

New Mexico MainStreet Program Directory

Contents

New Mexico MainStreet (NMMS) Leadership & Staff	2	Lovington MainStreet.....	9
NM MainStreet and Arts & Cultural Districts	3	Mora MainStreet Arts & Cultural Compound.....	9
Alamogordo MainStreet	3	Nob Hill MainStreet	10
Downtown ABQ MainStreet Arts & Cultural District	3	Raton MainStreet Arts & Cultural District.....	10
Artesia MainStreet Arts & Cultural District	4	MainStreet Roswell	10
Barelas MainStreet	4	Ruidoso Midtown Association.....	11
Belen MainStreet Partnership.....	4	Revitalize San Pedro Partnership.....	11
Carlsbad MainStreet and Pearl of the Pecos Arts & Cultural District.....	5	Santa Rosa MainStreet	11
Clayton-Union County Economic Development Partnership	5	Silver City MainStreet Arts & Cultural District.....	12
Clovis MainStreet	5	South Valley MainStreet.....	12
Corrales MainStreet Arts & Cultural District.....	6	Taos MainStreet	12
Deming Luna County MainStreet.....	6	MainStreet Truth or Consequences	13
Historic Downtown Farmington Arts & Cultural District.....	6	Tucumcari MainStreet	13
Gallup MainStreet Arts & Cultural District.....	7	Zuni Pueblo MainStreet.....	13
Grants MainStreet	7	Frontier, Rural, and Native American Communities	14
Harding County MainStreet.....	7	Urban Neighborhood Commercial Corridors	14
Downtown Las Cruces Partnership and Arts & Cultural District	8	ABQ	14
MainStreet de Las Vegas Arts & Cultural District	8	Santa Fe.....	14
Lordsburg MainStreet	8	Historic Theaters	15
Los Alamos MainStreet and Creative District	9	NMMS Partners	15
		About NMMS	16

New Mexico MainStreet (NMMS) Leadership & Staff



NAME	POSITION	EMAIL	PHONE
Daniel Gutierrez	Director	daniel.gutierrez2@edd.nm.gov	(505) 629-5270
Lucas Pedraza	Project Coordinator	Lucas.Pedraza@edd.nm.gov	(505) 412-3963
Danielle Maestas	Contracts and Grants Coordinator	danielle.maestas@edd.nm.gov	(505) 469-4558
Vacant	Community Economic Dev. Specialist		
Jessica Mraz (<i>she/her</i>)	Communications Specialist	jessica.mraz@edd.nm.gov	(505) 365-3998

NMMS Revitalization Specialists



NAME	POSITION	EMAIL	PHONE
Amy Bell	Landscape Architecture & Urban Design	amy@anthropop.com	(505) 382-2319
William H. Powell	Preservation & Design	william@whstunionm.com	(505) 603-3747



NAME	POSITION	EMAIL	PHONE
Michelle Negrette	Creative Economy & Cultural Planning	mnegrett@mac.com	(505) 710-4221
Sean O'Shea	Business & Entrepreneur Development	sean@hatchform.com	(575) 737-8367
Jessica Roybal	Property Redevelopment	Jessica.roybal@gmail.com	(505) 400-6543



NAME	POSITION	EMAIL	PHONE
Amy Barnhart	Preservation & Nonprofit Resource Development	ambconsultingnm@gmail.com	(773) 368-7557
Everette Hall	Organization Development Contractor	everette@sisgroupnm.com	

Sasha Pellerin	Organization Development Contractor	bugeishaconsulting@gmail.com
-----------------------	-------------------------------------	--



NAME	POSITION	EMAIL	PHONE
Robyne Beaubien	Promotion & Image Development	robaynebeaubien@gmail.com	(575) 693-0814
Julia and Cam Wilde	Graphic Design & Marketing	hello@leighton-moon.com	(575) 520-9724 or (912) 655-0341

NM MainStreet and Arts & Cultural Districts

Alamogordo MainStreet

Accredited MainStreet District

alamogordomainstreet.org | P.O. Box 2646 Alamogordo, NM 88311



NAME	POSITION	EMAIL	PHONE
Nolan Ojeda	Executive Director	director@amainst.org	(575) 446-3612
Claudia Loya	Board President	claudia.loya@amainst.org	(575) 551-4536
Autumn Hobson	Assistant	assistant@amainst.org	

Downtown ABQ MainStreet Arts & Cultural District

Accredited MainStreet District State-Authorized Arts & Cultural District

dtabqmainstreet.org & downtowngrowers.org | P.O. Box 27246 Albuquerque, NM 87125



NAME	POSITION	EMAIL	PHONE
Shawna Brown	Director	shawna@abqmainstreet.org	(505) 302-5623 (text preferred)
Ashley Rammelsberg	Board President	avr@eml.cc	

