

# Early Voting Opens February 12 For Village Municipal Election

Early voting begins Wednesday, Feb. 12, 2014, at 8 a.m. at the Village Administration Building, 660 Main Street NW, corner of Main Street and Don Pasqual, in the Village of Los Lunas Municipal Election.

Those wishing to early vote may do so Monday through Friday 8 a.m. to 5 p.m. through Friday, Feb. 28.

Friday, February 28, is also the last day for absentee ballots to be sent to voters requesting those ballots.

Election Day is Tuesday, March 4, at the Village

Administration Building from 7 a.m. to 7 p.m.

Voters in all districts within the village limits of the Village of Los Lunas will vote for a mayor and a municipal judge. Voters in Village Council Districts Two and Four will vote for a village councilor in each district.

All positions are for terms of four years.

Voters can download applications for Absentee Voter Ballots from the Village website at [www.loslunasnm.gov](http://www.loslunasnm.gov).

The following are the candidates for the offices in the Village of Los Lunas March 4, 2014 Municipal Election. There are no write-in candidates and no listing for write-in candidates on the ballot.

## ***Important 2014 Election Dates***

**Wednesday, February 12**

**Early Voting Begins**

**Friday, February 28**

**Last Day for Absentee/Early Voting**

**Tuesday, March 4 — Election Day**

**7 a.m. - 7 p.m.**

**Early and Election Day Voting at**

**Village Administration Building**

**Main Street and Don Pasqual**

## **VILLAGE OF LOS LUNAS MONTHLY NEWSLETTER**



*Small Community.  
Big Possibilities.*

**Administration:**

**839-3840**

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

## **CANDIDATES IN THE MARCH 4, 2014 VILLAGE OF LOS LUNAS MUNICIPAL ELECTION (IN BALLOT ORDER)**

### **MAYOR - VILLAGE OF LOS LUNAS**

Charles Griego

Robert E. Vialpando

### **MUNICIPAL JUDGE - VILLAGE OF LOS LUNAS**

Avilio Chavez

Henry L. Perea

Frank Alex Gonzales Jr.

Eulogio F. Jaramillo

### **DISTRICT TWO VILLAGE COUNCIL**

Gino M. Romero

Lawrence T. Valenzuela

Paul G. Luna

### **DISTRICT FOUR VILLAGE COUNCIL**

Richard Lovato

Paulette S. Montoya

# Local Flavor

## Focus on Los Lunas Local Business

B-Unique Boutique sells new and gently-used items that are handpicked, affordable and very unique! Clothing, jewelry, accessories, handmade gifts, and more are found in this store.

Shopping at B-Unique Boutique is a pleasant experience, a treasure hunt for wonderful items in a relaxed and enjoyable environment. B Unique Boutique offers a different shopping experience, located at 3459 Highway 47, Suite #5 (by Baskin Robbins). Visit the website at [b-uniqueboutique.com](http://b-uniqueboutique.com) or call 865-8783 for more information.

B-Unique Boutique owner Yolanda Garley, wanted to open a business in her hometown where she grew up and lives. She considers herself a "Treasure Hunter," always looking for unique and wonderful items for her boutique. Her passion is to make people happy and put a smile on their faces as she talks and visits with everyone who enters. Yolanda feels she has brought a positive and beautiful boutique to the community, a place where you can open the door and leave your stress behind.



Snap Fitness Los Lunas, a safe and friendly state-of-the-art gym open 24-7, 365, opened in November, 2012. The gym features excellent equipment and has more than everything needed for a full workout.

Snap Fitness can be found at [snapfitness.com/loslunas](http://snapfitness.com/loslunas); [mysnapfitness.com](http://mysnapfitness.com); [facebook.com/SnapLL](https://facebook.com/SnapLL); [twitter.com/SnapLL](https://twitter.com/SnapLL); and [pinterest.com/SnapLL](https://pinterest.com/SnapLL) or call 565-7711 for an appointment to start. Snap Fitness is located at the corner of Los Cerritos and Main Street.

Snap Fitness offers a fast and convenient fitness option that's affordable and always open. Veteran-owned and operated, Snap Fitness offers resistance, weight, and cardio training.

The Snap Fitness trainers point out that there's no miracle diet for being healthy. Regular workouts with resisted weight and cardio training paired with eating properly is what's needed.



The trainers at Snap Fitness look forward to seeing you.

## Los Lunas Museum of Heritage and Arts Presents

*Backyard Beasts and Sublime Sunrises*

*Photography Exhibit By Barbara C. Arnold*

*New Mexico Landscapes – Photography*

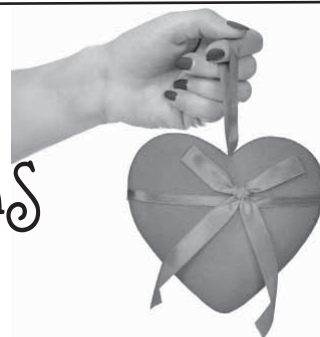
*Exhibit By William Pearson*

**Through March 29, 2014**

251 Main St SE Under the Water Tower

505 352-7720 • [loslunasnm.gov/museum](http://loslunasnm.gov/museum)

SHOP IN  
LOS LUNAS  
FOR  
VALENTINE'S DAY



## Attend A Council Meeting!

The Los Lunas Village Council meets twice monthly in the council chambers in the administration building at 660 Main St. NW, Main Street and Don Pasqual.

