

# VILLAGE OF LOS LUNAS MONTHLY NEWSLETTER



*Small Community.  
Big Possibilities.*

## Administration:

839-3840

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

## **Support Still Needed for Valencia Regional Medical Center**

Construction is still expected to start in summer 2014 with an anticipated opening date of winter 2015 for the Valencia Regional Medical Center (VRMC) on the west side of Los Lunas.

Information about VRMC is available on the village website at [loslunasnm.gov/vrmc](http://loslunasnm.gov/vrmc).

A mill levy has been collected in Valencia County since 2007 after voters approved the tax which is to be allocated to a hospital in Valencia County.

Allocation of mill levy funds to VRMC would result in a facility with more services. People are encouraged to contact Valencia County Commissioners to express support for allocating the mill levy to VRMC.

An easy way to communicate with Valencia County Commissioners is below.

The full \$55 million VRMC project would be 110,000 square feet with 85,000 square feet for a hospital and 25,000 square feet of clinic space. It is projected the full VRMC project would create 500 local construction jobs and 450 full-time medical jobs. The VRMC budget is estimated at \$40 million a year, including \$14 million for salaries and benefits.

## **Support Valencia Regional Medical Center**

*Visit the Village website at*

*[www.loslunasnm.gov/vrmc](http://www.loslunasnm.gov/vrmc)*

*to let Valencia County Commissioners  
know you want their support of the new  
medical facility in Los Lunas.*

## **Candidates File January 7; Election Held March 4**

On Tuesday, January 7, 2014, from 8 a.m. to 5 p.m., candidates will file for office in the Village's municipal election. This is the only time that candidates may file so that the candidate's name appears on the ballot for the March 4, 2014, election.

Voters in the Village of Los Lunas will decide on a mayor and a municipal judge. Voters in Village Council Districts Two and Four will also be voting for a village councilor. All terms are for four years.

The certification of candidates will be completed by 5 p.m. Wednesday, January 8, with a list of candidates posted Thursday, January 9, by nine a.m. Candidates draw for ballot order Thursday, January 9, at five p.m..

Write-in candidates file Tuesday, January 14, between 8 a.m. and 5 p.m. The names of write-in candidates do not appear on the ballot.

Certification of write-in candidates will be Wednesday, January 15, with the list of write-in candidates to be posted Thursday, January 16, by nine a.m. The last day to withdraw as a write-in candidate is Tuesday, January 28, also the first day to issue absentee ballots.

Voter registration closes Tuesday, February 4. Persons desiring to register should call the Valencia County Clerk's Bureau of Elections at 866-2080.

Early voting begins Wednesday, February 12, at the Village Administration Building, 660 Main Street NW, the corner of Main and Don Pasqual.

The last day for absentee ballots and early voting is Friday, February 28.

Election day is Tuesday, March 4, from 7 a.m. to 7 p.m. The polling place is the Village Administration Building, 660 Main Street NW.

Only people living within the village limits of Los Lunas may vote in this election.

## **Warrant Amnesty for Municipal Court Defendants Ends Dec. 31**

Anyone with a warrant issued by the Los Lunas Municipal Court can have it dismissed by appearing before the court and taking care of the original issues that led to the warrant. This must be done before Dec. 31.

Municipal Judge Henry Perea urges people not to take the risk of being apprehended in a warrant sweep or routine traffic stop during the holidays. A person with an outstanding warrant could be placed in the County jail, have a driver's license suspended, and be fined up to \$500.

Municipal Court takes place Monday, Tuesday and Wednesday at 10 a.m. or 1:30 p.m. (with the exception of observed holidays). This month Judge Perea will also conduct court Fridays at 10 a.m. or 1:30 p.m.

Judge Perea said, "I encourage people to take advantage of this opportunity to clear up a warrant before the holidays."

# Recycling A Success

Although it was a dreary cold day, the America Recycling Event in Los Lunas was a success with 126 vehicles bringing recycling to the site on Don Pasqual.

Toss No Más t-shirts and car trash bags were given to those who brought recycling. Village employees Adolph Lopez, Jess Weston and Lori Kurtz, as well as Solid Waste Department employees, helped unload vehicles as they came through.

Clothes Helping Kids and New Mexico Computer Recycling took items for recycling.

The Village's glass crushing machine was busy the entire morning grinding 3,740 pounds of glass. Other recycling collected included 10 cubic yards of cardboard; five cubic yards of plastic; 500 pounds of metal; ten gallons of paint; three gallons of oil; 11 televisions; and three CRT monitors. A variety of clothing was also collected.

Volunteers and staff enjoyed hot dogs grilled by Community Services Director Michael Jaramillo.

