

# Water Tower Additions Help Fund Village Recreation Events

For years the water tower located in the heart of the Village provided water to the citizens of the community. Now the tower helps provide funds that support the recreational opportunities enjoyed by citizens.

Over the last few months you might have noticed workers installing panels on the tower. The panels provide signals for cell phone providers T-Mobile and AT&T.

The companies pay rent for the space to the Village. The rent is used to help fund special events sponsored by the Village's Recreation Division such as the Easter Egg Hunt and Electric Light Parade.

In addition to helping signals for T-Mobile and AT&T, panels also help provide signals for the Village wi-fi.

The tower was built in the early 1930s after Los Lunas was incorporated in 1928. It was the primary source of water for the Village until the late 1980s.

The structure at the base of the tower, called the Archuleta Building, now houses the Village Museum of Heritage and Arts.

The Archuleta Building once held equipment used by Valencia County Cable to provide service in the area. That use evolved into the placement of panels on the tower to facilitate obtaining signals for service providers.

Using the old water tower has minimized the number of towers in the area, points out Michael Jaramillo, Community Services Director. The Recreation Division is part of the Community Services Department.

The water tower now has the maximum number of panels it can hold. Jaramillo said there are other towers in the village that providers could use to enhance service.

When you look at the tower note that the panels are laid against the railings rather than sticking out from the railings. Part of the work accomplished the last few months has been replacing older panels.

## New Businesses Open Doors

Now open for business in Los Lunas are Title Max, located at 2510 Main Street St NE Suite B; Sam Cinalorem, general manager; 219-2950; and

Imperial Vapors, 1400 Main Street NW, Suite K; Chris Coleman; 239-7997; imperialvaporsnm@yahoo.com.

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](mailto:mimsr@loslunasnm.gov).

## Visit the Museum in June

The Los Lunas Museum of Heritage and Arts will host a film series Tuesday nights in June from six to eight p.m. The June 3 film is *The Abolitionists*, the June 10 movie is *Slavery by Another Name*, the June 17 movie is *The Loving Story*, and the June 24 movie is *Freedom Riders*.

An exhibition of art by Susan Brooke will open Friday, June 6, at the museum at six p.m.

Brenda Ballou Dabney will present New Mexico's African American Legacy at 2 p.m. Saturday, June 7. Brenda Hollingsworth-Marley will present Footsteps to Freedom - From Jim Crow to Civil Rights at 2 p.m. Saturday, June 14.

The museum is located at Main Street and Luna Avenue, 352-7720.

**Los Lunas**

## **POLICE DEPARTMENT OPEN HOUSE**

**Saturday, June 14**

**660 Main Street NW**

**9 a.m. - 1 p.m.**

**Visit the police station and see what your department does.**



*Small Community.  
Big Possibilities.*

Administration:

839-3840

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

# Local Flavor

## Focus on Los Lunas Local Business

Best friends Nicole Golino and Kerry Trujillo opened Crown Boutique in December 2012.

It is located at 336 Main Street in a round adobe house, 865-4152. It can be found online at [facebook.com/crownboutique](http://facebook.com/crownboutique).

Crown Boutique has women's clothing, jewelry, handbags and gifts for all occasions. The price point is \$16 for a necklace up to \$56 for a dress.

The owners say they want to offer affordable trendy clothing and save area women a trip to Albuquerque or anywhere else.

Nicole and Kerry look forward to seeing you soon at Crown Boutique!



Route 66 Tees (formerly Sam's Tire) has undergone an astonishing wall to wall transformation.

It has gone from a shop selling tires to a hot-rod themed, custom T-shirt print shop.

The same family dedicated to providing fast and friendly service at the tire shop for over 25 years is now providing the same great service in the custom T-shirt business.

Owner of Route 66 Tees is Sam Brown, 508-8696. Address is 100 U.S. Highway 314, the corner of Highway 314 and Main Street. The business can be found online at [route66tees@live.com](mailto:route66tees@live.com).

Come on in and see what they offer in silk screen, heat press, and custom design.

Get your T-shirt fix on Route 66!



## November Bond Issues Help Village

Bond issues on the November 2014 General Election ballot will benefit the community, explains Los Lunas Public Library Director Cynthia J. Shetter.

A total of 189 separate projects at senior centers around the state would be funded with \$17 million including \$300,000 for the Fred Luna Senior Center, also called the Fred Luna Multigenerational Center.

An \$11 million bond issue to fund libraries statewide would bring an estimated \$53,000 to the Los Lunas Public Library; \$65,000 for Los Lunas Schools; and \$22,000 for the University of New Mexico-Valencia Campus (UNM-VC).

