

Village of Los Lunas



660 Main Street NW P.O. Box 1209

Los Lunas New Mexico 87031

Phone (505) 839-3840 FAX (505) 352-3580 www.loslunasnm.gov

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December 2011

Title Loan, Foods Store Newly Open in the Village

Two more businesses are opening in the village:

• New Mexico Title Loan, Inc., 2277 Sun Ranch Village Loop SW, (505) 565-2877. Stephanie Ramirez is the branch manager and Veronica Gutierrez is the sales representative.

• Comemos Local Foods, 1910 Main Street NE, Unit C, (505) 916-5287. Owner is Alberta Sandoval while Justin Galante is the marketing director.

Village Economic Development Manager Ralph L. Mims is happy to assist those interested in doing business in the village. He is available at 505 839-5654 (direct line), 505 604-4156 (cell), or e-mail mimsr@loslunasnm.gov.

Nine Reasons You Should Holiday Shop in Los Lunas

9. You'll enjoy Christmas decorations in the community.
8. You can use a smaller phone book to locate what you need.
7. You'll save wear and tear on your car.
6. Stores in Los Lunas offer many choices and bargains.
5. When your car fills with packages, you can quickly return home, unload and start over again.
4. You're helping keep people employed in Los Lunas.
3. The crowds won't be as bad as the Big City.
2. You can drive almost to the door of most businesses.
1. The Gross Receipts Tax you pay returns to the Village of Los Lunas.

Library Ditches Fines for December

For the month of December the Los Lunas Public Library will be waiving ALL late fees on books, movies and audio books. Start the year off with a clean slate! Call 839-3850 for more information.

On December 16 at noon Santa will be stopping by the Los Lunas Public Library, 460 Main Street NE. Have a picture taken with Santa and receive a free goody bag!

Following pictures with Santa, singer Andy Mason will sing Christmas songs! It happens at 2 p.m. at the Los Lunas Public Library.

Candidates Will Run For Election in Two Districts

Village councilors will be elected from newly created Districts One and Three during the March 6, 2012, election after the village council approved the new districts at a November meeting.

Community Development Director Christina Ainsworth presented four choices for the redistricting of the council seats. The redistricting was necessary because the village's population grew from 10,034 in 2000 to 14,835 in 2010, an increase of 48 percent.

The redistricting plan chosen by the council results in two current councilors being in District Three, Gerard Saiz and Cecilia CC Castillo. There is no sitting councilor in the new District One.

Simple maps of the districts are in this newsletter. The maps can also be viewed on the village's website at www.loslunasnm.gov.

Only registered voters in District One and Three can vote in the March election. Voters will vote only for the councilor who will represent their district.

Candidates will file to run for office on Tuesday, January 10, 2012, from 8 am - 5 pm at the village administration building, Don Pasqual and Main Street.

Last day to withdraw from running is January 17, which is when write-in candidates can file.

Absentee ballots can be issued starting January 31 which is also the last day to withdraw as a write-in.

Voter registration closes at 5 p.m. February 7.

Early voting begins February 15 at the village administration building, Don Pasqual and Main Street.

Polls are open 7 a.m. to 7 p.m. at the village administration building on March 6.

