact Economic Vitality project that you have implemented or would like to implement in your district. Briefly describe challenges you experienced and what you did (or would do) to overcome them.”

1. ED Alignment of your projects?

- Educating & Informing
- Is it bringing GRT to your district?
- Creating a workplan driven by the ETS/CBS

2. Collecting Information

- Talk to businesses
- Ask question and for feedback
- Dot Vote — mass survey event asking for public feed(back)
- Dot Reference Board — Showing images and allowing community to leave “dots” (votes)
- “Merchant” Meetings — Quarterly meetings FOR businesses

3. How is it making a difference?

- Talk to people — tell them what you are doing — Keep talking :)
- Being aware of visual changes
- Annual surveys
- Monthly statistic gathering



GROUP 4 — PARTNERSHIPS W/ LOCAL GOV'T

Roundtable Facilitator — Brenda Ferri

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“How have you created a good working partnership with local government?”

- Elections (out with the old -> in with (the) new)
- Build rapport

How do you collaborate/coordinate to accomplish mutual goals?

- Show the \$ brought in / Celebrate/share wins
- Plans match up
- Reporting
- Capitalize on the cities' own Comprehensive/MRA plans
- Regular meetings with manager (city/village/county)
- Regular meetings, open door policy
- Be open to city's ideas
- Communicate through a liaison and have them help ask questions
- Try to have everyone at the table

How are you communicating with your local government partner?

- Annual Report
- ETS — Share with City & bring in to work together
- Quarterly Report
- Attend City/Commission meetings -> present here
- Meeting with councilors/commissioners — min. quarterly — max monthly
- Having Ex-Officio members
- Using website & social platforms to share info
- Email minutes & financials with liaison

How have you overcome challenging situations with your partner?

- Consistence
- Not taking things personal
- Mutual Respect
- Reestablish/reiterate purpose & goals
- Waiting game sometimes
- Being a bridge between organizations
- Enlist NMMS Revitalization Specialists to help

How are you educating what MainStreet IS & ISN'T

- Highlight potential by showcasing other MainStreet Communities
- NMMS Revitalization Specialist help
- Ask to be included in City newsletters
- Reporting
- Tell your story
- Financial Statistics
- Talking Point Card
- Host a dinner

How do you approach (local) government for (in response to) additional things they want you to do?

- Justification
- Attend Budget Meetings
- Work with Directors within the City
- Partnerships with other Departments & Non-Profits
- Grants



GROUP 5 — ADVICE FOR NEW EXEC. DIRECTORS

Roundtable Facilitator — Charles Whitson

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“What are some great bits of advice for new Executive Directors?”

Navigating Politics

- Get to know local officials & City leaders
- Make connections
- Being patient — things move slow with cities (to a point)(1 reason: it takes time)

Build in more \$ for Projects

Take time for team building & board development

Learn to say No

Celebrate wins & make sure they are shared — especially with local leadership

As a board member, support your Director (working board)

Collaboration between City, Chamber & other organizations (is) super important

Be transparent when you need help

BRAG! about what you do

Say thank you more to EVERYONE who helps you — volunteers — sponsor(s) — recognize them

Be uncomfortable and allow yourself to grow into your role — you belong in those conversations



GROUP 6 – 4-POINT NMMS TECH. ASSISTANCE

Roundtable Facilitator – Connie Loveland

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“What are some of the best ways that you’ve been able to utilize technical assistance?”

(All 4 Points) – Construction mitigation/Business Class

Design – New business; facade squads - renderings; landscape design; wayfinding, art/crosswalks; creative art; placemaking plans, property redevelopment

Promotion – New logos; COVID marketing - online presence; branding; event planning assistance; marketing plan - business or non-profit; web design; publication design

Organization – Contract negotiations; board retreats; board trainings; session plannings; 501(c)(3) management; ETS help; fundraising planning; strategic planning

Economic Vitality – Business Accelerator Program; business pitch; Kickass Entrepreneurs; charrette planning; MRA planning

2. How do you educate the board/local government about the available technical assistance?

Add to contract, board retreats; quarterly Commission reports; knowing what is available; NMMS Staff present at Commission Meeting(s); adding \$ figure to projects - before -

3. How did you coordinate with RS's to make sure technical assistance went well for remote and/or onsite services?

Need more follow (up) from Revitalization Specialists; for MRA virtual workshops and for board member and municipality training before in-person community (meetings)

