



NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES

Frontier & Native American Communities and Urban Neighborhood Commercial Corridor Initiatives Application Open

Apply by January 20, 2023



NMMS is accepting applications for new community economic development projects as part of the [Frontier & Native American Communities](#) and [Urban Neighborhood Commercial Corridor](#) Initiatives! Selected communities will receive NMMS technical assistance to implement the proposed project within 12-18 months. Projects must demonstrate job creation, business development, leverage private sector investment, or enhance the community's economic environment.

Applicants are encouraged to attend the [Pre-Application Zoom Meeting](#) on **December 8, 2022**, which will be recorded and available on NMMS's website afterwards.

Meet Morgan Fox

Artesia MainStreet's New Executive Director



Artesia
Mainstreet's
New
Executive
Director:

Meet Morgan Fox

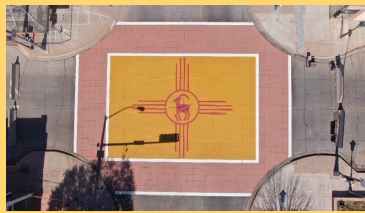


I wear many hats: wife, mom, entrepreneur, travel enthusiast, interior design wannabe, manifesting generator, and now, [Artesia MainStreet](#) Executive Director. The list goes on and on because heck, I'm a Gemini too and if you've met any of those you know what I'm talking about...

Although I'm not a native New Mexican, the "land of entrapment" has stolen my heart. You can find my family and me adventuring through all the majestic landscapes New Mexico has to offer. We love hiking, camping, and exploring new places.

I have a spirit for living large in a small town and a passion for helping businesses exceed expectations. I'm excited to bring an entrepreneurial spirit to MainStreet and I'm really looking forward to building relationships with merchants. I also really value fun! I cannot wait to dig in to all the great events and activities our MainStreet offers.

Deming MainStreet's Zia Sun Art-Scape Intersection Project



Drone Photos Courtesy of Creative Paving Solutions

Several years in the making, [Deming Luna County MainStreet](#) and contractor Creative Paving Solutions made significant progress on the Zia Sun Art-Scape Intersection Project on Gold Ave. and Spruce St. In FY2019, this project received \$35,000 in NMMS Capital Outlay to produce construction documents.

Artist Jesse Kriegel designed the original concept which portrays a Zia symbol, an ibex, and NM state flag colors. Read more in the [Deming Headlight](#).

ABQ Artwalk Fundraiser

Friday, Dec. 2, 2022

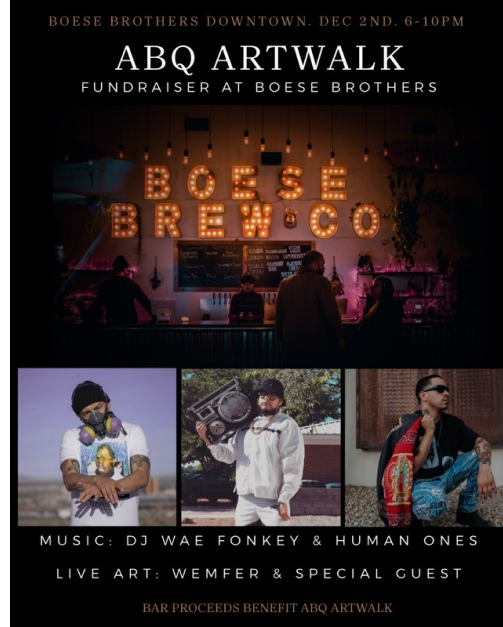
From [DTABQ's Crossroads Newsletter](#):

As of March 2021, the [Albuquerque Artwalk](#) was brought under the DowntownABQ MainStreet and Arts and Cultural District. As an economic driver for Downtown, ABQ Artwalk has proven effective in merging economic opportunity for both brick and mortar businesses and the local art scene, while also providing a platform for new and established local artists.

Founded in 2017, this organization started as a community based, grassroots program to connect Downtown and provide opportunity

for artists and businesses alike. DowntownABQ MainStreet and Arts & Cultural District is excited to partner in this effort and work alongside program management to maintain ABQ Artwalk as part of Downtown Albuquerque's culture.

On December 2, come to Boese Brothers Brewery for an end of year fundraiser for ABQ Artwalk! [Boese Brothers Brewery](#) will be donating a portion of drink sales, so have a beer or lemonade to contribute to ABQ Artwalk programming in 2023.



