



NM MainStreet Conference Agenda

BUILDING THE BIONIC MAINSTREETER: BETTER...FASTER...STRONGER!

Location: Lumpkins Ballroom · Second Floor

Wednesday, February 5, 2025

8:30am | NM Coalition of MainStreet Communities Meeting

The New Mexico Coalition of MainStreet Communities (NMCMSC), a membership organization made up of the MainStreet programs throughout New Mexico, will be holding its annual meeting, which includes the election of new officers and board members, an introduction to the Coalition, and an overview and discussion of its goals for the 2025 legislative session.

10am | NMCMSC Legislator Visits at Roundhouse

Join the Coalition in visiting legislators at the Roundhouse, the home of the NM State Legislature. Don't miss this great public relations opportunity to visit your legislators in the company of your colleagues. While you are there, check out the amazing art collection, one of the best in the state!

NOON | Conference Registration

Check in to the Conference on the second-floor mezzanine, outside of the Lumpkins Ballroom.

1pm | NMMS Business Meeting

Welcome to the 2025 NMMS Conference in Santa Fe! Join the network to hear updates about NMMS, the legislative priorities of the NM Economic Development Dept., meet new friends and reconnect with old, and acknowledge and celebrate your peers with awards for Certified MainStreet Professionals, training completions, and acknowledgment of those Executive Directors who hit the 5- and 10-year mark in their time at the helm of their MainStreet program.

2pm | Break

2:15pm | Facilitate to Elevate: Hands-On Skills for Leading Meaningful Conversations

Everette Hill, *Principal & Managing Director, Social Innovation Strategies Group*

As MainStreet professionals and volunteers, you are regularly put into situations into which you have to facilitate conversations, whether it is with your Board, your business owners, or your partners. Having an understanding of how best to guide these conversations will strengthen your position as a respected leader by demonstrating your openness to hearing and learning from

others, and allow you to generate input and ideas from the people around you to guide your work. Dr. Everette Hill brings his expertise and engaging presentation style to this session in which you will not only build your knowledge of facilitation but strengthen your skills as well through implementation.

5:30pm | Meet & Greet Reception in La Terraza & Garden Patio

Unwind with your peers in an informal setting in the beautiful La Terraza & Garden Patio located on the third floor of La Fonda with beautiful views of the historic cathedral, downtown district and mountains. Drink tickets and appetizers will be provided.

Thursday, February 6, 2025

District Design Decoded: Exploring Architectural Styles & Landscapes

9am | Dial A for Adobe: Architecture in New Mexico Downtowns and Along the Roadsides

Steven Moffson, *State & National Register Coordinator, NM Historic Preservation Division*

This session will help prepare our MainStreet professionals to confidently talk about the architectural styles they see in their district and position them to serve as advocates for historic buildings (and historic features) that might otherwise be overlooked and contribute to making each of our districts so unique.

10am | Historic Influences on the Urban Landscape in New Mexico

Will Moses, *Principal, Anthropopulous*

Learn how to spot landscape architecture elements throughout your district, and how they evolved into what they are today. Let Will give you the tools to impress your friends with your vast knowledge of the urban landscape of your community.

11am | Scavenger Hunt & Lunch Break · Lunch on your own

We heard your requests for more time to explore downtown Santa Fe, so enjoy this extra-long lunch break! And while you're out there, find EIGHT scavenger hunt clues related to this morning's presentations, and enter a drawing to win fabulous prizes!

1pm | Mastering Win-Win Negotiations: Strategies for Successfully Advocating for Yourself & Your Organization

Marie Longserre, *President & CEO, Santa Fe Business Incubator*

As a recognized leader in business incubation and entrepreneurial development, Marie has presented on these topics throughout the United States as well as globally. Throughout her 27 years with the Santa Fe Business Incubator, Marie has learned the importance of negotiating on behalf of, and advocating for, her organization, utilizing the "win-win" approach — meaning all parties work together to meet interests and maximize value creation, hopefully leading to long-lasting success. As MainStreet leaders, we are constantly in situations — whether it is in a meeting with our board or with local government leaders — in which we have to negotiate to reach the best possible solution for ourselves, our organization, and our partners. This session will provide you with tools to successfully navigate those situations.

Future-Proof Your Finances: Strengthening Your Financial Wellness & Planning for Retirement and Beyond

2pm | Achieving Financial Wellness

Hannah Bell, *Financial Wellness Consultant, Bottom Line Personal Finance*

Hannah will discuss what financial wellness is and what we can do to ensure that we experience it in our own lives.

2:45pm | Break

3pm | Savvy Social Security

Brad Yablonsky, *Financial Advisor, RBC Wealth Management*

Brad will walk attendees through the ins and outs of social security, including when and how to apply, how to maximize your benefits, and how to determine how much you'll receive in benefits.

4pm | Retirement Options for Small Non-Profits & Their Staff

Kevin Brown, *Financial Advisor, Charles Stephen*

Learn what options your non-profit org has as far as offering retirement benefits to employees, and what options staff have to save for retirement as individuals, outside of work-sponsored programs.

4:50pm | Scavenger Hunt Winners Revealed!

Amy Barnhart, Amy Bell & Jessica Roybal, *New Mexico MainStreet Revitalization Specialists*

Friday, February 7, 2025

8:45am | From Vision to Reality: Successfully Implementing Public Infrastructure Projects Panelists

Lucas Pedraza, *Project Coordinator, New Mexico MainStreet*; **Sharla Lefkowitz-Oberg**, *Executive Director, Silver City MainStreet*; **Bianca Encinias**, *Executive Director, South Valley MainStreet*; **Connie Loveland**, *Executive Director, Tukumcari MainStreet*.

Join our panelists as they take you through the process of successfully implementing a public infrastructure project, from initiating the process of applying for NMMS Public Infrastructure Capital Outlay funds, to working with the community and government partners, and, finally, to leveraging that public infrastructure investment into increased businesses and jobs.

10:30am | Lessons Learned: Insights from the Annual Accreditation Process

Kat Davis, *Executive Director, Carlsbad MainStreet*; **Connie Loveland**, *Executive Director, Tukumcari MainStreet*; **Charles Whitson**, *Executive Director, Taos MainStreet*.

Charles, Connie and Kat got a peak "behind the curtain" of the accreditation process this year as NMMS Local Program Evaluators. Join them as they share their overarching takeaways and highlight what they learned, before joining your peers in sharing what YOU learned during the accreditation process and how it might guide your future work.

11:30am | Adjourn — Safe travels! Thanks for attending!