4. What are the things you wish an RS would have told you when you engaged a service?

Having a committed end date! Expect flexibility



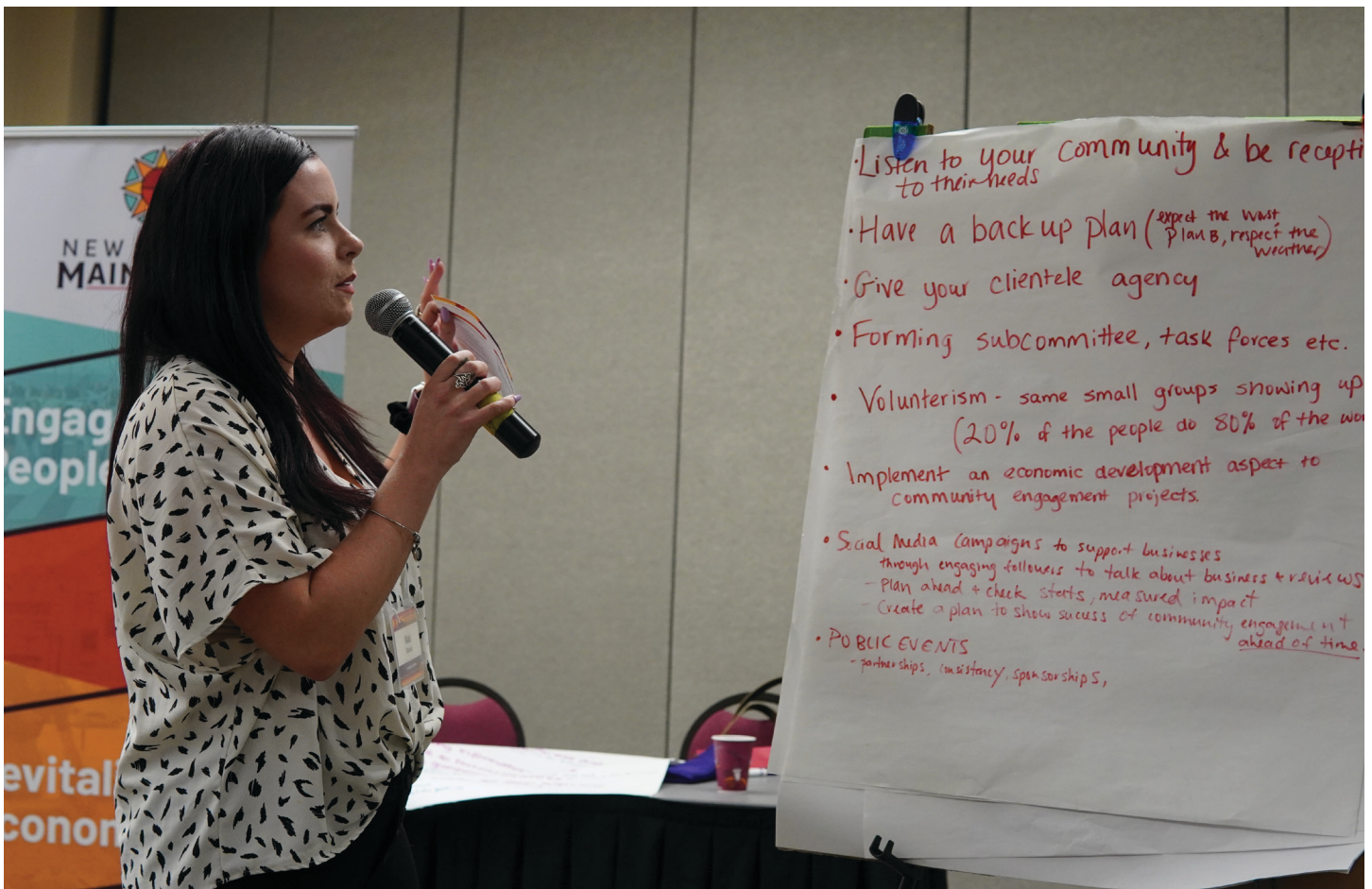
GROUP 7 – COMMUNITY ENGAGEMENT

Roundtable Facilitator – Kat Davis

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“Think of a high impact community engagement project that you have implemented or would like to implement in your district. Briefly describe challenges you experienced and what you did (or would do) to overcome them.”

- Listen to your community & be receptive to their needs
- Have a backup plan (expect the worst; (have a) Plan B; respect the weather)
- Give your clientele agency
- Forming subcommittee(s), task forces, etc.
- Volunteerism – same small groups showing up (20% of the people do 80% of the work)
- Implement an economic development aspect to community engagement projects
- Social media campaigns to support businesses through engaging followers to talk about business & reviews; Plan ahead & check stats, measure impact; Create a plan to show success of community engagement ahead of time
- Public Events – partnerships, consistency, sponsorships



GROUP 8 — DESTINATION DEVELOPMENT

Roundtable Facilitator — Elizabeth Jackson
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“Think of a high impact destination development project that you have implemented or would like to implement in your district. Briefly describe challenges you experienced and what you did (or would do) to overcome them.”

- Beautification efforts · Challenge: \$\$\$ · to Overcome: facade grants; capital outlay; (build) relationships with (the) building and business owners; community donations/partnerships; community clean ups -> service organizations; brochure/info for business owners & municipality
- Signature event — collaborate with existing tourism assets · Challenge: collaboration · to Overcome: partnerships — look for other 501(c)(3)s; local businesses (economic development); sponsorships; local clubs; volunteers; approach other organizations to collaborate with their event
- Retail Biz Incubator — grow small business & encourage local shopping · Challenge: funding and physical space downtown · Opportunity: vacant office buildings -> expensive
- Smaller town destination · Challenge: business hours
- Wayfinding -> capitalize on local natural assets · Link major highway signs with local wayfinding
- Temporary placemaking — table/chairs, solar lights
- Outdoor seating as eye-catchers

