



# NEW MEXICO MAINSTREET SUMMER INSTITUTE

→ 2023 ←

**VOLUNTEERS:**  
Powering Main Streets Across  
New Mexico Since 1984

SEPTEMBER 13-15  
CARLSBAD

---

Carlsbad Museum & Art Center · 418 W. Fox Street

---





# WELCOME!

## INSTITUTE AGENDA

**DAY 1: Wednesday, Sept. 13**

🕒 1pm-4:45pm

### 1.1: Institute Opening

1:00 - 1:30pm

#### Welcome & Introductions

Daniel Gutierrez, NMMS Program Director  
Dale Janway, City of Carlsbad Mayor

1:30 - 2:00pm

#### Business Meeting

Daniel Gutierrez, NMMS Program Director

### 1.2: Volunteer Motivation & Recruitment

2:00 - 3:00pm

#### Institute Overview & Opening Roundtable

Amy Barnhart, NMMS Revitalization Specialist  
Amy Bell, NMMS Revitalization Specialist

*Both Amys will provide a brief overview of the Institute content and format before engaging attendees in a **Volunteer Motivation** quiz and breaking participants into quick opening roundtable discussions about their volunteer program challenges.*

3:00 - 3:15pm

Break

3:15 - 4:45pm

#### Carlsbad MainStreet Spotlight

Kat Davis, Carlsbad MainStreet Executive Director  
Susan Crockett, Carlsbad MainStreet Board President  
Ken Britt, Cavern Theatre Task Force Chair · Pearl of the Pecos Committee Member  
*Learn about Carlsbad MainStreet/ Pearl of the Pecos Arts & Cultural District and the many projects, activities, and events making an impact throughout the district(s). This session starts in the meeting room and ends with a short district tour.*

6:00 - 8:00pm

#### Reception at Riverside Country Club, 1700 W. Orchard Lane

*Hosted by Carlsbad MainStreet and includes light refreshments.*

8:15 - 8:45am

## New Mexico Coalition of MainStreet Communities Meeting

### 2.1: Volunteer Development Program

9:00 - 10:00am

#### Tree New Mexico: Working with Volunteers to Make an Impact in Communities

Tamar Randall, Tree New Mexico Development Director

*Join Tamar as she shares how Tree New Mexico is using volunteers to make an impact in communities throughout Albuquerque and beyond. Learn about how they recruit, place and manage volunteers, as well as how they celebrate their achievements.*

10:00 - 11:30am

#### Developing Volunteer Plans for MainStreet Projects

NMMS Revitalization Specialists

*Institute attendees will select from a list of projects and join a group of their peers in developing a volunteer plan for that project. Each group will share their plan with fellow attendees at the end of the session.*

11:30am - 1:00pm

**Catered Lunch** - Carlsbad MainStreet will provide lunch from a downtown restaurant. Attendees will be welcome to eat in the meeting room or take it to the Halagueno Arts Park located just outside the museum.

### 2.2: Volunteer Placement, Orientation, Training, & Management

1:00 - 1:30pm

#### District Activation Orientation & Placement

Amy Barnhart, NMMS Revitalization Specialist  
Amy Bell, NMMS Revitalization Specialist

*Learn more about the two concurrent district activations and select your volunteer job. **Wear comfortable clothing and footwear**, as many jobs will require some physical activity and take place outdoors, though there will be indoor opportunities for those with limited mobility.*

### Field Activities (Concurrent)

1:30 - 3:30pm

#### District Activation #1 - Build Your Own Tour

Amy Barnhart, NMMS Revitalization Specialist  
Jameson Lucas, SE NM Historical Society Secretary & Webmaster

*Participants will have the opportunity to build their own walking tour of downtown Carlsbad, focusing on local assets that strike their fancy. Participants can work in teams or BYOT on their own, letting their creativity run wild.*

#### District Activation #2 - Build Your Own Pop-Up Place

Amy Bell, NMMS Revitalization Specialist  
Michele Robertson, Milton's Brewing Eventster