NMMS Executive Director & Leadership Planner

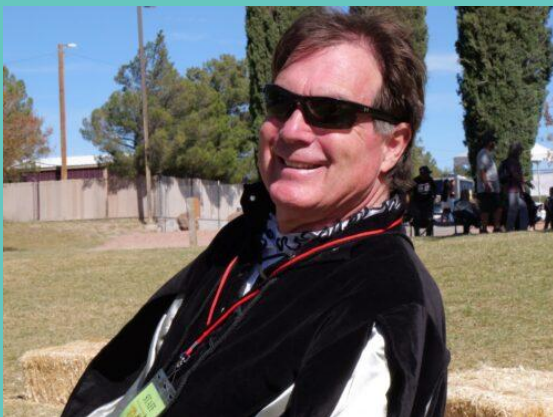
SAMPLES - DAILY ROUTINES - IDEAL WORK DAY/WEEK

THE EISENHOWER MATRIX - PRODUCTIVITY THROUGH PRIORITY

The Eisenhower Matrix improves productivity by teaching you how to prioritize better. This technique helps you learn which activities are worth your time and effort, and which ones aren't.

| | | | |
|----------------------|---|---|---|
| URGENT | DO Do it now | NOT URGENT | SCHEDULE Schedule a time to do it later |
| IMPORTANT | <p>This is crisis management. Reduce the time spent on this quadrant by doing more work in "SCHEDULE" blocks.</p> <p>Examples:</p> <ul style="list-style-type: none"> Finish a grant due this week. Prepare for a meeting later today. | <p>Work ahead. Spend as much time here as you can. It will require planning and strategic thinking.</p> <p>Examples:</p> <ul style="list-style-type: none"> Attend a networking event. Put together a civic presentation for next week. Start on a grant due next month. Respond to new requests to manage expectations. | |
| | DELEGATE Who else can do it? Boese? Volunteer? | LIMIT or eliminate | |
| NOT IMPORTANT | <p>Empower others!</p> <p>Examples:</p> <ul style="list-style-type: none"> Transcribe last week's meeting notes. Field and mail stakeholder updates. Organize files. Take photos for social media. Thank you notes to sponsors and donors. | <p>Limits or eliminate ideas and tasks that do not align with your organization's mission and goals. They may be worthwhile, but not a good choice if they stretch you too thin. Learn to say no!</p> <p>Examples:</p> <ul style="list-style-type: none"> Sales emails / calls. Request for copies of files on your website. Serve on a planning team for a project outside of the district. | |

The NMMS Executive Director & Leadership Planner is a productivity tool created with the input of New Mexico Executive Directors to help both directors and leadership stay on top of day-to-day tasks, projects & reporting while also finding a healthy work/life balance. The tool is available for both print and digital (iPad, tablets) platforms and utilizes a variety of planning techniques, such as time blocking, the Eisenhower Matrix, and bullet journaling, for a flexible and modular planning experience. [Download the documents here.](#)



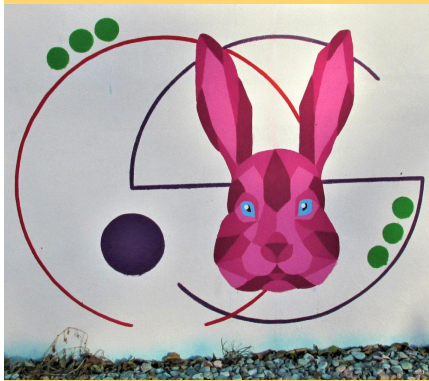
Gregory Z. Smith Retiring from Doña Ana Arts Council

Congratulations to Gregory Z. Smith on his upcoming retirement from Doña Ana Arts Council! We wish him the very best of health, happiness, and success on his new chapter. DAAC is now accepting applications for the Executive Director role at daarts.org.

Artesia Arts & Cultural District Adds Two Murals to Downtown Mural Program



"Faces on the Fence" mural located on the west wall of Critter Care Center at 609 West Richardson Ave., Artesia NM.



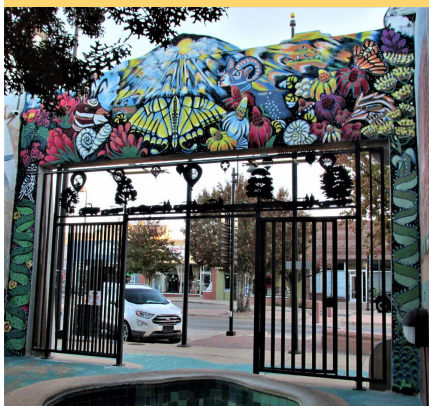
Artesia's new mural, "Faces on the Fence" by local artist Kelly Speckhart, celebrates the artist's love of animals and New Mexico colors. Kelly was assisted by Kirsten Mauritsen, and they were joined by over 100 community members, including four 4th grade art classes. This mural was funded by a grant from the TLC2 Foundation.



