

# Village of Los Lunas



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## ***Parks, Recreation & Streets Dept. Earns Matanza Awards***

The Village's Parks, Recreation and Streets Department earned third place in Carne Adovado and Specialty Item and second place in Chicharrones at the Valencia County Hispano Chamber of Commerce Matanza held the last Saturday in February.

The event drew an estimated 19,000 people to enjoy the food and camaraderie

Village employees who helped at the department's booth during the Matanza were Herman Garcia, park supervisor; Pat Jaramillo, park ranger; Jason Duran, operation manager; Captain John Gabaldon, Los Lunas Fire Department; Jeralyn Duran, recreation aide; Chris Gomez, facility attendant; Michael Jaramillo, Director of Parks Recreation and Streets; Peter Fernandez, village administrator; and Christine Nardi, human resources manager.

In addition, ten family and friends of the people listed helped at the booth where three pigs were processed. The team was one of the last to stop cooking and only stopped because supplies ran out.

Michael Jaramillo said that participating in the Matanza shows support of the preservation of Hispanic culture and scholarship opportunities for graduating seniors in Valencia County.

He pointed out that putting a team together for the Matanza promoted unity within the department which extended to other people at the village.

Jaramillo thanked all the friends and family members for their support as well as their knowledge and expertise in cooking the pigs. He said the awards would not have been possible without their help.

## **Wasting Water Prohibited**

From April 1 through September 30 spray irrigation is allowed in Los Lunas from 6 p.m. to 10 a.m. on all properties.

Shut-off nozzles in the village are required on any hoses used for hand watering, vehicle or equipment washing or other outdoor uses.

Information on the ordinance regarding water waste can be found at Chapter 8.24 Water Waste Restrictions under About Us Municipal Codes at [www.loslunasnm.gov](http://www.loslunasnm.gov).

## **One Vote Elects Perea to Council; Saiz returns**

On the election night of Tuesday, March 6, results showed Amanda M. Perea elected to the Los Lunas village council by 133 votes compared to her opponent Helen Y. Cole's 132 votes.

Incumbent village councilor Gerard Saiz ran unopposed and was re-elected with 97 votes.

Cecilia CC Castillo, a village councilor since 2000, retired from that position this month. She was first elected before the districting of the council when she was elected by those who voted in the entire village.

After the council was districted when the 2000 Census showed the village had over 10,000 population, Castillo was elected to the council in 2004 and 2008 from a district.

## **Main Street Sidewalks Being Replaced**

The replacement of the sidewalks on Main Street between Los Cerritos and Los Lentos is now occurring and is expected to last until sometime in May.

The goal of the \$315,000 project is to increase pedestrian and American Disabilities Act accessibility by replacing driveways, installing new driveways, and removing/replacing sidewalks as well as other miscellaneous construction work.

Lane closures will be kept to a minimum and work will primarily occur during non-peak hours of traffic.

The contractor for the project is G. Sandoval Construction who is working with the New Mexico Department of Transportation as well as the village because Main Street is a state highway.

## **Live/Work Meets March 20**

Ken Vincent will be the presenter for the Tuesday, March 20, Los Lunas Live/Work public meeting, scheduled at the Transportation Center, located at the corner of Courthouse and Juan Perea Road, from six to 7:30 p.m.

Vincent will talk about "Ten Common Small-Business Pitfalls and How to Avoid Them."

# Fix A Leak in Your Home or Business to Save Money and Commemorate Fix a Leak Week

Spring will be here this month and what better way to celebrate the arrival of the new season then to check your faucets for leaks.

According to the Environmental Protection Agency, minor water leaks account for more than one trillion gallons of water wasted each year in U. S. homes. The EPA declared March 12 through 18 as Fix a Leak Week, but leaks should be dealt with immediately no matter when they occur.

Here's some facts on leaks by the EPA:

- Average household leaks can account for more than 10,000 gallons of water wasted every year, or enough water to wash almost ten months' laundry.

- Household leaks can waste more than one trillion gallons annually nationwide which is enough water to supply Arizona, Utah, Colorado and New Mexico for more than a year.



- Ten percent of homes have leaks that waste 90 gallons or more per day.

- Leaks found in the home include worn toilet flappers, dripping faucets and leaking shower heads. All are easily remedied.

- Fixing an easily corrected household water leak can save more than ten percent on water bills.

- If you keep your home leak free by repairing leaks immediately then fixture replacement parts may not require a major investment.

- Most common leaks can be eliminated after retrofitting with high efficiency appliances.

## How can a leak be detected?

- A good method to check for leaks is to examine winter water use for households. A family of four probably has a serious leak problem if the winter water use exceeds 12,000 gallons per month.

- Check water meters before and after a two-hour

period when no water is being used. If the meter does not read exactly the same, a leak probably exists.

- One way to discover a toilet leak is to place a drop of food coloring in the toilet tank. If the color shows up in the bowl within 15 minutes without flushing then there is a leak. Be sure to flush immediately after this experiment to avoid staining the tank.



## Faucets and Shower Heads

A leaky faucet that drips at the rate of one drip per second can waste more than 3,000 gallons a year. A home with WaterSense labeled toilets can use that water to flush for six months.

- Leaky faucets can be fixed by checking faucet washers and gaskets and replacing them if necessary with more efficient appliances.

## Scavenging Prohibited and Dangerous

Village Ordinances prohibit scavenging saying "it is unlawful for any person not authorized by the village or the designated user of a trash container to remove, collect or disturb the trash stored in such container or to open the lid intending to do so. No person shall remove any trash from a container and scatter the same upon any public or private property."