*Participants will have the opportunity to strategize, design, and build one of four fun pop-up installations outside Milton's Brewery. Installations will address seating, engagement, and wayfinding for all ages. Participants will be provided with basic guidelines and a selection of materials for each installation. **Meet up at 213 W. Mermod Street.***

3:30 - 4:30pm

#### District Activation Debrief

Amy Bell, NMMS Revitalization Specialist

*Reconvene in the meeting space to share with the group how your volunteer experience went and lessons you learned during the process.*

5:00 - 8:00pm

#### Carlsbad Downtown Farmers' & Makers' Market optional

*Don't miss out on the opportunity to visit the Market and see some of your district activations in action. Carlsbad MainStreet and Milton's Brewery have reserved a space for you to relax and enjoy light snacks and discounted libations as a demonstration of their appreciation.*

## 3.1: Volunteer Retention

8:45 - 10:00am

### Satisfaction Guaranteed: Happier Volunteers = Greater Volunteer Retention

Kat Davis, *Carlsbad MainStreet Executive Director*

Brenda Ferri, *Raton MainStreet Executive Director*

Morgan Fox, *Artesia MainStreet Executive Director*

Claudia Loya, *Alamogordo MainStreet Board President*

Nolan Ojeda, *Alamogordo MainStreet Executive Director*

William Yarborough, *Grants MainStreet Project Executive Director*

*This session will highlight the volunteer development and retention efforts of your peers around the state as well as outside examples of retention activities your organization should consider engaging in to increase the happiness of your volunteers and reduce burnout and the constant need to recruit new volunteers. You will also have the opportunity to provide your own feedback on your own volunteer experience in Carlsbad.*

10:00 - 10:15am

Break

10:15 - 11:30am

### Summer Institute Roundtable Wrap Up

*Participants will break into groups to brainstorm and discuss how they will apply what they learned this week to develop or improve their volunteer programs when they return home. Each group will report out and share their discussions at the end of the session.*

## 3.2: Institute Closing

11:30am

**ADJOURN** – Safe Travels & **Thank You Carlsbad MainStreet!**

🕒 1:00pm

Optional Recreation Activity: Pecos River Boat Cruise

**Meeting Point:** Lake Carlsbad Beach Area, 814 E. Riverside Drive



Celebrate the conclusion of another inspiring NMMS Institute with a relaxing boat cruise on the scenic Pecos River. This 40-minute cruise is **OPTIONAL**.

Reservations were required at time of Institute registration – \$5.00 per person.

No refunds.

*Cruise provided by the Carlsbad Chamber of Commerce.*

# Speakers & Presenters



## **Daniel Gutierrez**

*New Mexico MainStreet Director*

Daniel is the Director of New Mexico MainStreet, Coordinator of the Frontier and Native American Communities, and Urban Neighborhood Commercial Corridors initiatives as well as the Historic Theaters Initiative. He develops and manages MainStreet's financial incentives and funding partnerships.



## **Amy Barnhart**

*NMMS Revitalization Specialist in Preservation & Non-Profit Resource Development*

Since joining the NMMS team in July 2013, Amy has been providing organizational development support to local MainStreet organizations throughout New Mexico, with emphasis on fundraising, grantwriting, volunteer development, organizational planning, and historic preservation. For three years prior, she was the executive director of a local MainStreet program in New Mexico.



## **Amy Bell**

*NMMS Revitalization Specialist in Landscape Architecture and Urban Design*

Amy brings more than twelve years' experience in urban design and landscape architecture, with a unique focus on educational landscapes, play environments, and *pop up* interventions in public space. Amy is a licensed landscape architect in New Mexico, Colorado and Texas and is an ISA Certified Arborist. She holds a Master's Degree in Landscape Architecture from the University of New Mexico.