"Desert Life" by Artesia native Hannah Dean joins two historic Artesia murals in the Heritage Walkway. The older murals trace Artesia's history, and "Desert Life" continues that theme with the region's earliest inhabitants!

"Desert Life" mural located on the north arch of Heritage Walkway, 316 West Main St., Artesia NM.

[Artesia Arts & Cultural District](#)'s Downtown Mural Program was launched in early 2021, and to date has completed **6** public murals in the Downtown District. To learn more, contact Nancy Dunn, Artesia Arts & Cultural District Coordinator at acdmurals@gmail.com.



Catch Up with William Powell

Design & Preservation Revitalization Specialist

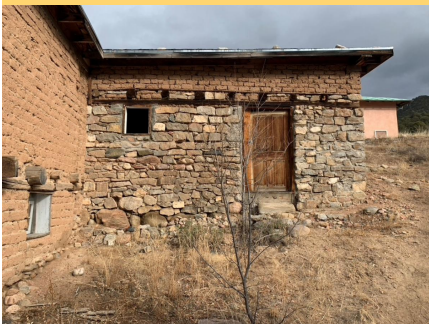
Ojo Encino in spring



*Historic Tijeras Church
with newly installed half
round gutters*



*Historic Adobe Barn, Santa
Fe, NM*



*Historic Adobe Barn, Santa
Fe, NM*

As many of you know, it's an interesting time to be involved in preservation, design and construction projects. Costs are high and schedules are strained. Our work here at New Mexico MainStreet continues to be varied and vast across the state. Currently, I'm involved with work on two theaters, three restaurants, a park, a historic church, a wellness center, and two façade squads, among other assignments. The work is always interesting and being involved with such projects reaffirms my love for New Mexico and the unique treasures this state holds.

Recently, we've been invited to work on the Navajo Nation. I've had the honor of working on many Pueblos in the past but this is my first time working on the Navajo Nation. The areas are vast and far away from other communities and towns. I've been particularly drawn to Ojo Encino's self-irrigated corn fields and the hospitality of the people. These fields are constructed so rain water is funneled into fields as irrigation and potable water is scarce in these parts. The ancestral knowledge and ancient wisdom of the people always impresses me. It's fascinating to think of growing crops without ground or surface water in Arid New Mexico.

In the Village of Tijeras, we've successfully installed half round gutters to direct water away from the 1927 Terrone church. Terrone is similar to adobe but is cut from river sod and dried rather than formed. Always remember with buildings "a good hat and good boots" will go a long way to preserving and protecting a structure (the hat and boots refers to the roof and foundation.) Water is hard on buildings, even here in dry New Mexico.

In Santa Fe, I'm assisting a property owner with the preservation and repurposing of a historic two-story adobe barn. The Martinez barn is considered *significant*, and therefore, all six façades are protected as it's in the city's historic district. Large adobe barns are rare in the city, as most of them have been torn down to make way for housing as land costs are high in the city.

Plans for a new restaurant in Lovington are coming along since the beginning of this summer. The currently vacant 1940's brick building will be



*New restaurant opening soon
in Lovington, NM*



repurposed as a restaurant and will be a welcome addition to Lovington's downtown.

For the coming year, I look forward to going to the Main Street National Conference as it's been a few years since I last attended. Additionally, this will be my first visit to Boston. As always, I look forward to seeing all of you in the field and at our quarterly meetings.

Wishing my Main Street Family Happy Holidays!

ABQ MRA Launches Second Round of Storefront Grants



ABQ's Metropolitan Redevelopment Agency launched the second round of the [Downtown Storefront Activation Grant Program](#)! The program will focus on supporting revitalization of Downtown Albuquerque by decreasing the commercial vacancy rate in the district.

\$50,000-250,000 grants will be awarded based on eligibility criteria and the square footage of the leased commercial space. A total grant amount of \$750,000 will be spent on a rolling-basis until all funding has been expended. Applications will be reviewed on a first-come, first-serve basis.

