

Village of Los Lunas



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Developer Begins Feasibility Study for Hospital in Village of Los Lunas

A veteran, out-of-state hospital developer has begun a feasibility study on a hospital in Los Lunas.

Darin Miller & Associates, based in Oklahoma City, has executed an agreement with the Los Lunas Village Council that commits the firm to a six-month due diligence appraisal of a hospital and medical campus to be built within Village limits.

The study is being conducted entirely at the developer's expense. The Village of Los Lunas will not bear any cost of that study, or pay any fee for it.

The Village has agreed to assist and share information, to work exclusively with Miller & Associates for the next six months, and to not reveal any confidential information.

The study includes engagement with the community and a needs assessment; site analysis and selection; determination of facility size and services to be offered; funding alternatives; and, project timetable.

Miller & Associates is an architectural and development firm that has worked on hospitals and medical facilities throughout the Southwest. The company came to Valencia County in 2006, to work with Covenant Healthcare on the master planning and development of a County hospital.

When that project was derailed by litigation, Miller & Associates continued to offer assistance to the Valencia Health Commons, which had agreed to pick up and fund the Covenant effort as a 501-c-3 not-for-profit hospital.

The Valencia County Commission terminated its contract with the Health Commons without cause in July, 2011. At that time, the Health Commons and County had won litigation opposing the contract, and the Health Commons was exploring sites in Los Lunas.

Miller & Associates' principal, Darin Miller, told the council and staff that he believed the residents of Valencia County need a hospital, and that Los Lunas is the right location for it. He envisions the development of other, hospital-linked, facilities in other parts of the county in the future.

New and Relocated Businesses

First American Bank opened its doors April 9 at 3457 Highway 47 Suite A. The bank was founded in 1903 in Artesia and arrived in central New Mexico in 2010.

Gun Hawk has moved to 1400 Main Street, Suite L. A Mines Eye Tattoo Parlor is now at 2601 Main Street, Suite B.

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.

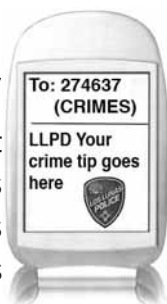
Following Up On The Home Based Business Dream

I'm Ready to Start a Home Based Business — Now What? is the title of the presentation for the Tuesday, April 24, Los Lunas Live/Work Meeting. The meeting will be at the Los Lunas Transportation Center, corner of Juan Perea and Courthouse Roads, from 6 p.m. to 7:30 p.m.

Speaker Darren L. Johnson has been working from home since 1994 and still works at home. He will communicate how to overcome the most challenging aspects of having a home-based business and facilitate an interactive dialog exploring the possibilities of fulfilling the dream of working at home.

Text Your Crime Tip Anonymously

Send a text to 274637. Begin your text with LLPD. Send your text and Los Lunas police officers will respond. It's all done anonymously for a safer Los Lunas.



Village Recycling Day Event A Success

People in 158 cars participated in the Great American Recycling Day Event sponsored by the Keep Los Lunas Clean and Beautiful Program in March at the Village of Los Lunas recycling yard next to the Senior Citizens Center on Don Pasqual.

Those who came through the recycling line received car trash bags with goodies on a day where the weather was perfect.

Three outside recyclers helped make the day a success: Enchantment Electronics, Clothes Helping Kids, and Cemco Glass. Bins were strategically placed for other items being recycled.

Village staff members from the Solid Waste Department and Community Development Department helped as well as community volunteers.

Event coordinator Marie Marquez reported that people stopped by to inquire when the next recycling day event would be held. These citizens pointed out the Recycling Day is needed and thanked the staff for coordinating the event.

March Cleanup Collects 35 Bags

During March's monthly cleanup 35 bags of garbage were gathered on Juan Perea Road with Village Drive, parts of Sun Ranch, Heritage Park area with Lambros Loop, Los Cerritos and Main Street area and Los Morros.

Workers were from the municipal court program and were supervised by people from the Park, Recreation and Streets Department as the Great American Recycling Event was occurring on the same day as the cleanup.

Summer Recreation Registration

Registration began in early April for the village's summer recreation program which is a service to children in the Los Lunas school district. The recreation program is held at Daniel Fernandez Youth Center Monday through Thursday from 9 a.m. to 3 p.m. and is offered in two sessions.