## **Kat Davis**

### *Carlsbad MainStreet Executive Director*

Kat Davis is the Executive Director for Carlsbad MainStreet/Arts & Cultural District. She started in this work in 2020 as the Director for Carlsbad's Pearl of the Pecos Arts & Cultural District and at the beginning of the year the MainStreet board merged these positions into one. Originally born and raised in Ireland, Kat has a diverse and eclectic background that drives her passion to make her community a better place through many different service organizations and her work through MainStreet.



## **Susan Crockett**

### *Carlsbad MainStreet Board President*

Employed by Intrepid Potash as the Manager of Government Affairs and Community Relations, Susan is an Eddy County Native and was elected as Eddy County Commissioner for District 5 in 2012 and served until she termed out in 2020. She is Chairman of the Eddy County Planning and Development Board and is a member of the Mayor's Nuclear Task Force, Energy Communities Alliance, and Secretary of Eddy Lea Energy Alliance. Susan is the Past President of the Carlsbad Department of Development and currently sits on their Executive Board and is also Past President of the Carlsbad Chamber of Commerce. She is married with two grown sons and a 5-year-old grandson.



## **Ken Britt**

### *Cavern Theatre Task Force Chair Pearl of the Pecos Committee Member*

Ken and his family, wife Susan and daughter Andrea, have lived in Carlsbad since 1990. He has served as the Park Superintendent at Brantley Lake State Park and the Director of the Living Desert Zoo and Gardens State Park. During those years he was active in the Chamber of Commerce, the Carlsbad Rotary Club as well as several City boards including the Lodgers Tax Advisory Board. As a volunteer Ken was very involved in the effort to rehabilitate the Cavern Theatre as well Carlsbad being designated with an Arts and Cultural District. Ken came out of retirement in 2018 to work for the City of Carlsbad as the Director of Community Development and after retiring again in 2021 continues to lead the effort with the Cavern Theatre rehabilitation and is a strong supporter of the Arts and Cultural District.

# Presenter Spotlight



## Tamar Randall

*Tree New Mexico Development Director*

Tamar Randall, CGW, is a Certified Grant Writer with American Grant Writers' Association. She has worked with Tree New Mexico as the Development Director since May 2020. She loves words, science, and people and appreciates working with the amazing Tree New Mexico Team to plant trees across NM by cultivating, writing, and managing grants. As a long-term volunteer herself, Tamar enjoys coordinating Tree New Mexico's amazing volunteers and supporting the planting organizers to plant trees. Previously Tamar served as Director of HR and Marketing for a therapy group and homeschooled her sons. She has a BS in Biology.



### Tree New Mexico: Working with Volunteers to Make an Impact in Communities

Join Tamar as she shares how Tree New Mexico is using volunteers to make an impact in communities throughout Albuquerque and beyond. Learn about how they recruit, place and manage volunteers, as well as how they celebrate their achievements.



Tree  
New  
Mexico

NM NeighborWoods takes the main concepts of the ABQ NeighborWoods program and adapts them to other urban centers around the state.

#### We share our program process from start to finish including:

- Community building through neighborhood or tribe involvement
- Tree Plotter database training materials
- All current documents
- Suggestions for partnerships with your city and county
- Suggestions for funding sources

Please contact us to  
explore the possibilities!

[treenm.org](https://treenm.org)



# Speakers



**Jameson Lucas**  
*Southeast New Mexico  
Historical Society Secretary  
& Webmaster*



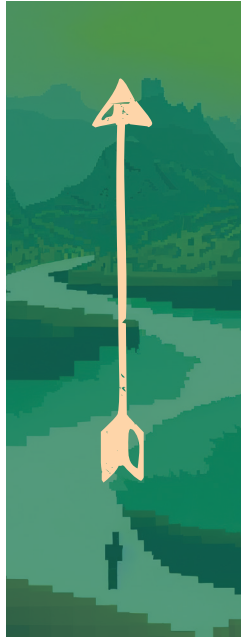
**Michele Robertson**  
*Milton's Brewing Eventster*



**Brenda Ferri**  
*Raton MainStreet  
Executive Director*



**Morgan Fox**  
*Artesia MainStreet  
Executive Director*



**Claudia Loya**  
*Alamogordo MainStreet  
Board President*



**Nolan Ojeda**  
*Alamogordo MainStreet  
Executive Director*



**William Yarborough**  
*Grants MainStreet Project  
Executive Director*

# NM MainStreet Partners



## New Mexico Coalition of Main Street Communities

Incorporated in 2006, the New Mexico Coalition of MainStreet Communities engages legislative leaders in annual advocacy efforts to ensure funding for the New Mexico MainStreet program, as well as to generate funds for public infrastructure improvements and revitalization policies that support economic development in MainStreet districts throughout the state.



