

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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September 2011

More Businesses Locating Or Relocating in the Village

To help encourage people to shop in Los Lunas this newsletter features businesses that recently arrived, plan to open or changed hands in the village.

Jersey Joe is located at 2510 Main Street NE, Suite K, in the Smith's Shopping Center. The business sells sports memorabilia, tee-shirts and sport caps. It opened in mid August. Phone 514-7596

The fill-Up Gas/Convenience Store is located at 1655 Main Street SW in the former Chevron Station. it will be a full service convenience store selling snacks and drinks. Owner: Douglas Cline 916-0267. Opening at the end of September.

VILLAGE PHONE NUMBERS

Emergency.....	911
Administrative Offices.....	839-3840
Animal Control.....	839-3842
Community Development.....	839-3842
Fire Dept. (non-emergency).....	839-3847
Keep Los Lunas Clean & Beautiful	839-3842
Municipal Court.....	839-3844
Parks and Recreation.....	352-3584
Police Dept. (non-emergency).....	839-3855
Public Library.....	839-3850
Public Works.....	839-3840
Recycling Information.....	839-3840
Rio Metro (formerly Transportation).....	352-3595
Senior Citizens Center.....	839-3853
Solid Waste.....	839-3840
Street Maintenance.....	839-3840
Water Dept.....	839-3841
Wellness Center.....	839-3859

FAX Numbers

Administrative Offices	352-3580
Police Department.....	352-7741
Fire Department.....	352-7750

Preferred Alternative for Corridor Study Announced

A preferred alternative for the Los Lunas Corridor Study has been announced by the Village of Los Lunas, the corridor's project team, and the Middle Rio Grande Council of Governments (MRCOG).

A final acceptance of the recommendation will not be made until public comments are received and reviewed. In addition, comments must be received from the U.S. Army Corps of Engineers and other agency stakeholders.

The suggested alternative, called Morris B Alternative, starts at Interstate 25 approximately 1.65 miles south of the I-25/NM 6 (Main Street) interchange. Access for this alternative includes an interchange at I-25; intersections at Sichler Road, Morris Road and NM 314; an at-grade crossing at the railroad; and intersections at Los Lentes Road, NM 263 and NM 47.

The recommendation of Alternative B came about after several public meetings. An analysis of public comments refined and analyzed the alternatives so that an alternative could be recommended.

Another alternative still available is the no build option.

Final selection of an alternative will be made by the New Mexico Department of Transportation, MRCOG, the Village of Los Lunas and the Valencia County Commission after reviewing and considering comments as well as suggestions.

Once the alternative has been selected, the MRCOG and Village of Los Lunas will begin the actions necessary to preserve the corridor for the future.

Those actions can include the acquisition of property to protect that property from development and to prevent hardship to land owners. Construction could begin once construction funds are acquired.

Redistricting Workshops To Be Held

Public workshops will be held so the village council can redistrict village council seats.

The village grew from 10,034 in 2000 to 14,835 in 2010, an increase of 48 percent. Council seats need to be redistricted due to the growth.

Watch for information about the time and location of the workshops.

The Importance Of A

Strong Community Brand

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

What pops into your mind when you think about these three people: President Obama? Michael Jordan? Neil Armstrong? How about these three things: The Mona Lisa? The Vietnam Memorial? An iPhone? Now what about these three places: Paris? New York City? Santa Fe?

Everyone will come up with a completely different thought for the nine things. That's because each item is branded in your mind based upon personal knowledge and experience with that item. Let's take Michael Jordan for example. Say one of you watched him play basketball on television once. Say another had season tickets for the Chicago Bulls and you saw him win three NBA Championships. And one of you lived next door to him and knew him as a close friend. Can you see how each person's perception would be dramatically different?

Now what comes to mind when you think about Los Lunas? Again, the perception about Los Lunas is different for each person given their personal experience with the Village. If a person has a positive experience or experiences over time with Los Lunas, they have a favorable brand image of the community. If they have had numerous negative encounters, this would create an unfavorable brand image.

Since everything matters in branding, it is important from a community branding perspective to create positive experiences everywhere throughout the Village of Los Lunas, whether for its citizens or visitors.

This relates to the friendly and helpful nature of its people, the beauty of its homes and storefronts, the opportunity for jobs, the quality of its schools, the ease of its traffic, and fun things to see and do. A concerted effort by the community to make any aspect of the Village better will, at the same time, enhance the Los Lunas brand.

Please Fill Out Community Survey

The Los Lunas Community Survey is now available to be filled out and will take only a few minutes. A link to the online survey can be found on the home page of the Village website (www.loslunasnm.gov) or copies are available at the Village office at Don Pasqual and Main Street.

Everyone in the community is urged to fill out the survey which will provide the Village with valuable input from community members to help make Los Lunas a better place to live, work and recreate.

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Students Gather Almost

1,000 Bags of Trash

Nearly 1,000 bags of trash were picked up by the students who participated in the village's summer youth program as they cut weeds and picked up trash.