A \$141 million bond issue for 30 higher education and special school projects includes \$1 million for health and safety infrastructure improvements at UNM-VC.

## Addresses Being Updated

The Village Community Development Department is updating addresses to make sure emergency services can locate people when necessary.

You will be notified if it affects you. Thank you for your cooperation.

If you have questions, please call the Community Development Department at 839-3842.

## FARMERS MARKET

Every Tuesday Starting June 3 4-7 p.m.  
In front of Heritage Park Across from Smith's  
For information call George Torres at 307-1891

## 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.

Remaining scheduled 2014 meeting dates are  
May 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

Charles Griego Mayor

Councilors

Paulette S. Montoya Amanda Perea

Gino M. Romero Gerard Saiz

Municipal Judge Avilio Chavez

Police Chief Naithan Gurule

Fire Chief Atilano "Lito" Chavez

Village Administrator Gregory D. Martin

# **Building Your Brand**

*By Ralph L. Mims, Economic Development Manager*

It's been a great journey over the past 16 months sharing marketing tips with you as we build our brands together. In the near term the Village is reformatting the newsletter and will discontinue our column here. However, we will continue to share branding information through blogs and our economic development website at [www.acommunitythatworks.com](http://www.acommunitythatworks.com).

Through this column you've learned your brand resides in the minds of your customers based upon the direct and indirect experiences they've shared with your company. Therefore the brand is different for every customer.

You've also learned that a brand is "simply everything," comprised of your product, price, promotions, the ease for customers to find and buy your product, the people in your company, and the visual cues they see when they review your offerings such as your storefront, business card, or website.

You don't have to be all things to all people with your brand. You just want to make sure that your target customers think of you first when they make a purchase. We call this mindshare and the more they think of you when it's time to buy, the more market share you will

## **How to Improve Your Business**

LiveWork Los Lunas meets Tuesday, May 20, 6-7:30 p.m., at the Transportation Center, corner of Courthouse and Juan Perea Roads.

An overview of techniques and tools to improve the process of your business will be presented. The goal is to ensure value-added either by reducing costs or improving quality.

## **Reporting Street Repair Needs**

Does your street have potholes? Maybe your street sign has disappeared?

You can easily report the need to fix the pothole or replace the sign by going to the village website, [loslunasnm.gov](http://loslunasnm.gov), click on the Community Services Department under Departments, and look at the menu on the left of the Community Services Department's page to find the list of divisions under that department.

One of the divisions is the Street Division. You can fill out the forms for:

- Street light repair,
- Potholes and sidewalk repair,
- Street sign replacement, and
- Driveway/curb cut permits.

## **Trash Pickup Reminder**

Village offices will be closed Monday, May 25, for Memorial Day. That day's garbage pickup will be on Tuesday, May 26.

capture. More market share means more profitability for your business.

As you continue to brand strong in 2014 remember that customer service is your best differentiator to make your product or service stand out.

Providing good customer service at every touch point of your company will turn your customers into brand lovers. And brand lovers will always seek your product out and tell others about how great your brand is as well.

As always, if you have questions on how to start or grow your business, give me a call; 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).

Also, you can visit our economic development website at [www.acommunitythatworks.com](http://www.acommunitythatworks.com).

## **Village Museum Sponsors Student Art Work Show**

The Village Museum of Heritage and Art held its first Annual Juried Student Art Show this spring.

Elementary school winners were first place (\$50 prize) "Ranch Valencia" by Oscar Perez, La Promesa Elementary; second place (\$20 prize) "Coyote in Valencia," Berenice Ramos, La Promesa Elementary; and third place (\$20 prize) "Storm Valencia" by Oscar Perez, La Promesa Elementary.

High school winners were first place (\$150 prize) "Home" by Andrea Duarte, Valencia High School; second place (\$50 winner) "Sunny Sunflower" by Jacob Silva, Belen High School; and third place (\$20 prize) "With Our Roots Firmly Grounded, We Look to the Future" by Caitlin Baca, Belen High School.

Donations from the community allowed the museum to award prizes.

Student artwork was on display at the museum April 12 through May 10, according to the website flyer.

## **Enhance Fitness® for 50 and older**

Enhance Fitness® is now available for men and women fifty and older at the Daniel Fernandez Recreation Center.

This group exercise class improves balance, flexibility, bone density, coordination, alertness, strength, and fall prevention.

The class includes initial and follow-up fitness checks and health screening to measure results.