Artesia MainStreet Arts & Cultural District

Accredited MainStreet District State-Authorized Arts & Cultural District

artesiainmainstreet.com | 510 W. Main Street Artesia, NM 88210 / P.O. Box 1635 Artesia, NM 88211



NAME	POSITION	EMAIL	PHONE
Morgan Fox	Executive Director	mainstreet@pvt.net	(575) 703-0841
Scott Taylor	Board President	scott@permianconstruction.com	(575) 703-2928
Nancy Dunn	ACD Coordinator	acdmurals@gmail.com	

Barelas MainStreet

Accredited MainStreet District

barelas.net | 1309 4th St SW, Suite B Albuquerque, NM 87102



NAME	POSITION	EMAIL	PHONE
Cristina Rogers	Executive Director	info@barelas.net	(505) 600-1665
Keith Romero	Board President	romerokeith@gmail.com	(505) 263-7282

Belen MainStreet Partnership

Accredited MainStreet District Start-Up Arts & Cultural District

belenmainstreetpartnership.org | 712 Dalies Ave., Belen, NM 87002 / P.O. Box 463 Belen, NM 87002



NAME	POSITION	EMAIL	PHONE
Rhona Espinoza	Executive Director	info@belenmainstreetpartnership.org	(505) 864-8091
Jay Peters	Board President	Peters.jay@me.com	(909) 904-2673

Carlsbad MainStreet and Pearl of the Pecos Arts & Cultural District

Accredited MainStreet District State-Authorized Arts & Cultural District

carlsbadmainstreet.com & pearlofthepecos.org | 102 S Canyon Carlsbad, NM 88220



NAME	POSITION	EMAIL	PHONE
Kat Davis	Executive Director	carlsbadmainstreet@gmail.com director@pearlofthepecos.org	(575) 628-3768
Damian Capello	Board President	info@rrmedia.us	
Shea Yturalde	Assistant Director	carlsbadmsassistant@gmail.com	
Cristina Enright	Vendor Coordinator	cmsvendorcoordinator@gmail.com	

Clayton-Union County Economic Development Partnership



Accredited MainStreet District

cucedp.org | P.O. Box 105 / 200 Court St. Clayton, NM 88415

NAME	POSITION	EMAIL	PHONE
Lynette Keeth	Executive Director	cucedp@unionnm.us	(575) 207-9804
Zach Bickel	Board President	zach.bickel@gmail.com	(720) 788-3161

Clovis MainStreet

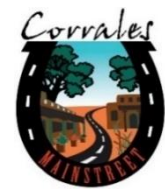


Accredited MainStreet District

clovismainstreet.org | P.O. Box 804 Clovis, NM 88102 / 621 C N. Main Street Clovis, NM 88101

NAME	POSITION	EMAIL	PHONE
Lisa Pellegrino-Spear	Executive Director	clovismainstreet@gmail.com	(602) 791-1400
Paul Tankersley	Board President	tankersleys@plateautel.net	(575) 762-0362

Corrales MainStreet Arts & Cultural District



Accredited MainStreet District Start-Up Arts & Cultural District

visitcorrales.com | P.O. Box 1531 / 4324 Corrales Rd. Corrales, NM 87048

NAME	POSITION	EMAIL	PHONE
Angela Gutierrez	Executive Director	visitcorrales@gmail.com	(505) 350-3955 or (505) 670-0512
Sue Evatt	Board President	evatt@verizon.net	(610) 505-5165
Jessi Penrod	Assistant Director	jessipenrod98@gmail.com	
Sandy Rasmussen	ACD Co-Chair	sandyasmussen@gmail.com	(505) 480-1960

Deming Luna County MainStreet



Accredited MainStreet District

demingmainstreet.org | 800 E. Pine St. Deming, NM 88030

NAME	POSITION	EMAIL	PHONE
Rebecca Perez Hughes	Executive Director	ed@demingms.org	(575) 546-2674
Monica Stanley	Board President	monica.l.stanley@wellsfargo.com	(575) 545-8272

Historic Downtown Farmington Arts & Cultural District



Accredited MainStreet District Start-Up Arts & Cultural District

fntn.org/downtown | 800 Municipal Drive Farmington, NM 87401

NAME	POSITION	EMAIL	PHONE
Karen Lupton	MainStreet Coordinator	klupton@farmingtonnm.gov	(505) 599-8459 or (505) 955-1620
Jill Tanis	Board President	jtanislifestyles@gmail.com	
Flo Trujillo	NW NM Arts Council President	flotrujillonm@gmail.com	(505) 320-0615

