



## Taos MainStreet Merchant Advisors

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### **Purpose of Merchant Advisors**

Taos MainStreet's Merchant Advisors is meant to provide a space for merchants in the Taos MainStreet (TMS) district to discuss ideas/concerns and bring this information to the TMS Board of Directors (board) through a liaison.

### **About Makeup of TMS Merchant Advisors**

The TMS district was divided into 9 clusters: Ledoux, Ranchitos/Dona Luz, Taos Plaza, Bent St, John Dunn Shops, Paseo Central, Paseo Norte, Kit Carson, and Paseo Sur (see map). The advisor representatives will consist of 1 representative from each cluster, for a total of 9 merchant members. A TMS selected board member will serve as an interface between the Advisors and Taos MainStreet Board of Directors. Taos MainStreet staff will facilitate the meetings and provide coordination (agenda, minutes, and zoom links) for the Advisors.

### **How Advisors are Selected**

- Must be a business owner/employee in the TMS District.
- Must be willing to represent the selected business cluster's collective interests.
- Individuals can self nominate or be nominated by another business owner in their cluster (see nomination form). Once nominations have been reviewed, each cluster will determine their final representative.
- Nominations will be formalized by the Board and staff of Taos MainStreet.

### **Term Limit**

2 years with reevaluation after the first year. Advisors can serve a maximum of 3 terms (6 years).

### **Meeting Frequency**

The TMS Merchant Advisors will meet once per month, in the first week of each month at an agreed upon time. To ensure full representation of the clusters, we request each member make a commitment to attend all meetings. Meetings will be in-person pending the comfort level of Advisors, in compliance with COVID-19 guidelines. Otherwise, they will be held remotely via Zoom, which TMS staff will coordinate.



## **Expectations**

- Willing and able to attend meetings
- Willing to talk to other merchants in their cluster and serve as an informational conduit to and from MainStreet.
- Able to represent cluster and district as a whole and will ensure that the group's interests take precedence over their individual interests
- Will support decisions of the group
- Advisors role is to make recommendations to TMS

## **Goals:**

1. Each member to bring issues/concerns from their cluster to TMS and the Town of Taos (through TMS, as requested by the town).
2. Incubate ideas and provide input to TMS to formulate projects/programming that can benefit the district merchants and residents.
3. To ensure effectiveness, advisors and TMS will self-evaluate annually.

## **Reporting Concerns**

The Merchant Advisors are meant to provide a space for merchants to share concerns and ideas. A TMS Board member will be the liaison between the advisors and the TMS Board of Directors. If there are any concerns within the district or the group itself, merchant advisors may report them to the liaison during scheduled meetings, email, or phone. The advisors will act as a representative for their district cluster and will bring concerns of their clusters' merchants to the group.

## **Resignation**

Any member may resign at any time by giving written notice to the TMS Executive Director and board liaison. Such resignation shall take effect at the time specified.

## **Attendance**

Each advisor is expected to attend all meetings. If they are unable to attend, they need to notify the TMS staff. Any member who is absent from three consecutive regular meetings or twenty-five percent of meetings of the Merchant Advisors in any twelve-month period may be removed as a member. Any members may be removed from such position, without cause, at any regular or special meeting of the Merchant Advisors with majority vote.