## Cleanups Change Schedule; Special Events for 2014

Village cleanups will be held on the following dates in 2014: January 11; March 15 in conjunction with the Great American Recycling Event; May 17; September 27 in conjunction with the Toss No Más Event; and November 15 with the American Recycling Event.

Any and all people or groups wishing to help with the cleanups should contact Village employee Joe Barta at 975-8092 so he can schedule participants.

Keep Los Lunas Clean & Beautiful is coordinating the special events in the Village while the Parks, Recreation and Streets under the Community Service Department is coordinating the cleanups.

## Renew Business Registrations Now

If you are operating a business in Los Lunas then it is time to renew your business registration or to purchase that registration, says Community Development Director Christina Ainsworth.

All businesses, whether Mom and Pop or multi-national, pay the same fee, \$25.

Registrations should be filed before December 31.

Registration is required for "all persons, firms, corporations or associations of any character engaged in any of the various pursuits, businesses or occupations."

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

## Officers Supplied Survival Shields

The Los Lunas Police Department is the first police department in the country to purchase and deploy OS2 Officer Survival Shields.

Shields have been issued to all first-line police officers, supervisors and detectives in the department to increase the level of officer safety.

The shields will be used in conjunction with firearms, expandable batons, Tasers and OC spray training. Officers will use the shields in many different situations that they encounter on a daily basis.

Benefits of the shields include increased officer safety and protection, easy to deploy, provide additional protection, can be used by multiple officers, and only weighs three pounds.

## LiveWork Meets Four Times in 2014

LiveWork Los Lunas will meet four times in 2014 — Feb. 18, May 20; August 19; and November 18.

Anyone is welcome to attend LiveWork meetings at the Los Lunas Transportation Center, corner of Courthouse and Juan Perea Roads, from six to 7:30 p.m. to learn about starting or improving a home-based or mobile business.

The Los Lunas LiveWork program provides start-up support to home-based and mobile entrepreneurs.

## 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 final 2013 meeting is December 19.

Scheduled 2014 meeting dates are:

January 16 & 30 February 13 & 27 March 13 & 27

April 10 & 24 May 8 & 22

June 12 & 26 July 10 & 24 August 7 & 21

September 11 & 25 October 9 & 23

November 6 & 20 December 4 & 18

Meetings begin at 6 pm. Inclement weather might cancel a meeting so check at 505 839-3840 or the village website at [www.loslunasnm.gov](http://www.loslunasnm.gov).

## 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

# **Branding and Marketing in 2014**

*By Ralph L. Mims, Economic Development Manager*

As the new year approaches, now is the time to think about ways to improve the branding and marketing of your company or organization. By enhancing both, you will create more awareness for your brand, capture additional market share from your competition, and generate more revenue.

Start first by reviewing the 7Ps of Marketing. Be sure to offer the best products possible. Provide good competitive pricing. Make it easy for your customer to purchase your product. Be sure to adequately promote your business. Hire and train the best people possible. Make sure that all elements of your business look as good as possible. Also strive to always make branding and marketing a priority.

Next address your messaging. Make sure you tell

## **New Businesses on Main Street**

The Applebee's Restaurant at Main Street and Los Cerritos plans to open Monday, Dec. 16.

The phone number for B-Unique Boutique, 3459 Hwy 47 Suite #5, is 865-8783, contact Yolanda Garley.

Businesses that opened include:

NutriShop in the new shopping center in front of Lowe's on Main Street, Suite C, Amanda Garcia Rivera, 866-9447.

Bloom Flowers & Gifts at 1400 Main Street NW, Suite C, Fred and Sandee Torres, 865-7338, bloomflowersloslunas.com. email bloomflowersnm@gmail.com.

Subway Sandwiches and Salads moved from Highway 47 to 835 Main Street SE, Suite 103, Amit Patel, 565-7903.

Economic Development Manager Ralph L. Mims assists those interested in doing business in the village. He is available at 839-5654 (direct line), 604-4156 (cell), or e-mail mimsr@loslunasnm.gov.

## **December Events/Trash Pickup**

A spaghetti dinner benefit is being held Saturday, Dec. 14, at seven p.m. at Rutillo's Restaurant in Los Lunas to help offset medical expenses for Ruth Olivas, an educator at Desert View Elementary School.

Handel's Messiah will be performed at seven p.m. Sunday, Dec. 15, at the Church of Jesus Christ of Latter-Day Saints, 160 James St, in Los Lunas, with a six p.m. opening of the crèche.

A public hearing will be held Tuesday, Dec. 17, from six to eight p.m. at the Transportation Center, Courthouse and Juan Perea Roads, to discuss the Village Wastewater Treatment and Sludge Management Facilities Expansion Project.