Gallup MainStreet Arts & Cultural District



Accredited MainStreet District State-Authorized Arts & Cultural District

gallupmainstreet.org | 205 W Coal Ave. Gallup, NM 87301

NAME	POSITION	EMAIL	PHONE
Michael Bulloch	Executive Director	director@gallupmainstreet.org	(505) 879-0366
Mary Walker	Board President	mary.walker@weavinginbeauty.com	

Grants MainStreet



Accredited MainStreet District

grantsmainstreetproject.com | P.O. Box 337 Grants, NM 87020

NAME	POSITION	EMAIL	PHONE
Denise Hanson	Executive Director	grantsmainstreet66@gmail.com	(602) 574-0588
Patrick Clingman	Board President	that.pat.clingman@gmail.com	

Harding County MainStreet



Affiliated MainStreet District

P.O. Box 256 Mosquero, NM 87733

NAME	POSITION	EMAIL	PHONE
Vacant	Executive Director	hcmsdirector@gmail.com	
Nancy Hicks	Board President	hardingcountyms@gmail.com / NEHicks503@gmail.com	(505) 918-5544

Downtown Las Cruces Partnership and Arts & Cultural District

Accredited MainStreet District State-Authorized Arts & Cultural District

downtownlascruces.org | 138 S. Water Las Cruces, NM 88001



NAME	POSITION	EMAIL	PHONE
Susan Cabello	Executive Director	director@dlcp.org	(575) 525-1955 or (806) 274-0535
John P. Muñoz	Board President	jmunoz@ecg-hq.com	(575) 520-8574
Jeffrey Stewart	Board Vice Chair	jeffrey@mvprx.care	(575) 650-1450

MainStreet de Las Vegas Arts & Cultural District

Accredited MainStreet District State-Authorized Arts & Cultural District

mainstreetdelasvegas.org | 500 Douglas Avenue Las Vegas, New Mexico 87701



NAME	POSITION	EMAIL	PHONE
Makahla Harapat	Executive Director	mainstreetlasvegasnewmexico@gmail.com	(505) 617-6800 or (714) 270-5435
Tasha Martinez	Board President	neoiv@yahoo.com	(505) 301-5767

Lordsburg MainStreet

Affiliated MainStreet Program

leapintolordsburg.com | 206 Main St. Lordsburg, NM 88045



NAME	POSITION	EMAIL	PHONE
Emily Gojkovich	Executive Director	leapintolordsburg@gmail.com	(575) 654-6120
Roxann Randall	Board President	roxanno2001@yahoo.com	(760) 390-7777

Los Alamos MainStreet and Creative District



Accredited MainStreet District State-Authorized Arts & Cultural District

losalamosmainstreet.com | 190 Central Park Square Los Alamos, NM 87544

NAME	POSITION	EMAIL	PHONE
Jacquelyn Connolly <i>(she/her)</i>	Executive Director	jacquelyn@losalamos.org	(505) 661-4844
George Marsden <i>(he/him)</i>	Committee Chair	gmarsden@laymca.org	(505) 695-7415
Alison Watkins <i>(she/her)</i>	Event Manager	alison@losalamos.org	

Lovington MainStreet



Accredited MainStreet District

lovingtonmainstreet.org | P.O. Box 1418 / 114 E Central Ave Lovington, NM 88260

NAME	POSITION	EMAIL	PHONE
Johanna Muruato	Executive Director	director@lovingtonmainstreet.org	(575) 396-1418
Chuck Johnson	Board President	cjohnson@cnmelectricllc.com	(575) 552-6759

Mora MainStreet Arts & Cultural Compound

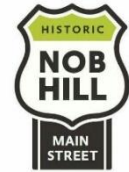


Accredited MainStreet District State-Authorized Arts & Cultural District

moramainstreet.org | 1 Courthouse Drive · Mora, NM 87732

NAME	POSITION	EMAIL	PHONE
Ilka Villarreal	Executive Director	mainstreetmora@gmail.com	(608) 286-0540
Joseph Griego	Board President	josephgriego@live.com	(505) 617-7007

Nob Hill MainStreet



Accredited MainStreet District

nobhillmainstreet.org | 206 Princeton Dr. SE Albuquerque, NM 87106

NAME	POSITION	EMAIL	PHONE
Valerie Osbourn	Executive Director	val.mae1987@gmail.com	(505) 331-1934
Chris Smith	Board President	nmrealestatenow@gmail.com	(505) 379-2763