**Former NMMS Director
Maryellen Hennessy Passed**



Away in October

Maryellen Hennessy was New Mexico MainStreet's Director for several years in the early 2000s. Her passion for historic preservation and community revitalization made a big impact on local communities. We send all our love to her family. ♥ Read more in her [obituary](#).

In lieu of flowers, a donation in her honor may be made to [National Trust for Historic Preservation](#).

Downtown Las Cruces *Ventanas Vivas*

[DLCP](#) and the Las Cruces Arts and Cultural District (LCACD) are once again spearheading “Ventanas Vivas!” Local artists and business owners are teaming up to decorate **13** windows in Downtown and the Arts and Cultural District.

“We see *Ventanas Vivas* as a safe, fun way for families and friends to experience art, enjoy the holidays, and visit their favorite downtown shops and restaurants,” said DLCP Executive Director Jennifer Garcia Kozlowski.



In its fourth year, the colorful, pop-up murals include painted scenes of caroling, snowmen, cozy coffee drinking, Santa Clause, and nativity scenes. Susan Cabello, Director of LCACD, said the murals will be judged by the public through December 26, 2022 on downtownlascruces.org.

Cabello said the amount of interest in this holiday activity has grown significantly over the last few years.

“I was asked about this specific event all year-long,” Cabello added. “There’s so much excitement and interest — it’s a true community-based activity.”

Building Community Resilience with Participatory Mapping

by Amy Bell

Landscape Architecture and Urban Design Revitalization Specialist



Community mapping in Taos

Amy Bell & Groundwork Studios highlighted four NM case studies in the most recent issue of the [Green Fire Times](#) (two are from MainStreet districts):

- Pueblo Alto/Mile Hi Neighborhoods Green Stormwater Infrastructure Outreach
- **Taos Alleyways** Network Assessment
- **Downtown Albuquerque** Community Forest Action Plan
- Eastern Plains Council of Governments Brownfield Inventory

"When regenerative design grows from people and place, it strengthens community capacity and resilience. In our planning and design work across the state of New Mexico, we often have limited material resources with which to negotiate complicated challenges. Despite this, we are continuously inspired by the tremendous social capital found even in our smallest, most rural communities, whether it's energetic volunteers, experience to historians, artists, or other local features and resources. When we can identify and build from existing community assets, we are able to develop authentic and sustainable ways to address needs while also celebrating community history and identity. And who is better able to identify existing resources, issues and potential solutions than the people who live in that community?"

Groundwork studio has had the opportunity to explore the potential of participatory mapping and community-led project identification through four projects in Central and Northern New Mexico. These projects were designed to work with community members in the identification of key issues and solutions for flooding, failing infrastructure, pedestrian safety and accessibility, brownfield redevelopment and local economic development." [Read the full article here.](#)

South Valley MainStreet's Our Humanity Health Literacy Initiative



[South Valley MainStreet](#) and Bernalillo County's Minority Health Grant is being used to connect community health and economic health.

On October 28th, the Our Humanity Bernalillo Team joined the Mountain View Community Center for their Trunk or Treat event offering community members COVID-19 vaccines/boosters and health literacy. In addition to providing vaccines/boosters, the Our Humanity Bernalillo Project provided 35 CSA bags from local farmers collective Agri-Cultura Network, 90 COVID at-home test kits and raffled off 12 scholarships to Chavez Karate!

On October 31st, the Our Humanity Bernalillo Team joined the Martineztown/Santa Barbara Neighborhood Association for their annual Trick or Treat Night, offering community members COVID-19 vaccines/boosters and resources. In addition to providing vaccines/boosters, the Our Humanity Bernalillo Project provided 35 CSA bags from local farmers collective Agri-Cultura Network and 90 COVID at-home test kits! Learn more about this important work in [their newsletter](#).

Opportunities

[NM Cash Assistance Fund](#)

December 4, 2022

[T-Mobile Hometown Grant Program](#)

Dec. 31, 2022

[Outdoor Recreation Trails+ Grant \(Tier 1 and Tier 2\)](#)

Dec. 30, 2022

Events

[Holiday Events in NMMS Districts all season long](#)

New Mexico MainStreet Fundraising and [Grantwriting](#)

Training - Albuquerque

Starts January 19-20, 2023

[New Mexico MainStreet Winter Conference](#) - Santa Fe

February 8-10, 2023

[Main Street Now Conference](#) - Boston

March 27-29, 2023

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

nmmainstreet.org | info@nmmainstreet.org | (505) 827-0143

NM MainStreet is a program of the [New Mexico Economic Development Department](#).

