

# 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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## Graphic Arts, Gymnastics, Taxi, New Stylist in Village

New businesses in the village include:

Graphic Arts Station, Owner Bruce Prater, (505) 916-5073, 785 Main Street SW, [www.graphicartsstation.com](http://www.graphicartsstation.com);

Board Walk Park Place Gymnastics, Lori Kapaljo, 261-5681, 267 Courthouse Road SE;

Richard's Taxi Service (serving all of Valencia County), has Public Regulation Commission license, 24 hour service, [www.richardstaxi.net](http://www.richardstaxi.net), 916-0433; and

Ricardo Alvarado at Chano's Barbershop, 920 Main Street, 865-5981.

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](mailto:mimsr@loslunasnm.gov).

## 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.



## Remember to Vote If You Are A Registered Voter in Districts 1 or 3

Early voting opened February 15 at the Village Administration Building, located at the intersection of Don Pasqual and Main Street. Registered voters in Council Districts One and Three may vote early from 8 a.m. to 5 p.m. on February 15 through March 2.

The polling site for the Tuesday, March 6, election is also the Village Administration Building where the polls will be open 7 a.m. to 7 p.m.

Only registered voters in Council Districts One and Three may vote in this election. The District One candidates are Helen Y. Cole and Amanda M. Perea. The District Three candidate is Gerard Saiz.

## A Little Garbage Etiquette

Being careful when putting the trash out creates a better looking and more livable Los Lunas.

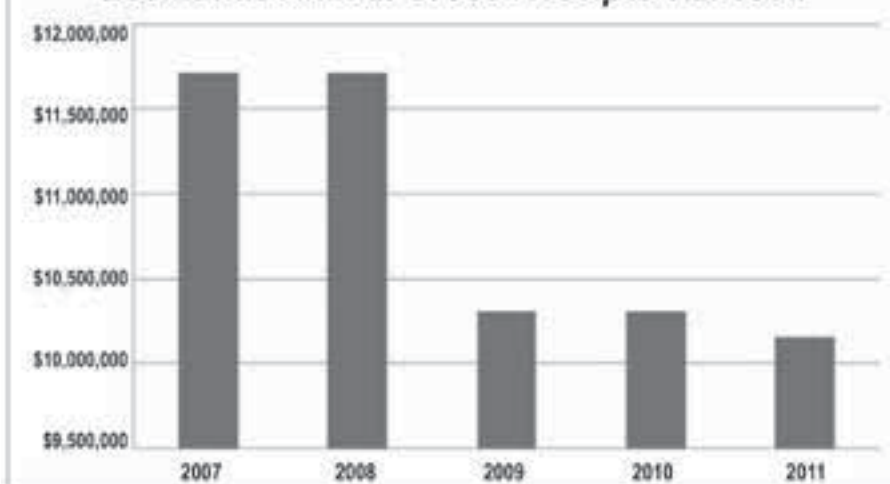
Do not overfill trash cans. Excess trash may not go into the truck and end up on the street.

All trash must be put in the trash can. Trash placed around the can will not be picked up.

If your trash can is overflowing, consider obtaining a second trash can at an additional charge.

Village residents can request two pick ups of large items each year by calling 352-7632.