Raton MainStreet Arts & Cultural District



Accredited MainStreet District State-Authorized Arts & Cultural District

ratonmainstreet.org | 145 S. 1st St. Raton, NM 87740

NAME	POSITION	EMAIL	PHONE
Brenda Ferri	Executive Director	bferri@ratonmainstreet.org director@ratonarts.org	(575) 445-2052
Christine Valentini	Board President	mccvalentini@yahoo.com	(505) 469-9878
Howard Woodworth	ACD Chair	h_woodworth@hotmail.com	(575) 231-5121

MainStreet Roswell



Accredited MainStreet District

mainstreetroswell.org | 105 W. 3rd St. Suite 420 Roswell, NM 88201

NAME	POSITION	EMAIL	PHONE
Barbara Gomez	Executive Director	ed@mainstreetroswell.org	(575) 914-8017
Jason Garcia	Board President	jgarcia@nmmi.edu	(575) 910-1662

Ruidoso Midtown Association



Accredited MainStreet District

ruidosomainstreet.com | P.O. Box 1035 Ruidoso NM 88355

NAME	POSITION	EMAIL	PHONE
Tim Duckworth	Executive Director	ruidosomidtownassociation@gmail.com	(214) 773-2743
Chris Stettheimer	Board President	indulgenceinruidoso@gmail.com	(575) 491-7046

Revitalize San Pedro Partnership



Affiliated MainStreet Program

sanpedroabq.org | 933 San Mateo Blvd NE, Box 311 Albuquerque, NM 87110

NAME	POSITION	EMAIL	PHONE
Adrian Carver	Executive Director	Adrian@sanpedroabq.org	(505) 615-0879
Cynthia Serna	Board President	serna.cynthia@gmail.com	(505) 453-6499

Santa Rosa MainStreet



Accredited MainStreet District

santarosamainstreet.com | P.O. Box 142 Santa Rosa, NM 88435

NAME	POSITION	EMAIL	PHONE
Chantel Lovato	Executive Director	clovato.gcdc@gmail.com	(575) 472-0234 or (505) 573-5492
Christina Campos	Board President	ccampos@gchnm.org	(575) 472-3417

Silver City MainStreet Arts & Cultural District



Accredited MainStreet District State-Authorized Arts & Cultural District

silvercitymainstreet.com | P.O. Box 4068 88062 / 201 N. Hudson St. Silver City, NM 88061

NAME	POSITION	EMAIL	PHONE
Sharla Lefkowitz-Oberg	Executive Director	sharla@silvercitymainstreet.com	(575) 534-1700
Todd Shelby	Board President	animaliastudio4@gmail.com	

South Valley MainStreet



Accredited MainStreet District

318 Isleta Blvd. SW Albuquerque, NM 87105

NAME	POSITION	EMAIL	PHONE
Bianca Encinias	Executive Director	southvalleymainstreet@gmail.com	(505) 400-3635
Reina Rodriguez	Board President	rodriguezri@msn.com	

Taos MainStreet



Accredited MainStreet District

taosmainstreet.com | P.O. Box 3636 Taos, NM 87571

NAME	POSITION	EMAIL	PHONE
Charles Whitson	Executive Director	director@taosmainstreet.org	(575) 305-3905 or (505) 977-1868
Mary Hunzicker-Dunn	Board President	mehd@wsu.edu	(847) 502-0391

MainStreet Truth or Consequences



Accredited MainStreet District

torcmainstreet.org | P.O. Box 1602 / 308 S. Pershing Truth or Consequences, NM 87901

NAME	POSITION	EMAIL	PHONE
Becca Eza	Executive Director	director@torcmainstreet.org	(575) 208-4093
Linda DeMarino	Board President	Ldemarino@hotmail.com	(575) 740-6180

Tucumcari MainStreet



Accredited MainStreet District

tucumcarimainstreet.org | 100 W. Railroad Ave. Tucumcari, NM 88401

NAME	POSITION	EMAIL	PHONE
Connie Loveland	Executive Director	tucmainstreetdirector@gmail.com	(575) 461-3701 or (575) 403-6272
Jessica Gonzales	Board President	jessicag@mesalands.edu	(575) 461-4413 or (505) 980-4892

Zuni Pueblo MainStreet



Accredited MainStreet District

zunipueblomainstreet.org | P.O. Box 468 / 1239 State Hwy. 53 Zuni, NM 87327

NAME	POSITION	EMAIL	PHONE
Mario Hooee	Executive Director	director@zunipueblomainstreet.org Mario.Hooee@ashiwi.org	(505) 782-7237
George Kanesta	Board President	gkanesta@gmail.com	