## New Mexico Resiliency Alliance

The New Mexico Resiliency Alliance mobilizes and leverages resources to support economic vibrancy and renewal in New Mexico's rural and underserved communities. The Resilient Communities Fund is the flagship program of the New Mexico Resiliency Alliance. Created in partnership with the McCune Charitable Foundation, the Resilient Communities Fund has provided more than \$300,000 in seed grants for locally-driven economic development projects in New Mexico. Funds awarded have leveraged more than \$1,000,000 in local matching resources and technical assistance provided by New Mexico MainStreet.

## New Mexico MainStreet Revitalization Specialists

### **Amy Barnhart**

*Preservation & Non-Profit Resource Development*

### **Amy Bell**

*Landscape Architecture & Urban Design*

### **Eduardo Martinez**

*Organization & Leadership Development*

### **Julia Royal & Cam Wilde**

*Graphic Design & Marketing*

### **Michelle Negrette**

*Creative Economy & Cultural Planning*

### **Rhea Serna**

*Property Redevelopment*

### **Robyne Beaubien**

*Promotion & Image Development*

### **Sean O'Shea**

*Business & Entrepreneur Development*

### **William Powell**

*Preservation & Design*

#### Our NMMS Team



Contact Information for NMMS Staff & Revitalization Specialists can be found at

[nmmainstreet.org/our-work/nmms-team](http://nmmainstreet.org/our-work/nmms-team)

## About New Mexico MainStreet

New Mexico MainStreet develops local capacity to engage people, rebuild places and grow the entrepreneurial, creative and business environment resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.

New Mexico MainStreet has adopted the following strategies in partnership with local organizations to implement

community economic development goals to transform downtown:

- Build Capacity for Local Revitalization and Redevelopment
- Enhance the Entrepreneurial and Creative Economy
- Create Thriving Places

*New Mexico MainStreet is a program of the New Mexico Economic Development Department*

## New Mexico MainStreet Staff



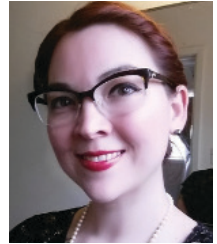
**Daniel J. Gutierrez**  
*Director*



**Lucas Pedraza**  
*Project Coordinator*



**Julie Blanke**  
*Program Planning Specialist*



**Jessica Mraz**  
*Communications Specialist*

### MainStreet Executive Directors' Bios & Contact Info



[bit.ly/3HmPgYC](https://bit.ly/3HmPgYC)

### CARLSBAD DINING GUIDE



[bit.ly/carlsbaddining](https://bit.ly/carlsbaddining)

### Important Dates and Accreditation Schedule

[bit.ly/30G710h](https://bit.ly/30G710h)



---

## Contact Us

Want to know more about New Mexico  
MainStreet programs?  
You can reach us at:

**New Mexico MainStreet Program**  
Economic Development Department  
Joseph Montoya Building  
1100 S. St. Francis Dr., Suite 1242  
Santa Fe, NM 87505-4147

(505) 365-3998 · [info@nmmainstreet.org](mailto:info@nmmainstreet.org)  
**[nmmainstreet.org](http://nmmainstreet.org)**

---

Contact Information for NMMS Network  
Designated Programs can be found at  
**[nmmainstreet.org/program-directory](http://nmmainstreet.org/program-directory)**

---



**EDD**  
ECONOMIC DEVELOPMENT DEPARTMENT