Class participants make a 16-week commitment. All levels of activity are welcome. Call 839-3845 for more information.

# Summerfest

## JUNE 27, 28, 29

### AT HERITAGE PARK

**FRIDAY JUNE 27 — GATES OPEN 4 - 11 P.M.**

**OUTDOOR FRIDAY MOVIE MONSTERS INC. - STARTS AT DUSK**

**SATURDAY JUNE 28 — POLICE DEPARTMENT**

**5K AND 10K FUN RUN STARTS AT 7:30 A.M.**

**CAR SHOW BEGINS AT 10 A.M.**

**BBQ COOK-OFF STARTS AT 10 A.M.**

**OUTDOOR SATURDAY MOVIE WIZARD OF OZ - STARTS AT DUSK**

**AND MUCH MORE**

**SUNDAY JUNE 29 — VILLAGE OF LOS LUNAS**

**VOLLEYBALL TOURNAMENT AT 10:30 A.M.**

**CARNIVAL EVERY DAY**

**FRIDAY 4 P.M. - MIDNIGHT**

**SATURDAY 1 P.M. - MIDNIGHT**

**SUNDAY FROM 1-11 P.M.**

**VENDORS, SPONSORS, BBQ CONTESTANTS, AND  
CAR SHOW PARTICIPANTS NEEDED.**

**FOR MORE INFORMATION CALL STEPHANIE FLYNN  
AT THE LOS LUNAS CHAMBER OF COMMERCE  
352-3596 OR 615-6226**

## Pool Opens May 27

The Los Lunas High School pool, located off Los Cerritos Road, opens May 27 and closes August 2.

Monday through Friday the first session will be 12:30 to 3:15 p.m. and the second session will be 3:30 to 6:15 pm. Saturday's first session will be noon to 2:45 p.m. while second session will be 3 p.m. to 5:45 p.m. One session will be held Sunday from noon to 2:45 p.m.

Family swim will be 6:30 to 7:30 p.m. Tuesday and Thursday. Aqua aerobics/lap swim will be Monday, Wednesday and Friday 6:15 to 7 p.m.

The pool's hours of operation are subject to change dependent upon the availability of lifeguards. The pool will be closed Friday, July 4.

Admission fees are \$2, kindergarten and under; \$3, first grade to adults; \$2.25, senior citizens; \$2, family swim first grade to adults; \$1, family swim kindergarten and under; \$75, family pass (good for 30 sessions); \$75 per hour, private pool party; and \$3, aqua aerobics/lap swim.

The Village partners with Los Lunas Schools by providing \$35,000 to support pool operation.

## Futures 2040 Details Transportation Plans

The Mid-Region Metropolitan Planning Organization (MRMPO) is now working on the region's long-range transportation plan, Futures 2040.

Futures 2040 is the update to the 2035 Metropolitan Transportation Plan (MTP) and will include projections and forecasts of what Albuquerque's greater metropolitan area, including Los Lunas, will look like in 20+ years from now in terms of population, employment, housing, number of vehicles on roadways, and other considerations.

The plan will evaluate how to invest in the transportation system to maintain and improve mobility, safety, and economic growth by determining what roads need to be built or improved, where transit investments should be made, and how to best provide bicycle and pedestrian infrastructure.

The plan supports coordinated transportation and land use planning to make the region as livable and sustainable as possible.

The MRMPO is responsible for long-range transportation planning in Bernalillo and Valencia Counties, Rio Rancho and parts of Sandoval County.

Meetings regarding Futures 2040 are being held in May and will also be held in the Fall. Drafts of the plan are expected in Spring 2015.

For more information go to the Middle Rio Grande Council of Governments website, [mrcog-nm.gov](http://mrcog-nm.gov), click on transportation at the left. There you will find information about transportation planning in the region including Futures 2040.

## Friendship Tea and Fashion Show

The second annual Friendship Tea and Fashion Show to benefit the Valencia County Abundant Grace Free Store will be two to four p.m. Saturday, June 7, at the Peralta Memorial United Methodist Church. Tickets are \$10, Call 865-9334.

## 150 Pounds of Drugs Collected

Approximately 150 pounds of unused or expired medications and miscellaneous other drugs were turned in for destruction on the last Saturday of April as part of the Los Lunas Police Department's initiative to clear up drug problems in the community.

## Videos To Be On Village Website

The village is working with CGI Communications to have a series of streaming online videos highlighting what the community has to offer residents, visitors and businesses on the village website at [loslunasnm.gov](http://loslunasnm.gov).

The videos will also be on Relocate.Org, the largest relocation network in the nation.