Areas cleaned included: Emilio Lopez Road; Los Morros Subdivision; Palmilla Street; Desert Willow; Purple Sage; Sun Ranch; Main Street; Heritage Park; Lujan Road; Lambros Loop.

Also Morris Road; Juan Perea Road; Lopez Road; River Park; the Transportation Center parking lot; Los Lentes South; and the Vehicle Maintenance Yard.

When the students finished their service, they were treated to lunch and given certificates in appreciation of their hard work.

Program coordinator Marie Marquez told the students to have a wonderful school year and encouraged them to continue their education.

Library and Branch Has 87,978 Visits

The village library and its branch, the Museum of Heritage and Arts, had nearly 87,978 visits during fiscal year 2010-2011. This is a more than 13,000 increase over 2009-2010's number of 74,532.

The number of items circulated in 2010-2011 was 68,136, an increase over the 2009-2010 number of 62,974.

Other interesting library numbers are:

	2010-2011	2009-2010
Children's items circulated	21,477	17,823
Total items circulated	68,136	62,974
Number of registered borrowers	34,572	32,076
Number of users of public internet	25,790	27,450

The numbers of users of public internet for 2010-2011 should be about doubled because six months of data was lost during the year.

Southwest by Midwest

featuring B.G. Burr and Bob Rea

October 8, 2011 - January 7, 2012.

A photographic view of the

Southwest by two Midwest guys
at the

Museum of Heritage and Arts

Main Street & Luna Avenue

Under the Downtown Water Tower 505 352-7720

September 2011

Patrol Program Lets Adults

Serve as Volunteer Officers

The Los Lunas Police now has a Citizen Patrol program where village community members serve as volunteer police officers.

The volunteers have no police powers and take no police action, but play an important role in crime prevention by acting as the eyes and ears of regular patrol officers, calling in suspicious activity to police dispatch and officers.

The Citizen Patrol program is a community-based policing program that allows citizens to utilize a police vehicle to assume an active role in the policing of their own neighborhoods.

Citizen Patrol volunteers are observers only and are not to take any physical action where they may become injured. They are not to carry any weapons or use the patrol vehicle for any unauthorized purposes. Volunteers receive training in policies and procedures. Anyone violating any part of the program's policies will be dismissed from the program.

People interested in volunteering for the program must live in the Village of Los Lunas. Interested community members can pick up an application at the Los Lunas Police Department. Applicants must have a valid New Mexico driver's license and pass a background check.

LOS LUNAS MUNICIPAL ELECTION MARCH 6, 2012

Registered Voters

in Village Districts

One and Three Vote

for Village Council.

Village Council Candidates

File Tuesday, January 10, 2012

Solving of Del Taco Robbery Results in Commendations

Los Lunas Police Chief Roy Melnick has presented a special award to Jane Rocha de Gandara for her assistance during an armed robbery at the Del Taco in Los Lunas in August.

Gandara was at the drive-up with her family when an employee asked her to call 911 because the store was being robbed. She made the call and passed information on to the dispatcher which helped solve the robbery.

Melnick also commended the following for their work in solving the robbery:

- 911 Dispatchers Vanessa Alexander and Brandi Baca.
- Officers Anthony Baca, Charles Files and Mark Gurule.
- Sergeants James Rich, Denise Romero and Mark Torres.
- Lieutenant Carl Padilla.
- Detectives Santiago Beyer, Johnny Cappelli, and Curtis Lucero.
- Deputy Police Chief David Gurule.

CALL VALENCIA COUNTY

BUREAU OF ELECTIONS

866-2080 FOR

INFORMATION

ABOUT REGISTERING

Primary Election June 2012

General Election November 2012



VILLAGE OFFICIALS

Robert Vialpando Mayor

Councilors

Cecilia CC Castillo Charles Griego
Richard Lovato Gerard Saiz

Municipal Judge Jeff Aragon

Police Chief Roy E. Melnick

Fire Chief Attiliano "Lito" Chavez

Village Administrator Peter Fernandez

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Village of Los Lunas



TREK FOR TRASH

SATURDAY SEPT. 24 8:00 AM - NOON

Meet in front of the Village Administration

Building 660 Main Street NW

**HELP CLEAN UP
LOS LUNAS**



Lunch and trash bags will be provided. Please dress appropriately for the weather. The Trek for Trash will be cancelled in the case of inclement weather. Call 839-3842 or 352-7658 for more information or to volunteer.

Haunted House

October 31 5 p.m. Daniel Fernandez Park

1103 Highway 314 South Los Lunas

Call Parks & Recreation at 352-3584 for more information

Ever wondered how the 911 Dispatching Center works?
Curious about the inside of the Police Department?



Sonya Marquez fields phone calls at the Valencia County 911 Dispatch Center located in the Los Lunas Police Department. Attend the October 8 open house and visit the center as well as Police Department.

OPEN HOUSE

Saturday October 8

10 a.m. ~ 1 p.m.



**911 Dispatch Center
Police Department**

Administration Building

660 Main Street NW