LOS LUNAS MUNICIPAL ELECTION TUESDAY, MARCH 6, 2012

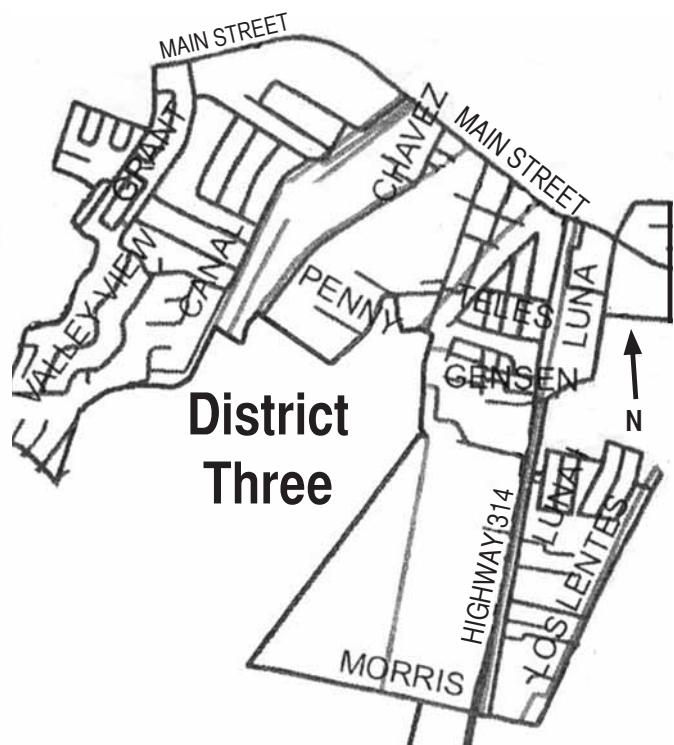
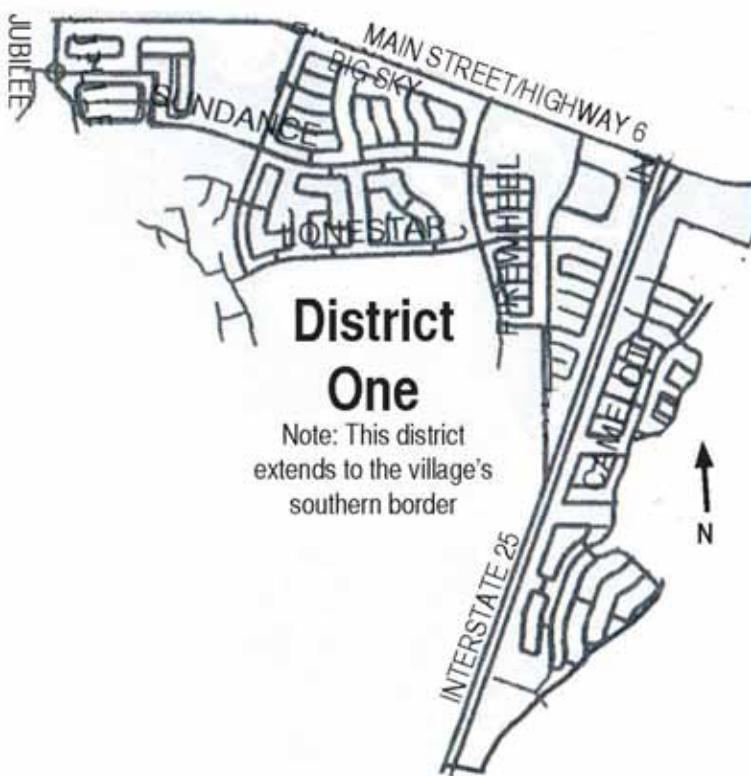
Registered Voters in Village Districts

One and Three Vote for Village Council.

Candidates File Jan. 10, 2012

Councilors To Be Elected from Districts One and Three in March 6, 2012, Election

Voting 7 a.m. - 7 p.m. at Village Administration Building — Don Pasqual and Main Street



November Cleanup Crews Collects 21 Bags

Twenty-one bags of garbage as well as several large items were collected during the November monthly cleanup. Areas cleaned were Juan Perea Road, Courthouse Road, Los Morros and several sections of Main Street.

Attend A Council Meeting!

The Los Lunas Village Council meets twice monthly in the council chambers in the administration building at 660 Main St. NW.

December 15 is the last meeting of 2011.

Meeting dates for 2012 are:

January 5 & 19 February 9 & 23 March 8 & 22
April 12 & 2 May 10 & 24 June 7 & 21
July 12 & 26 August 9 & 23
September 6 & 20 October 11 & 25
November 15 & 29 December 6 & 20

Meetings begin at 6 p.m. Meetings may be canceled or rescheduled so check with officials at 839-3840 or the village website at www.loslunasnm.gov.