Frontier, Rural, and Native American Communities

NAME	COMMUNITY	EMAIL	PHONE
Nancy Sutor	Agua Fria Village	nsutor@nets.com	(505) 577-0360
Andrew DiCamillo	Aztec	adicamillo@aztecnm.gov	(505) 648-9016
Zachery Herrera	Cuba	contact@zackeryherrera.com	(505) 290-7464
Linda Burke	Edgewood	lburke@edgewood-nm.gov	(505) 401-4615
Lou Baker, AICP	Española	lbaker@espanolanm.gov	(505) 747-6924
Valerie McCafrey	Mimbres Valley	vm@macnm.com	(520) 678-8577
Maksim “Max” Khudiakov	Red River	mkhudiakov@redriver.org	(575) 754-1708
Bill Acosta	Tortugas Pueblo	coyote_comedy@yahoo.com	(575) 805-6055

Urban Neighborhood Commercial Corridors

ABQ

NAME	COMMUNITY	EMAIL	PHONE
J.J. Mancini	Historic Old Town	president@albuquerqueoldtown.com	(505) 379-7472

Santa Fe

NAME	POSITION	EMAIL	PHONE
Miguel Acosta	Airport Road	Macosta.csf@gmail.com	(505) 800-8808
Mary Ann Maestas	Airport Road	maryann@earthcarenm.org	
Zane Fischer	Siler Rufina Nexus	zane@makesantafe.org	(505) 577-3243

Historic Theaters

CITY	NAME	INFO	PHONE
Alamogordo	Flickinger Center for Performing Arts	flickingercenter.com 1110 New York Ave.	(575) 437-2202
Carlsbad	Cavern Theater	pearlofthepecos.org 210 N Canyon St.	
Clayton	Luna Theater	facebook.com/historicallunatheater 4 Main St.	(575) 374-2712
Clovis	Lyceum Theater	clovismainstreet.org 411 N Main St.	(575) 769-7870
Farmington	Total Theater	facebook.com/TheTotal 315 W Main St.	(505) 599-1148
Gallup	El Morro Theater	elmorrotheatre.com 207 W Coal Ave.	(505) 726-2600
Lovington	Lea Theater	leatheatre.com 106 E. Central	(575) 361-4933
Raton	Shuler Theater	shulertheater.com 131 N 2nd St.	(575) 445-4746
Santa Rosa	Pecos Theater	facebook.com/pecostheatre 219 S 4th St.	(575) 472-4718
Silver City	Silco Theater	thesilcotheater.com 311 N Bullard St.	(575) 956-6198
Tucumcari	Odeon Theater	facebook.com/OdeonTheatreTucumcari 123 South 2nd St.	(575) 282-7469

NMMS Partners

NAME	LOCATION	INFO	PHONE
Main Street America	53 West Jackson Blvd., Ste. 350 Chicago, IL 60604	mainstreet.org info@mainstreet.org	(312) 610-5613
National Trust for Historic Preservation	600 14th Street NW Suite 500 Washington, DC 20005	savingplaces.org info@savingplaces.org	(202) 588-6000
New Mexico Department of Cultural Affairs	407 Galisteo Street, Ste. 260 Santa Fe, NM 87501	newmexicoculture.org	(505) 827-6364
New Mexico Arts	407 Galisteo Ste. 270 Santa Fe, NM 87501	nmarts.org	(505) 827-6490
New Mexico Historic Preservation Division	407 Galisteo Street, Ste. 236 Santa Fe, NM 87501	nmhistoricpreservation.org	(505) 827-6320

New Mexico Economic Development Department	1100 S. St. Francis Drive, Ste. 1242 Santa Fe, NM 87505 500 Marquette Ave NW, Ste. 640 Albuquerque, NM 87102	edd.newmexico.gov	(505) 827-0300
New Mexico Resiliency Alliance	P.O. Box 9630 Santa Fe, NM 87504	nmresiliencyalliance.org	

About NMMS

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

Core Objective: **Downtown Revitalization & Redevelopment**

Founded: **1984**

NMMS is a program of the **New Mexico Economic Development Department** and a **Main Street America™** Coordinating Program.

Learn more at nmmainstreet.org or contact info@nmmainstreet.org.

NM Economic Development Dept.
Joseph M. Montoya Building
1100 South St. Francis Dr., Suite 1242
Santa Fe, NM 87505

NM Economic Development Dept.
(Albuquerque Office)
500 Marquette Ave NW, Suite 640
Albuquerque, NM 87102

Mailing Address:
P.O. Box 20003
Santa Fe, NM 87504-5003
Fax: (505) 827-0328