VILLAGE OFFICIALS

Robert Vialpando Mayor
Councilors

Charles Griego *Richard Lovato*

Amanda Perea *Gerard Saiz*

Municipal Judge Jeff Aragon

Police Chief Roy E. Melnick

Fire Chief Atiliano "Lito" Chavez

Village Administrator Peter Fernandez



An employee of Cemco Glass puts glass in the crushing machine during the village's Great American Recycling Day Event.

Grant Will Help Enforce Motor Vehicle Laws and Education

The Police Department has received a \$5,000 grant from the New Mexico Game and Fish Department for the enforcement of off highway motor vehicle laws and education. The department starts enforcement efforts this month and continues until June 18, 2012.

More often than not, when officers arrive to the location of calls for service regarding off highway vehicles (OHVs), the OHVs are long gone and enforcement action cannot occur. The Police Department will now be able to dedicate officers to specific areas frequented by the OHV operators.

Riders of OHV's can familiarize themselves with OHV laws by visiting the State Game and Fish website www.B4uride.com.

The department has added a 2011 BMW 650 Enduro motorcycle, a 2002 BMW 1150 motorcycle and a 2003 BMW 1150 motorcycle which will be used for OHV enforcement within the community.

Attend A Council Meeting!

The Los Lunas Village Council meets twice monthly in the council chambers in the administration building at Don Pasqual and Main Street.

Meeting dates for 2012 are:

April 26 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.

Los Lunas's Unified Brand and Brand Positionings

The Village of Los Lunas has now developed its unified community brand after several months of community input followed by work by Jim Glover from The Idea Group of Santa Fe.

There were a variety of meetings to discuss the branding as well as a survey on the village's website. Three hundred surveys were filled out and there were 1200 ideas about branding Los Lunas after combining survey and meeting ideas.

This brand is designed to guide current and future branding of Los Lunas as well as marketing efforts of the area.

The goal is to create compelling messaging and strategic direction for the community to use to strengthen the region's identity.

Los Lunas's Brand Essence is that it's a safe community with rich history, culture, and tradition that will never relinquish its cherished qualities. The agrarian roots of Los Lunas run deep and Los Lunas businesses are cultivated with care.

Los Lunas is small and rural, close to Albuquerque, surrounded by native lands, the Rio Grande and scenic mountains. Los Lunas is all about family, education, quality of life, and living, working, sharing, caring.

At a meeting to talk about the unified brand, Glover presented Los Lunas truisms and community brand values. Using the phrase of "Los Lunas, my village is a place . . ." among the conclusions for this value were:

- that thrives on families and the values they

embrace and share throughout the community.

- where people work together to get things done.
- where we cherish a prosperous past and look forward to an even brighter future of living and working together.
- where families and visitors can enjoy the old west and the new west right in Los Lunas's spacious backyard.
- where when we talk about growing a future we really mean it.

Los Lunas has several brand positionings and each of those brand positions has a slogan which may eventually be used to promote the area:

Small — Small community. Big possibilities.

Rural/Agrarian — Deep roots. Growing opportunities.

Opportunities — Promising possibilities.

Location — Right place. Right pace.

Quality of Life — Living. Working. Caring. Sharing.

Historic — Rich past. Bright future.

Family Center — Be part of our family.

No single slogan can completely capture the essence of Los Lunas, points out Glover, although Small community. Big possibilities was the most popular slogan and will probably be used the most in the future.

What's next? The short version is there will be a marketing plan with implementation and brand management to follow. The Los Lunas Branding Alliance and Team Los Lunas will be helping. If you are interested, call Community Development Director Christina Ainsworth at 839-3840 or email her at ainsworthc@loslunasnm.gov.

Flushing Fire Hydrants Can Cause Water Discoloration

The Los Lunas Fire Department periodically flushes the fire hydrants through out the community in order to ensure that the water flows adequately when it is necessary to fight fires.

The flushing of the hydrant sometimes causes a discoloration of the water coming from the tap. This is caused by the speed the water is flushed through the pipe walls. That speed dislodges sediment.

The water is still bacteriologically safe even though there might be a discoloration.

Los Lunas Public Utilities Director Jim Blasing suggests that if you see the discoloration then please be patient for 12 hours. If the water doesn't clear within 12 hours then call the water department at 839-3841.

This testing of fire hydrants is necessary for all municipalities to be sure fire fighting capabilities are sufficient to handle fires, points out Blasing.

STOP Senior Hunger!

A free one hour program about stopping senior hunger will be presented Tuesday, May 22, at 1:30 p.m. at the Los Lunas Transportation Center, corner of Juan Perea and Courthouse Roads.

