

# 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](http://www.loslunasnm.gov)

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December 2012

## Two Businesses Open; Motel Changes Hands

Two new businesses have opened on the west side of Los Lunas and a motel has changed hands. Now open are:

Pizza 9, 1603 Main Street SW, Suite E, owner Grace Aragon, 379-1399.

Nutrition Center, 1400 Main Street NW, Suite J, Robert J. Herrera, 288-3594.

The Days Inn, located at 1919 Main Street SW, has a new owner, Kruti Patel. The phone number remains 865-5995.

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 at [mimsr@loslunasnm.gov](mailto:mimsr@loslunasnm.gov).

## Three Streets To Be Repaired

Three Los Lunas streets will be repaired/rebuilt after the Village Council awarded the contract for the work to Star Paving for \$297,099.75.

The streets are John-John Drive, Marie, and Calle Madero. The project includes mill and inlay, improving storm water retention ponds, and replacement of some sidewalks.

Village staff inventories the municipality's streets every year to see which ones are in need of repair/rebuild. The streets scheduled were among those most in need.

## Plan to Attend Live/Work

The Los Lunas Live/Work group will not meet in December. The group will begin 2013 with a meeting Jan. 22 from 6 to 7:30 p.m. at the Transportation Center, corner of Juan Perea and Courthouse Roads.

Other 2013 meetings are: Feb. 19; March 19; April 23; May 21; June 24; July 23; August 20; Sept. 24; Oct. 15; and Nov. 26 with no meeting in December.

## New Municipal Court Hours

The office of the Los Lunas Municipal Court is now open to the public Monday through Thursday, 8 a.m. to 5 p.m. (including noon to 1 p.m.) and closed on Fridays.

## El Cerro Road/Main Street Improvements To Be Done

Work begins this month on improvements to the intersection of Main Street, also known as NM6, and El Cerro Road, also known as NM263.

Right turn lanes will be built for traffic heading onto El Cerro Road and Lake View Drive from Main Street. In addition, there will be traffic light relocation and replacement as well as pedestrian and bike lane improvements.

Vis-Com Inc. was awarded the contract with a low bid of \$288,203.75.

The work on this intersection is part of the village's improvements along Main Street. Other intersections where improvements have been accomplished include Main Street with Emilio Lopez, Los Cerritos, Los Lentes, Carson Park and Highway 47.

## Administration Building Improvements Continue With Landscaping

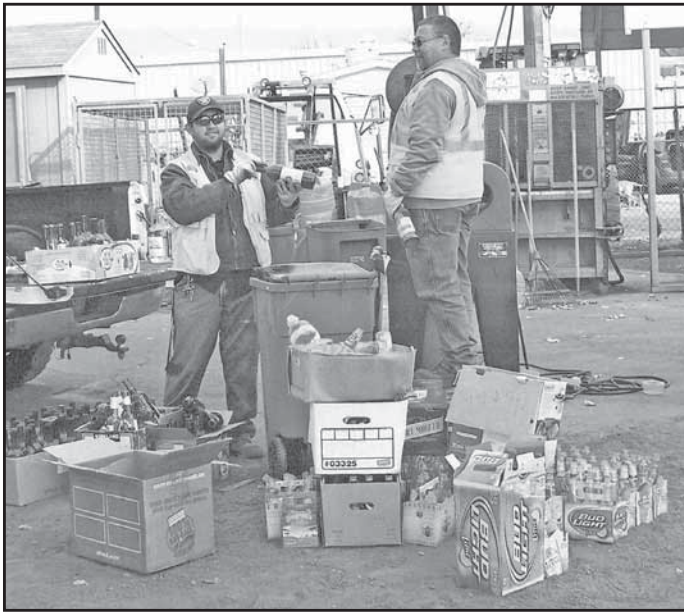
Work continues around the Village Administration Building at Don Pasqual and Main Street as Rio Grande Landscaping was awarded the contract in November for landscaping at that area.

Rio Grande Landscaping, based in Belen, was the lowest bidder at \$179,300. The company will be installing irrigation and plant materials to beautify the area. This is the second phase of this project.

The first phase enlarged the police department parking lot on the west side of the complex, repaved the parking lot in the front of the building (southeast corner), and relocated the area for the flag pole.

Altior Construction did the first phase work which included concrete amenities and sidewalks as well as drainage, parking lot, and pedestrian improvements. Altior was the low bidder for the job.

With all the activity around the Administration Building, the Village recycling area remains open on Don Pasqual NW. Items that can be recycled include newspapers, magazine, cardboard and plastics. The village also grinds glass once a month. Call the Village Solid Waste Office at (505) 352-7699 with questions.



