



# NORTH CENTRAL NEW MEXICO ECONOMIC DEVELOPMENT DISTRICT

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## **Executive Committee Special Meeting: Strategic Plan Implementation**

Wednesday, October 30, 2024, 9:00 a.m.

644 Don Gaspar, Santa Fe NM, 87505

Or Virtual Option via Zoom: <https://us02web.zoom.us/j/86788830562>

Meeting ID: 867 8883 0562, Dial In: 1-253-215-8782

*Breakfast will be available beginning at 8:30 a.m.*

<b>Morning Session, 9:00 a.m. to 12:00 p.m.</b>
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**A. Welcome, Introductions and Ground Rules**

*President Ernesto Salazar*

**B. Review of Goals One and Two**

*Executive Director Monica Abeita*

Goal 1: Increase our marketing and outreach presence.

Goal 2: Deliver high-quality programs that benefit communities and older adults.

**Morning Topics/Presentations**

- *Annual Survey Results*  
*Executive Director Monica Abeita*
- *Proposed Marketing Strategy*  
*Tom Garrity, The Garrity Group*

**C. Lunch—This may be a working lunch at the discretion of the Executive Committee.**

**Afternoon Session, 1:00 p.m. to approximately 4:00 p.m.**

**D. Review of Goals Three and Four**

*Executive Director Monica Abeita*

Goal 3: Make strategic choices in prioritizing new programs.

Goal 4: Provide adequate, talented & well compensated staffing to meet organizational needs.

**Afternoon Topics/Presentations**

- ***Direct Services for Older Adults***  
*Direct Services Manager Elizabeth Reynolds, Lead Case Manager Amanda Martinez,  
Volunteer Coordinator Erin Carlisle*
- ***Potential New Services and Enterprise Funds***  
*Executive Director Monica Abeita, Community Development Director Felicity Fonseca,  
Finance Director Bernadette Segobia-Abeyta*
- ***Restructuring, Staffing and Cross-Training***  
*Executive Director Monica Abeita, Non-Metro AAA Director Neil Segotta, Non-Metro AAA  
Data Center Manager Davida Salas*
- ***Overdraft, Reserves and Investments***  
*Finance Director Bernadette Segobia-Abeyta*

**E. Strategic Plan To-Dos and Updates**

- ***Member Dues and Fee-for Service Schedule***
- ***Others***

**F. Wrap-Up and Next Steps**

*Pursuant to the Americans with Disabilities Act (ADA) of 1990, if anyone requires assistance, please contact us at (505) 395-2668 or [ncnmedd@ncnmedd.com](mailto:ncnmedd@ncnmedd.com) at least three days prior to the meeting date.*