Los Lunas Annual Gross Receipts Tax Total

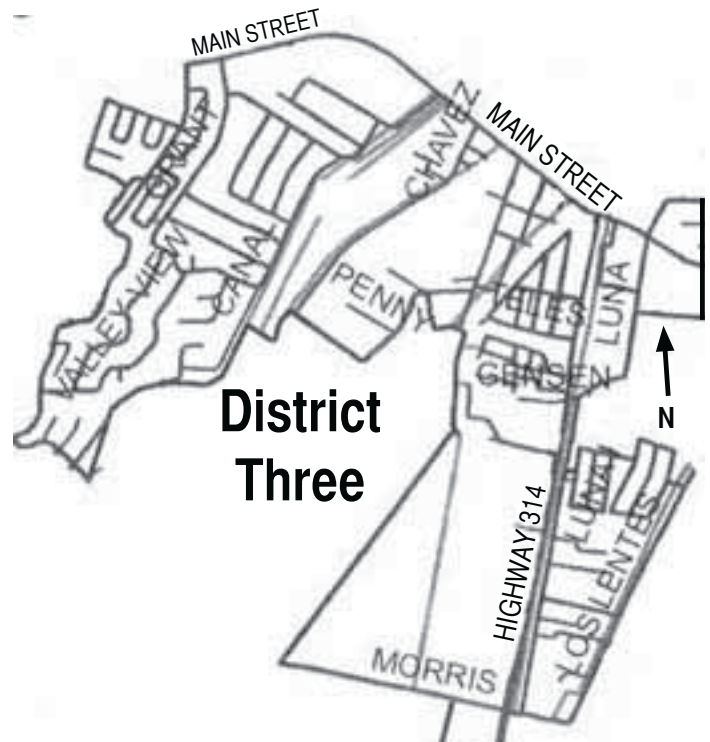
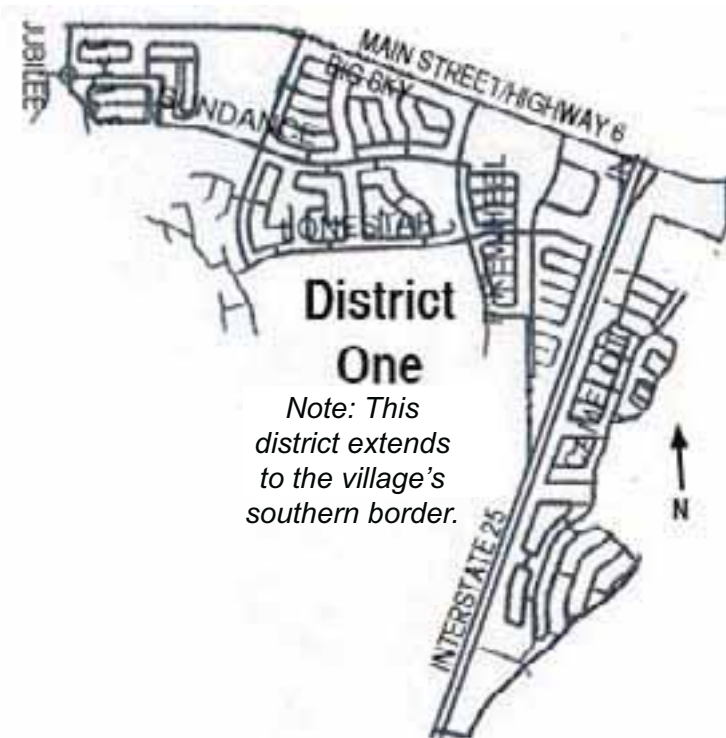


Gross Receipts Tax revenue in the village has been impacted by the downturn in the economy. GRT revenues were lower in 2011. Village officials budgeted conservatively to go with the lower GRT receipts. Please continue to shop in the village as GRT provides much of the revenue for New Mexico municipalities including Los Lunas.

# **Districts One and Three Council Election**

## **March 6, 2012 Voting 7 a.m. - 7 p.m.**

### **Village Administration Building — Don Pasqual and Main Street**



## **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:

February 23 March 8 & 22 April 12 & 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](http://www.loslunasnm.gov).

## **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 Atiliano "Lito" Chavez**

**Village Administrator Peter Fernandez**

## **2011 Police Dept. Report Available**

The annual report of the Village of Los Lunas Police Department is now available.

The report includes information about the various programs the department offers and participates in, crime statistics, community involvement, criminal investigations and professional standards, the regional communications center and much more.

The 2011 report is available on the village website at [www.loslunasnm.gov/DocumentView.aspx?DID=1525](http://www.loslunasnm.gov/DocumentView.aspx?DID=1525) or stop by the police department, located in the administration building at Don Pasqual and Main Street.

## **The Road to Statehood . . .**

*featuring New Mexico's contribution to stopping the Confederate's Westward expansion during the Civil War.*  
at the

## **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.**

## Community Branding Recap: Marketing's 7 Ps Help Your Brand

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

One of the most important ingredients of a unified Los Lunas community brand is a vibrant business community. One of the best ways for local businesses to be more successful is to strengthen their brands using the "7 Ps of Marketing." Today's update provides a quick overview of this powerful business marketing tool. By enhancing each "P" companies will improve their overall brands.

The first "P" is Product. Whether offering a product or service, companies should look at how to make their products more appealing to their customers.

Next is Price. There are all sorts of pricing strategies out there and companies should make sure they are charging the optimum price. Believe it or not, sometimes companies underprice their products.

Next is Promotion. There's the traditional side of marketing, such as television, radio, print, billboards, and so forth. And there's the whole new, modern social media approach with Twitter, Facebook and YouTube. Today businesses can develop very cost-effective and creative campaigns to reach customers.

Next is Place or distribution. Place refers to where customers obtain access to products. The key is to look at everywhere customers engage a product and improve that interaction.

Next are the People, who are often forgotten. Each person in a business is a part of that brand. It's important that employees are good brand ambassadors.

Next is the Physical evidence, which is everything customers see when interacting with companies. The goal is to improve what they see at every step of the engagement process.

And then there's Process. There's the internal process and that's everything companies do to market to customers. Then there's the external process and that's everything customers experience in obtaining products or services. The goal is to always enhance the customer experiences.

If you have come to better understand branding and wish to make your Los Lunas business or organization more "fit," I encourage you to follow my daily video blog at Once a Day Marketing where I provide the ideas and inspiration to use to market each day. You can find these marketing and branding tips on [www.Facebook.com/OnceaDayMarketing](http://www.Facebook.com/OnceaDayMarketing).