Scheduled 2014 meeting dates are:

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 p.m. 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 Atilano "Lito" Chavez**

**Village Administrator Gregory Martin**

# Spring Your Marketing Into Action

By Ralph L. Mims, Economic Development Manager

Wow! January is already behind us and spring is just around the corner. What a great time to look at your business and refine your branding and marketing strategy for 2014.

The first thing you want to do is look at your brand and make sure you have a clear understanding of what makes your business unique and compelling. You don't want to be just like everyone else.

You also want to make sure you know how your customers benefit from your offerings and why they should believe you can deliver on your brand promise.

For example, how many times have you heard a claim like "taste great and less filling" and the product or service doesn't live up to your expectations?

Once you refine your brand positioning, you want

to develop a marketing action plan on how you are going to communicate with your customers the benefits they will enjoy using your product or service.

In the plan you want to identify where you are going to market, what your message will be, how long you will use this channel (ranging from one time to all year) and how much you spend on this media buy or placement.

Keep in mind you have the entire marketing ecosystem at your disposal which includes print, audio/video, out-of-home, place-based, publicity, direct marketing, mobile, internet, and experiential. The main thing is to be creative in your approach and make sure you use channels where your potential customers reside.

Lastly, you want to create messaging that is relevant and resonates with your customers. Work on emphasizing the emotional benefit of your offering and how your product improves their lives. Brand strong in 2014.

If you have questions, contact me, 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).

And remember to visit our economic development website at [www.acommunitythatworks.com](http://www.acommunitythatworks.com).

## LiveWork Los Lunas Meets Feb. 18

The Tuesday, February 18, LiveWork Los Lunas meeting features graphic design illustrators discussing the importance of making all aspects of your business look great.

LiveWork Los Lunas meets at the Los Lunas Transportation Center, corner of Courthouse and Juan Perea Roads, from six to 7:30 p.m.

Anyone is welcome to attend LiveWork meetings to learn about starting or improving a home-based or mobile business.

## 2014 Village of Los Lunas Holidays

|                      |                                      |
|----------------------|--------------------------------------|
| Good Friday.....     | Friday, April 18                     |
| Memorial Day.....    | Monday, May 26                       |
| Fourth of July.....  | Friday, July 4                       |
| Labor Day.....       | Monday, September 1                  |
| Columbus Day.....    | Monday, October 13                   |
| Veterans Day.....    | Tuesday, November 11                 |
| Thanksgiving.....    | Thursday/Friday, November 27 & 28    |
| Christmas Holiday... | Wednesday/Thursday, December 24 & 25 |

## Village of Los Lunas Open Space and

Ditchbank Bandits present



# Fishing Derby

**Saturday March 8 8 a.m. - 2 p.m.**

**at the Los Lunas River Park 1660 Main St. SE**

For more information contact Los Lunas Open Space  
3447 Lambros Rd. 352-7728 Email: [jaramillopa@loslunasnm.gov](mailto:jaramillopa@loslunasnm.gov)

## Help Identify The People in This Photo of the Village Fire Department



The photo to the left was taken of the Los Lunas Fire Department during a Fourth of July parade. Fire Chief Atilano "Lito" Chavez would like to have the people identified. If you know who anyone is in the photo, call the Village Fire Department at 839-3847.



## ***Support Sought for 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.

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.

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

In 2006 voters approved a mill levy to be allocated to a hospital in Valencia County. That mill levy has been collected since 2007.

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.

## ***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.*

## **LLPD Named Chamber Volunteer of the Year**

The Los Lunas Chamber of Commerce named the Village Police Department the 2013 Volunteer of the Year for all the extra work department members do in the community. Pictured below, left to right, are some of the people who go the "extra mile." Chief Roy E. Melnick,

## ***P and Z Member Named***

The Los Lunas Village Council approved the appointment of David Crawford as the representative of District Four on the Village's Planning and Zoning Commission at a January meeting.

The Planning and Zoning Commission meets the first and third Wednesday every month beginning at six p.m. in the Village Administration Building, corner of Main Street and Don Pasqual. The public is invited to attend meetings.

## ***February Trash Pickup***

Presidents Day, February 17, is not a holiday for the Village of Los Lunas so it will be a regular Monday trash pickup day. Be sure to have containers out by seven a.m.

## **GREAT AMERICAN RECYCLING DAY Saturday March 15**



**Don Pasqual -  
By the Fred Luna  
Multigenerational  
Center**

## ***Recycle Your Glass Too!***

**Call 352-7658 for information**

Treena Saavedra, Assistant Chief David Gurule, Denise Romero, Rhonda Sanchez, and Joe Sanchez. Melnick pointed out that there are others in the department who do extra in and for the community. The award was presented at the January Chamber installation meeting.

