



# Agenda

Digging Deeper in Deming



12:00 PM	Registration Open
1:00 PM	NMMS Business Meeting · Agenda

1:45PM	<b>Welcome to Deming · Community &amp; MainStreet Highlights</b> Mayor, Michele “Micki” Shillito County Manager, Chris Brice The Council, Christie Ann Harvey Deming Luna Co. MainStreet Executive Director, Rebecca Hughes
2:50PM	Break
3:00 PM	<b>Main Street America’s BOOMS Tracker</b> — Jessica Roybal, NMMS BOOMS Tracker Access
4:00 PM-5:15PM	<b>Ready to Dig Roundtable Sessions:</b> <b>More on the BOOMS &amp; Property Redevelopment</b> — Jessica Roybal, NMMS <b>NDA · New Director Advice</b> — Brenda Ferri, Raton MainStreet <b>Leveraging Cannabis Density in Your District</b> — Kat Davis, Carlsbad MainStreet <b>Seriously... Use Short-Form Video For District &amp; Cultural Storytelling</b> — Julia & Cam Wilde, NMMS
6:00 PM	<b>Reception · Deming Luna Mimbres Museum</b> 301 S. Silver Avenue
7:30PM	<b>(Optional) Welcome Dinner · Customs House Kitchen</b> 304 S. Silver Avenue · \$10 each (cash only) · <i>Drink tickets provided</i>





8:00 AM	Breakfast provided by Mimbres Memorial Hospital
8:15 AM	NMMS Coalition of MainStreet Communities Meeting
9:00 AM	<p><b>Keynote Presentation · Building a More Resilient Urban Landscape in New Mexico</b> — Sarah Hurteau, Climate Resilient Cities Program · Spatial Informatics Group-Natural Assets Laboratory · Arid LID Coalition</p> <p>This talk will introduce Green Stormwater Infrastructure (GSI) as a resilience strategy that meets the many needs of urban and rural communities across New Mexico. Sarah will provide examples of what arid adapted GSI looks like, and how it functions in residential, small business, streetscapes, municipal infrastructure, and large-scale flood control settings. She will also present the current activities of the Arid LID Coalition and how the adoptions of GSI actions and policies has had a beneficial impact on our local economic, social, and environmental landscapes.</p>
10:00 AM	<p><b>A Look Inside Accelerator &amp; Business Support Programs</b> — <b>Presenters:</b> Julia Wilde, NMMS · Cam Wilde, NMMS · Sean O'Shea, NMMS <b>Panel:</b> Connie Loveland, Tucumcari MainStreet · Nolan Ojeda, Alamogordo MainStreet · Claudia Loya-Sheppard, Alamogordo MainStreet</p> <p>Explore the ins and outs of business accelerator and business support programs within the New Mexico MainStreet network. This session will cover key takeaways for businesses, various structures and models of support, and the challenges of these fast-paced programs. Hear from a panel of MainStreet Executive Directors as they share their experiences and strategies.</p>
11:00AM	Break
11:15AM	Concurrent Sessions
	<p><b>1. ROX (RETURN ON EXPERIENCE): A New Way to Track Value in a MainStreet/ACD District</b> — Debora Rosalva, NMMS</p>

	<p><b>District</b> — Kobyne Beaudrien, NMMS</p> <p>Let's explore how Return on Experience (ROX) can redefine success in MainStreet districts by focusing on connections through experience and engagement, rather than relying strictly on data and metrics (Return on Investment [ROI]). Learn how senses, memories, and feelings connect – and reconnect – people to a place and how to capture this with your district (and organization) messaging.</p> <p><b>! Bring to session:</b> Copies of, or access to, your mission and/or vision statements and marketing copy (brand essence statement, rack card, narratives for ads, etc.)</p>
	<p><b>2. Way Into Wayfinding: The Process &amp; How to Execute</b> —</p> <p><b>Presenters:</b> Amy Bell, NMMS · Julia Wilde, NMMS · Cam Wilde, NMMS · Charles Whitson, Taos MainStreet</p> <p>This session is a deep dive into the process of completing a wayfinding project. We'll review the basics and walk through each step—from the initial meeting and sign inventory to funding, design, and implementation. Discover <i>why</i> well-planned wayfinding is crucial for communities (and districts), and learn how to kickstart your own project.</p>
12:15 PM	Lunch
1:30PM	<p><b>Behind the Screen: <i>Are you ghosting the next generation?</i></b></p> <p>Learn from local youth and youth organization leaders what engages youth in the community and what turns them away. Discover how the next generation is key to your community's vitality and cultural legacy. Develop ideas for your community on how to expand active and meaningful opportunities for youth.</p>
	<p><b>Field Work: <i>More than just a good story</i></b></p> <p>Field Work Overview  Self-Transportation to MainStreet District (we encourage carpooling!)  Meet @ District Meeting Locations (TBD)</p>

	How to use local legacy and lore through interpretive placemaking to attract visitors and engage the community. Learn how to find and use historical and cultural data, develop quick, easy and temporary storytelling features, and participate in a creative placemaking project featuring the Deming Tunnels.
AFTER ACTIVITIES	Happy Hour with NM Coalition at The Happy Camper 120 Happy Camper Lane



8:00 AM	Breakfast provided by <b>Mimbres Memorial Hospital</b>
9:30 AM	<b>Announcements · Dates to Remember</b> — Cam Wilde, NMMS
9:40 AM	<b>Preparing Yourself for 2025 · A Check In</b> — Robyne Beaubien, NMMS · Julia Wilde, NMMS  <b>SELF-CARE PRACTICES: How your Personality Impacts the Way you Work and Rest</b> — Robyne Beaubien, NMMS  Discover the importance of self-care practices and walk through a summary on personality styles, addressing how they influence the way you manage stress and maintain balance at work. Learn how the way you “collect energy” impacts your day and create a morning routine that works for you. We will wrap up the session with a quick look at the 2024 NMMS Planner, how it can help you organize your work, and collect feedback on additions and updates for

	<p>How it can help you organize your team, and select research on actions and updates for 2025.</p> <p><b>! Do Ahead of the Session:</b> Take the <a href="#">16 Personalities Indicator Quiz</a>. If you know your Myers Briggs type – this one adds one more letter and is based on percentages, so take a few minutes and see where you land!</p>
11:00AM	<p><b>The Inaugural New Mexico MainStreet Town-Hall — Moderator:</b> Amy Barnhart, NMMS</p> <p><b>! Do Ahead of the Session:</b> Submit your questions here: <a href="https://bit.ly/nmmstownhall">https://bit.ly/nmmstownhall</a></p>
12:00 PM	<p><i>Safe Travels Home! Thanks for Attending!</i></p>

 Business Meeting Agenda