Time for Village Business Registration Renewal

It's time to renew business registrations. All businesses, whether Mom and Pop or multi-national, pay the same fee, \$25. A registration is required for "all persons, firms, corporations or associations of any character engaged in any of the various pursuits, businesses or occupations."

Renew your registration before December 31.

VILLAGE OFFICIALS

<i>Robert Vialpando Mayor</i>	<i>Charles Griego</i>
Councilors	<i>Gerard Saiz</i>
<i>Cecilia CC Castillo</i>	<i>Jeff Aragon</i>
<i>Richard Lovato</i>	<i>Roy E. Melnick</i>
Municipal Judge	<i>Atiliano "Lito" Chavez</i>
Police Chief	<i>Peter Fernandez</i>
Fire Chief	
Village Administrator	

Branding and Buy Local

The following was written by Jim Glover of The Idea Group. Glover is working with the village on branding the community.

Happy holidays, Los Lunas. My fifth installment on branding relates to “buy local.” We all know it’s a good idea to support local businesses and to keep hard-earned-dollars circulating within the community, but there are couple of major community brandings aspect to buy local as well.

Let’s start with sustainability first. If your local business community offers the right mix of products and services to eagerly awaiting customers, then the perception is the Los Lunas business environment is thriving and business operations can be sustained through local commerce.

As a “sustainable” merchant community, new businesses considering Los Lunas as a place to set up shop are much more likely to take the risk. This creates a synergistic relationship between business owners and Los Lunas residents: local businesses can grow and earn a profit and locals get a wider selection of products and services to choose from.

Now let’s take a look at the local brands of Los Lunas businesses. Many times local businesses expect neighboring customers to support them just because they are located within the village. This is a big branding mistake. Today locals have many choices as to where to spend their dollars. It can be with another small business in the village, shopping at a big box store, making the drive to Albuquerque, or shopping online. Ever heard of EBay or Amazon?

To be successful, local businesses have to ensure customers really understand what their businesses are all about and what makes them unique within the marketplace. Think “faster, better, cheaper;” businesses have to know exactly where they are positioned and consistently share this information with potential customers.

Another thing for local businesses to consider: the customer experience. Are they offering the products and services that their customers really demand? Are customers also satisfied with their merchant experience? One of the easiest ways to find this out is to just ask the customers. They will tell you.

The holidays and buy local are great ways to enhance Los Lunas community branding. And along the way locals and businesses mutually benefit as well.

November Village Recycling Day Collects Many Items

More than 100 vehicles brought recycling during America Recycle Day conducted in November.

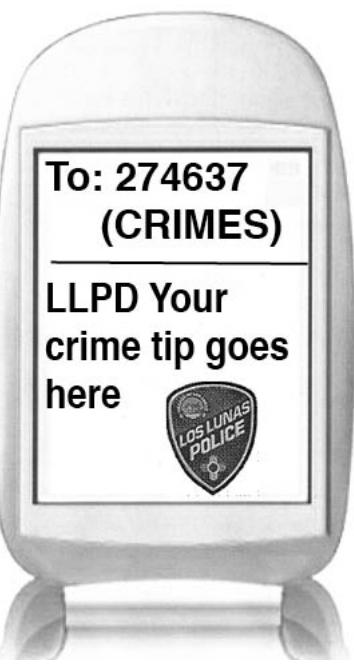
Items recycled included: 12 yards of plastic; ten yards of metal; 24 yards of cardboard; one yard of paper; four bicycles; ten bags of clothing; one semi

Anonymous Tips Now Possible to LL Police

Village of Los Lunas citizens can now send anonymous text and web tips to the Los Lunas Police Department by sending a text message to phone number “274637” (CRIMES) with keyword “LLPD” at the beginning of their text message. Persons can also submit WebTips by going to <http://www.loslunasnm.gov/reportcrime>.

For the first time, mobile phone users across the village have the ability to provide anonymous crime fighting tips through the power of Anonymous Text Messaging and WebTips.

The police department and CrimeReports, the industry leader in law enforcement tip management software and web applications, have joined together to provide this service which allows community members to send anonymous tips by sending a text message from a mobile phone or online via computer/phone, I-Pad/Tablet or other device.