***Village Solid Waste workers are surrounded by glass to be recycled as they work with the recently purchased glass crushing machine at November's America Recycling Event.***

## ***People Recycle During Event***

People in 148 vehicles dropped off recyclable items during November's America Recycling Event in the village which was coordinated by Keep Los Lunas Clean & Beautiful.

The new electronics recycler, New Mexico Computer Recyclers, LLC, assisted as did Clothes Helping Kids. Eight barrels of glass were ground by solid waste workers trained to operate that machine.

Volunteers included Lori Kurtz and Jim Rickey and Solid Waste Supervisor Marcus Montoya with six crew members. Coordinator Marie Marquez thanked participants for their great help.

A monthly cleanup was held the same day as the recycling with 25 bags of trash collected in Los Morros, Desert Willow, a portion of Main Street, and the walkway on Highway 314 along the railroad tracks.

## ***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.

The last 2012 meeting date is December 20.

Meeting dates for 2013 are:

January 10 & 24 February 7 & 21 March 7 & 21

April 4 & 18 May 9 & 23 June 6 & 20

July 11 & 25 August 8 & 22 September 12 & 26

October 10 & 24 November 7 & 21 December 5 & 19

Meetings begin at 6 p.m. Meetings may be canceled or rescheduled so check at 839-3840 or the village website at [www.loslunasnm.gov](http://www.loslunasnm.gov).

# **Recycle Glass in 2013**

How about making a resolution to recycle glass in 2013?

Los Lunas has a new glass crushing machine and will be grinding glass for recycling on specific Saturdays in 2013. All grinding will be done at the Solid Waste and Recycling Center at 197 Don Pasqual NW.

Bring the glass with no liquids inside the glass and, please, do not bring trash with the glass.

Glass grinding will be from eight a.m. to noon on Saturdays, January 19, February 16, March 16, May 18, June 22, July 20, August 24, October 19 and December 14 in 2013.



Glass grinding will be from nine a.m. to one p.m. on Saturdays, April 20, September 21; and November 16.

If you have questions call the Village Solid Waste Office at (505) 352-7699.

## **2013 Cleanup/Recycle Dates Set**

The Village's Keep Los Lunas Clean & Beautiful team has set the dates for monthly cleanups and special events/recycling.

Monthly cleanups will be held from eight a.m. to noon on the following 2013 Saturdays: January 19, February 16, March 16, May 18, June 22, July 20, August 24, October 19, and December 14.

The Great America Recycling Event will be held from 9 a.m. to 1 p.m. on Saturdays, April 20 and November 16, 2013. The Toss No Mas Event will be Saturday, September 21 from 9 a.m. to 1 p.m.

Keep Los Lunas Clean & Beautiful coordinator Marie Marquez points out that everyone is welcome to partner with the village to perform special cleanups on the monthly cleanup dates.

Call 352-7658 for more information or to volunteer to help keep our community clean.

## **VILLAGE OFFICIALS**

*Robert Vialpando Mayor*

### **Councilors**

*Charles Griego Richard Lovato*

*Amanda Perea Gerard Saiz*

**Municipal Judge Henry Perea**

**Police Chief Roy E. Melnick**

**Fire Chief Atiliano "Lito" Chavez**

**Village Administrator Gregory Martin**

# Los Lunas Community Branding: From Branding to Marketing

*The following was written by Jim Glover of The Idea Group. Glover works with Los Lunas on branding.*

The Village of Los Lunas Branding Project is moving from brand development into brand marketing. Economic Development Manager Ralph L. Mims just concluded a successful business trip to New York to attend the International Council of Shopping Centers (ICSC) annual conference. This gathering is where leading retailers in the country meet with economic developers to discuss opportunities to open their national chains in a community such as the Village.

Because of the successful branding efforts of Los Lunas and its presence at ICSC, many national stores are now considering Los Lunas as a location candidate. Having a compelling message to share with these corporate decision-makers, along with professional marketing collateral, dramatically increases the chances for a smaller community like Los Lunas to be a contender. Quality branding efforts resonate with these leading brands and Los Lunas now has this available.

Recent marketing tools developed for the village include a new business card, logo, tagline, marketing rack card, website landing page, and an iPad PowerPoint presentation that promotes the community. All of these components make up a powerful marketing tool kit for the economic development manager. Equally important is the clear and consistent brand messag-

ing about Los Lunas that can be shared with national brand prospects.

This new year will be very exciting for the Village of Los Lunas as it ramps up its branding and marketing efforts to recruit new businesses. The next campaign that will be launched is the use of online webinars to educate the national chains on the benefits of starting a business in this community.