And speaking of scavenging, no one should go through the items being recycled at the village's recycling center. It is dangerous and not healthy.

## Ten Help in March Cleanup

Ten people helped clean up Los Lunas the beginning of March working on the Sun Ranch and Los Morros areas. Fifty bags of trash were collected with village employees Adolph Lopez and Mark Leeder helping.

## 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:

March 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

# Los Lunas Branding Recap: Essence, Positioning and Slogans

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

Using the branding research compiled during Phase One of the project, I made a presentation called "Los Lunas is a Place..." to Village Councilors and local residents on Feb. 23. At the time I shared initial Phase Two branding elements which included a draft of Los Lunas' brand essence, positioning, possible slogans, and a dozen brand truisms (or promises) of what the Village stands for and can offer to its residents, businesses and visitors.

This information will soon be posted on the Village's website [www.loslunasnm.gov](http://www.loslunasnm.gov) and also displayed in the lobby of the village administration building, but a few of the branding ideas are showcased here.

## *Los Lunas Brand Essence:*

- Welcome to a community poised for greatness and prosperity where residents, businesses and local leaders share a common vision for desired growth and a quality of life second-to-none.

- Embracing its future with great anticipation, Los Lunas is a small community with very big possibilities. It's a safe community with rich history, culture, and tradition that will never relinquish these cherished qualities. Its agrarian roots run deep where its businesses are cultivated with care.

- Small and rural, close to Albuquerque, buffered by native lands, the Rio Grande and local mountains, it's all about family, education, quality of life, and living, working, sharing, caring.

## *Los Lunas Brand Positioning:*

Seven different brand positionings were identified from community input and included: small, rural/ agrarian, opportunities, location (to Albuquerque), quality of life, historic and family-centered.

## *Los Lunas Brand Truisms (examples):*

Here are a few brand truisms which reflect the

unique nature of the community. These are the foundation of brand promises that Los Lunas can offer to its residents, businesses and visitors.

- Los Lunas is a place...where you can look out your window and have no idea that 600,000 people live just 15 minutes away.

- Los Lunas is a place...with rich history deeply rooted in the foundation of a vibrant and growing community.

- Los Lunas is a place...where residents know their neighbors and care about the future of the community.

Suggested brand slogans are.

Los Lunas: Small community. Big possibilities.

Los Lunas: Deep roots. Growing opportunities.

Los Lunas: A community that works.

Los Lunas: Right place. Right pace.

Los Lunas Living: Working. Caring. Sharing.

Los Lunas: Rich past. Bright future.

Los Lunas: Be part of our family.

*The Village welcomes input and thoughts on the community branding project. Visit the Village website at [www.loslunasnm.gov](http://www.loslunasnm.gov) or stop by the lobby of the Village administration building at Don Pasqual and Main Street to view more of the branding presentation.*

## **Treatment Plant Receives Good Housekeeping Award**

The Village's 32-year-old wastewater treatment plant has received the 2011 Good Housekeeping Award for Mechanical Wastewater Treatment plants 20 years old and older from the New Mexico Water and Wastewater Association (NMW&WA).

The award was presented at the NMW&WA awards banquet held at the January annual conference in Las Cruces.

Wastewater treatment plant supervisor Michael Sanchez said he is excited to receive the award for the village and its citizens.

Working with Sanchez at the plant are Ruben Moreno, Chris Vigil, David Sanchez, Thomas Rodriguez, Craig Byers, Steven Freeman, Andrew Jimenez and Ray Marquez.

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

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## **Shop Los Lunas Every Day**

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# **GREAT AMERICAN RECYCLING DAY**

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



# 7<sup>TH</sup> Annual Health & Wellness Fair

FREE

FREE

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

**Daniel Fernandez Park Gym Highway 314 South Los Lunas**

• Safety and educational material • Blood pressure screenings • Auricular acupuncture

## Give Blood - Mammogram Screening Available

- Call 246-1457 to schedule giving blood at the United Blood Services' Bloodmobile
- The High Resolution MammoVan will provide services 7:30 a.m. to 5 p.m.

People without a physician's order can self-refer for a screening mammogram. Schedule your screening by calling 505 559-6266 or toll free 877-771-6266 and mention Reference Code Los Lunas 4/20. Those without insurance should contact the Breast & Cervical Cancer Early Detection program in advance at 877-852-2585.

## Grant Means Youth Employment

New Mexico Youth Conservation Corps awarded a grant to Los Lunas Parks, Recreation and Street Department to employ individuals between 14-25 years of age for nine weeks. The project will be centered on the El Cerro De Los Lunas Preserve trail network system with construction of new and enhancement of existing trail facilities.

The New Mexico Youth Conservation Corps promotes the education, success and well-being of the youth of New Mexico through the conservation and enhancement of the state's natural resources and lasting community benefits

Los Lunas Open Space Park Rangers will administer and coordinate work assignments on a daily basis.

Job descriptions and the application process will be available at the Visitor Center in Heritage Park at 3447 Lambros Loop, starting Wednesday April 4.

## Explorer Program Graduates Five

Four high school students and one middle school student have completed the Los Lunas Police Department Explorer Program and will be volunteering with the department. They are Audrey Saavedra, Torrey Matthews, Jolene Jaramillo, David McNutt and Richard Francis.

The Explorer Program began in September, 2011. For information about the program call the Los Lunas Police Department at 865-9130.

## 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).



**Runners and walkers give it their best during the Cops for Kids Fun Run / Walk.**