Chief Roy Melnick stated, “The popularity of text messaging has created a significant opportunity for community members to assist law enforcement agencies with solving crime. The ability for community members who own a mobile phone, i-Pad, tablet or a computer to assist in crime solving is of great importance to our community and to communities globally and we are excited to play such a pivotal role in the transmission of these crime fighting tips . . . The text number to contact, with “LLPD” at the beginning of the message, is 274637 (CRIMES) or open the link on the police department Website (REPORT A CRIME).”

LL Partners in Education Thanks Supporters

The Los Lunas Partners in Education (PIE) thanks the following for their continued support: Village of Los Lunas, Hard Rock Casino & Convention Centers, Walmart Distribution Center, Lone Mountain Construction, PNM, Benefits Plus, Inc.

Also Dion's Pizza, Molzen-Corbin and Associates, James and MaryEllen Blasing, Richard Park DVM (The "Moo" Doc), Western Skies Inn and Suites, Richard P. Eisen, CPA, P.C. Rumaldo and Erma Garcia, RAKS Building Supply, Sandia Lab Federal Credit Union, Fire Quenchers, Inc., and United Way.

Partners in Education Increases School Resources

In its effort to improve the academic and personal growth of all students, Los Lunas Partners in Education (PIE) aims to increase the availability of resources for the formation and support of school projects. Projects funded by PIE positively impact students at Los Lunas Schools.

The greatest strength for students is the direct link between the school district and leaders within the community, including government, educational, corporate, volunteer and civic leaders. These partners play significant roles in providing educational services to students and their families.

Contributions to the Los Lunas PIE program fund worthwhile educational projects in the school district. PIE meets monthly to review grant requests submitted by school personnel.

For more information or to help call Debra Sanchez at 352-7624.

Partners in Education reminds everyone to shop local -- support Los Lunas businesses!

Habia Una Vez... Once Upon a Time

An Auction To Support the Museum of Heritage and Arts

**Friday, Dec. 9 7-9 p.m.
at the**

Museum of Heritage and Arts
Corner of Luna and Main Street
Under the Water Tower 505 352-7720
Village of Los Lunas

Keep Grease and Oils in Their Place, Not Sewer System

The holiday season is usually a time for family and friends with lots of caring and sharing as well as lots of good food including sweets and not-so-sweets.

The folks at the village's wastewater treatment plant encourage everyone to keep grease and oils in their place, and not in the village sewer systems.

Before washing the dishes from that great holiday meal, wipe off the pots, pans and plates to ensure all are free of grease and food particles.

Doing this will keep your pipes and the sewer system flowing and free of blockages and clogs.

Village employees say thank you for keeping the system working smoothly and hope that everyone enjoys the holidays and has a great 2012.

Rental Assistance Now Available

Grants for rental assistance are now available in Valencia County through Southwest Neighborhood Housing Services (SWNHS).

SWNHS is dedicated to reversing neighborhood decline by upgrading existing housing, as well as providing low-interest loans, information and referrals. Clients receive financial and technical counseling. SWNHS serves the residents of Bernalillo, Valencia, Sandoval and Torrance counties.

The Tenant Based Rental Assistance program (TBRA) is for low income families which is \$14,650 for a family of two or \$18,300 for a family of four.

TBRA provides limited cash assistance to tenants for security deposits, utility deposits and/or several months of rent subsidy to allow low income tenants to secure permanent or transitional housing. The primary objective is to allow individuals or families to transition out of being homeless.

Those given rental assistance will have a three-month contract with the funding made possible by the New Mexico Mortgage Authority.

Contact Southwest Neighborhood Housing Services at (505) 243-5511.

Jeans	Shoes/Boots	Books/Magazines	Shirts
Office Supplies	Software	Computers	
Blouses	Real Estate	Lumber/	
Jewelry	Restaurants	Flowers	Fencing
	Groceries		Vehicles

**BUY EVERYTHING
IN LOS LUNAS**