Trash pickup for Christmas Day, Wednesday, Dec. 25, will be Thursday, Dec. 26, while pickup for New Year's Day, Wednesday, Jan. 1, will be Thursday, Jan. 2.

your potential customers the benefits they will derive using your products and how your brand is unique from your competition. If you are just the same as your competitors what will compel individuals to buy your products or services?

Finally, take a look at the possible marketing channels or the marketing eco-system. There are nine nodes to consider including print, audio visual, internet, place-based, out of home, experiential, direct, and publicity. And don't forget or neglect social media marketing. More and more advertising dollars are being spent using this growing channel.

Good luck with your branding and marketing efforts. Los Lunas has many places to seek support such as the SBDC office at UNM Valencia, the Los Lunas Chamber of Commerce, and LiveWork Los Lunas to name just a few. If you have questions, feel free to call me anytime. Also be sure to visit our economic development website at [www.acommunitythatworks.com](http://www.acommunitythatworks.com).

For more information regarding economic development and business in the Village of Los Lunas contact Ralph L. Mims, MCP; Economic Development Manager, Community Development Department; 839-5654, direct line; 604-4156, cell; or e-mail [mimsr@loslunasnm.gov](mailto:mimsr@loslunasnm.gov).

## **Jubilee Event Results in \$1,817 to Police Department**

The Los Lunas Police Department received \$1,817 for the Children's Christmas Ball as a result of the October Arts and Crafts Fair at Jubilee Homes on the west side of Los Lunas.

Los Lunas Police Chief Roy Melnick said he is grateful for the community support.

## **Youth Conservation Grant Will Help Build Natural Playground**

New Mexico Youth Conservation has awarded a \$42,000 grant to the Village of Los Lunas which will be used on a spring/summer construction project in River Park, located off Main Street near the Rio Grande.

The funds will be used to pay the salaries of nine youth between the ages of 14 and 25 who will construct a natural playground at the park.

The workers will be taught welding and concrete work as well as how to rebuild a fence.

The Village's match for the project includes support from staff members, materials used in the construction project, and the safety training offered.

# Happy Holidays



from the  
Village  
Council  
and  
Staff

## Be Safe!

**Bust A Move  
Dance Center**  
Presents  
Dancing Through  
The Movies  
**Dance Recital**  
**December 21, 2013**

Performances Begin at 6 p.m.  
Los Lunas High School Auditorium  
1176 Emilio Lopez Rd.  
Call Jeralyn Duran 352-7717 for information

## 2014 Village Holiday Garbage Pickup Days

HOLIDAY OBSERVED	REGULAR TRASH PICKUP DAY	WILL BE PICKED UP ON
New Year's Day	Wednesday, Jan. 1	Thursday, Jan. 2
M. L. King Jr. Day	Monday, Jan. 20	Tuesday, Jan. 21
Good Friday	Friday, April 18	Thursday, April 17
Memorial Day	Monday, May 26	Tuesday, May 27
Fourth of July	Friday, July 4	Thursday, July 3
Labor Day	Monday, Sept. 1	Tuesday, Sept. 2
Columbus Day	Monday, Oct. 13	Tuesday, Oct. 14
Veterans Day	Tuesday, Nov. 11	Wednesday, Nov. 12
Thanksgiving	Thursday, Nov. 27	Wednesday, Nov. 26
Day after Thanksgiving	Friday, Nov. 28	Monday, Dec 1
Christmas Eve	Wednesday, Dec. 24	Tuesday, Dec. 23
Christmas	Thursday, Dec. 25	Friday, Dec. 26

***The Village does not pick up garbage carts set out late. Late garbage carts will be picked up on the next regularly scheduled pickup day. Your cart should be out by 7 a.m. on the pickup day.***

## Shop in Los Lunas

Shopping in Los Lunas means your tax dollars remain in the Village and people have jobs here.

The number of retail establishments, small and large, has increased in the Village over the last years. This means a wider choice in products and services.

The gross receipts tax is a major source of revenue for the Village and additional business in the municipality means more revenue to provide services in community.

Every time you pay gross receipts tax, the Village receives a major portion of this tax which is used for essential services throughout the community.

## Holiday Safety Tips

Cooking and eating seem second nature during the holiday season. Here's fire prevention tips from Fire Marshal Jason Gonzales of the Los Lunas Fire Department to keep you safe.

- Never leave cooking unattended.
- Cuff sleeves and turn pot handles inward when cooking to avoid burn injuries.
- If your clothes catch fire, Stop, Drop, Roll.
- Never store combustibles in an oven or on top of the stove.
- When barbecuing, move the unit away from the house even in winter.
- Dispose of coals and ashes in metal containers, not in the Village's garbage containers.