From the conference rooms at the Village Administration Building, companies all over the country will gain valuable insight into what makes Los Lunas the best small community in New Mexico to open a business. Harnessing the power of the Internet with its branding efforts makes this approach an extremely cost-effective way to create vast awareness for Los Lunas.

Starting in January 2013, this column will transition from Los Lunas branding into status updates from economic development manager Ralph Mims. Here you will learn about the exciting opportunities that will benefit the entire community and further strengthen the Village of Los Lunas brand.

The Village of Los Lunas welcomes your input and thoughts regarding the community branding project and economic development. If you are interested in joining the Los Lunas Branding Alliance, please call Community Development Director Christina Ainsworth at 839-3840 or email her at [ainsworthc@loslunasnm.gov](mailto:ainsworthc@loslunasnm.gov).

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## ***Renew Business Registrations Now***

If you are in business in the village it is time to renew your registration or it may be time to purchase that registration, says Community Development Director Christina Ainsworth.

All businesses, whether Mom and Pop or multinational, 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."

Registrations should be filed before December 31.

Registrations must be renewed annually. Village staff send out reminder letters in the latter part of the year to make it easier to renew.

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## The Museum of Heritage and Arts Celebrates the New Mexico Centennial with "Good Morning New Mexico" featuring art by Georgie Sichler Bemis

*This show includes paintings of all 33 New Mexico counties and has traveled through New Mexico concluding its run in Los Lunas. Show ends Dec. 31.*

### **Museum of Heritage and Arts**

*Corner of Main Street and Luna Avenue 352-7720*

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



## Home Depot Employees Help Refurbish Old Train Station

Employees of The Home Depot are helping spruce up the village.

The old Los Lunas railroad station, which serves as the home for the Daniel Fernandez VFW Post 9676 in Los Lunas, is being refurbished by The Home Depot employees from all over the state.

The project is part of The Home Depot's Celebration of Service program. Work already accomplished on the building is repainting the exterior and new landscaping. More work may be done in the future to further improve the building and its environment.

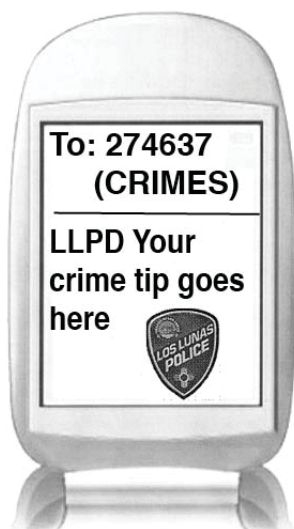
The Home Depot employees were honored at a November village council meeting for their work on improving the looks of the village.

## Text Anonymous Tips to Los Lunas Police

Village of Los Lunas citizens can 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>.

This means mobile phone users across the village have the ability to provide anonymous crime fighting tips through the power of Anonymous Text Messaging and WebTips.

LLPD Chief Roy Melnick pointed out, "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."



## Transportation Master Plan Helps Update Comprehensive Plan

The Village of Los Lunas Comprehensive Plan is currently being updated. Part of the updating is adding a Transportation Master Plan.

The Comprehensive Plan components include—

- A Community Profile which details the village's location, history and demographics;
- Housing information such as quality and affordability.
- Infrastructure capabilities with water and wastewater capacity and supply.
- Economic development including how jobs can be attracted and whether businesses need help.
- Public services and facilities looks at whether the police and fire services are adequate while parks and recreation examines whether there are enough parks and community centers.

The Transportation Master Plan (TMP) portion of the Comprehensive Plan provides direction for the Village's long term transportation system.

In preparation for providing this direction, data has been collected and analyzed on the existing transportation system. In addition, a public meeting was held in August 2012 about transportation issues and community desires, and future land use scenarios and initial strategies have been developed.

At the public meeting citizens said they wanted Los Lunas to become a self-sustaining community (increased jobs, retail/services, and entertainment); wanted to see increased connectivity between regional destinations; and wanted to have more multi-modal opportunities such as bike, transit, and pedestrian corridors.

Current village transportation issues include:

- Traffic congestion which is impacted by reliance on I-25 as a commuter route; the traffic capacity and close driveways of Main Street; and the continued population growth.
- Safety issues such as traffic crashes and emergency response time slowed by traffic congestion.
- Connections between alternative transportation modes such as walking and bicycling.

Work continues on the Village's Comprehensive Plan as well as the Transportation Master Plan component. The current Comprehensive Plan can be viewed on the village website at [www.loslunasnm.gov](http://www.loslunasnm.gov).