**PAY YOUR WATER BILL ONLINE —  
Go To [www.loslunasnm.gov](http://www.loslunasnm.gov)**

## 25 Volunteers Clean Up 80 Bags

Twenty-five volunteers cleaned up 80 bags of trash, as well as stacks of cardboard and two tires during the January clean up in the village.

Areas cleaned included Heritage Park, Lambros Loop, the west side of Albertson's Shopping Center, behind Smith's Grocery Store, both sides of Main Street from Don Pasqual to Emilio Lopez and Emilio Lopez from Main Street to Los Lunas High School.

Groups participating included the Boys Scouts of America, Los Lunas Schools, and San Clemente Church. Members of the village's Parks, Recreation and Street Department helped also.



*Volunteers wait on Lambros Loop for their instructions before beginning work on the January clean up.*

# GREAT AMERICAN RECYCLING DAY

**Saturday March 17  
Main Street & Don Pasqual  
Call 352-7658 for  
information**



Items accepted: glass, clothes, coats, shoes, cardboard, paper, bicycles, plastic, oil (water free), aluminum, metal, cell phones, computers, monitors, fax machines, small

and large household appliances including televisions (\$10 large and \$5 small), refrigerators, stoves, freezers (\$10), dehumidifiers, dishwashers, water heaters, dryers, and camping gear.

**Shop Los Lunas  
Every Day**



# Cops For Kids Fun Run / Walk April 1

The Los Lunas Police Department hosts the 8th Annual Cops for Kids Fun Run / Walk Sunday, April 1, beginning 8 a.m. at the Los Lunas High School track.

Events include the competitive 5k / 10k runs, the 5k fitness walk and the Kids k. The program unites the police with local youth and increases positive attitudes towards law enforcement. All proceeds benefit local youth in the community throughout the year.

Register at the police department, located at 660 Main St. NW, or download a registration form online at [www.loslunasnm.gov/DocumentView.aspx?DID=1526](http://www.loslunasnm.gov/DocumentView.aspx?DID=1526) or register online at [active.com](http://active.com).

## Police Youth Academy Started at Middle School

Middle school students in the recently started Los Lunas Police Department Youth Academy meet twice weekly with LLPD School Resource Officer (SRC) Cassandra Linehan.

Ray Sandoval, another LLPD SRC, also works with the academy. He is retired from the Albuquerque Police Department and brings a wealth of knowledge to the program.

Los Lunas Police Department officers continue to build strong partnerships in the Los Lunas Schools. Teachers and administrators are very supportive by allowing the use of facilities and supporting programs in both the middle and high schools.



*Cassandra Linehan*

## County Foster Parents Needed

More than 200 Valencia County children, aged newborn to seventeen, are in protective custody with the New Mexico Children, Youth and Families Department (CYFD) due to abuse or neglect.

Both short and long term foster parents are needed for these children. Foster parents receive extensive support including reimbursement of monthly expenses, clothing allowance and medical coverage for the children, child care service if families work outside the home and other support.

To learn more call Juliet Martinez at 505 827-8439 or email her at [juliet.martinez@state.nm.us](mailto:juliet.martinez@state.nm.us).

A Heart Gallery Reception will be held at the Transportation Center, Courthouse and Juan Perea Roads, from 5 to 7 p.m. Saturday, March 3. People are encouraged to attend to learn about foster parenting.

*Village of Los Lunas*

## Artistic Park Play Area Now ADA Accessible

The Artistic Park Playground, located at 901 Camino del Rey SW, has reopened after extensive renovations have made it safer and more accessible.

In 2009, the Village Council allocated \$20,000 to improve the playground structure and provide American Disabilities Act accessibility for all users. The project was planned in phases because additional financing was needed. In 2011, the money was secured to hire a certified playground contractor to install a fully 100 percent ADA accessible playground.

The playground is the first of this type in the Los Lunas park system. The floor material is made up of 100 percent recycled rubber. The rubber material is 18" x 18" tiles with a 3 inch sub cushion floor. This material reduces a head injury by absorbing the impact of a fall.

Michael Jaramillo, director of the village's Parks, Recreation and Street Department, invites all residents to visit the park.



*New play equipment at Artistic Park on Camino del Rey*

## Live/Work Program Looking for Mentors; Meets Feb. 28

The Village of Los Lunas Live/Work Program is looking for people who want to be mentored and those who want to be mentors as part of the program to create more home-based businesses in the community.

The Live/Work Committee will hold a meeting Tuesday, February 28, from 6 p.m. to 7:30 p.m. at the Village Transportation Center, located at the corner of Courthouse and Juan Perea Roads. Speaker will be Mark Lautman from the CELab discussing New Mexico's Live/Work program.

For more information about mentoring or the meeting, contact Village Economic Development Manager Ralph L. Mims at 505 839-5654 (direct line), 505 604-4156 (cell), or e-mail [mimsr@loslunasnm.gov](mailto:mimsr@loslunasnm.gov).

*February 2012*