Undernourishment and malnutrition are serious problems for America's growing 65 and older population. Comfort Keepers® across the nation has launched STOP Senior Hunger, a campaign that aims to raise visibility for the tremendous need for senior nutrition programs, education, family detection and support. The group is partnering with the Valencia County Older Americans Program to bring awareness to the public about senior malnutrition.

If you can't make the May 22 presentation then one will be held Wednesday, May 9, at the Belen Library on Becker Avenue at 1:30 p.m.

More information is available from Comfort Keepers® at 515-0001.

Cops for Kids Fun Run Participants Run to Help

The annual Cops for Kids Fun Run / Walk held April 1 drew a wide variety of participants as well as workers and an audience at the Los Lunas High School track.

The following people participated in the 10k Fun Run (listed in the order they finished the course): 1-Adam Doe; 2-Daniel Otero; 3-Joel Piarowski; 4-Nikki Baca; 5-Eileen Sanchez; 6-Daniel Sanchez; 7-Onesimo Crespín; 8-Garry Howard; 9-Joe Brown; 10-Ross DeAnda; 11-Carol Rogers; 12-Helen Takley; and 13-Jim Schnitzer.

The following participated in the 5k Fun Run: 1-Aaron Padilla; 2-Alfonso Navarette; 3-Steven Mills; 4-Lynette Padilla-Orpinel; 5-Anais Nagle; 6-George Chavez; 7-Gary Jaramillo; 8-Mark Jones; 9-Gabriel Gamboa; 10-Joseph Orona; 11-Celena Martinez; 12-Brian Culp; 13-Henry Holguin; 14-Colton Vocu; 15-Maria Rascon; 16-Curt Gustafson; 17-Sepha Hernandez; 18-Amber Hoeck; 19-Arlen Andersen; 20-Sonya Moya; 21-Joe Galemore; 22-Chris Silva; 23-Will Steinberg; 24-David Starr; 25-Robert Cordova; 26-Ledonia Lucero; 27-Christina Myszk; 28-Renee Robillard; 29-Santos Sisneros; 30-Fernando Sisneros; 31-Matteo Nagle; 32-Lori Anderson; 33-Matthew Nagle; 34-Veronica Baca; 35-Sherry Galemore; 36-Gregory Hendley; 37-Manny Garcia; 38-Meghan Sanchez; 39-Jeremy Sanchez; 40-Suzanne Strong; 41-Katie Sais; 42-Christopher McCune; 43-Maryann Jaramillo; 44-Crystal Sanchez; 45-Claudia Penaloza; 46-Jennifer Valdez-Lucero; 47-Mary Helen Short; 48-Joshua Silva; 49-Mary Silva; 50-Sarah Garde; 51-Kristi Whistler; 52-Elizabeth Lopez; 53-Berna Lovato; 54-Marie Volk; 55-James Volk; 56-Monica Facio; 57-Jacob Silva; 58-Chris O'Conner; 59-Patrick O'Connor.

Shop Los Lunas For Mother's Day



FLOWERS, CLOTHING,
ENTERTAINMENT AND SO
MUCH MORE!
IT'S ALL IN
VALENCIA COUNTY

Los Lunas Museum of Heritage and Arts Presents The Power of Art in Faces, Places and Inner Spaces by Mary Fogarty April 7-28



**MY CAMERA IN
NEW MEXICO:
PHOTOGRAPHS BY
CRAIG VARJABEDIAN**

Opens May 12, 2012, and runs until July 26, 2012

**May 19 2-4 p.m. Ray John de Aragon
lecture and signing of his new book
Enchanted Legends and Lore of New
Mexico: Witches, Ghosts and Spirits.**

Museum of Heritage and Arts

Main Street and Luna Avenue

Under the Downtown Water Tower 352-7720

Open Tuesday-Saturday 10 a.m. - 5 p.m.

LL Library Book Sale

Thursday, April 26

9 a.m. - 7 p.m.

Friday, April 27

9 a.m. - 5 p.m.

Saturday, April 28

9 a.m. - 4 p.m.

Hardback books, \$.25, paperbacks, \$.10

or a \$1 for a bag of books.

Los Lunas Public Library

460 Main Street NE 839-3850



Health & Wellness Fair

Friday, April 20, 2012 9 a.m. to 2 p.m.

Daniel Fernandez Park Gym Highway 314 South Los Lunas