

ISSUE - 1
 VOLUME - 7
 SUMMER - 2011

LAS CRUCES COMMUNITY Connection

MUNICIPAL ELECTION

SEPTEMBER 27, 2011 - Candidate filing day

OCTOBER 4, 2011 - Candidate certification by city clerk

OCTOBER 11, 2011 - Voter registration deadline

NOVEMBER 8, 2011 - Election Day

Up for election are mayor, city council districts 1, 2 & 4 and presiding municipal court judge.

Candidate packets are currently available at the City Clerk's office inside City Hall, 700 N. Main Street.

If you have any questions, please call (575) 541-2115.



New Assistant City Manager

The City of Las Cruces is pleased to announce its new assistant city manager/chief administrative officer. Mark A. Winson of Minnesota officially began his first day with the City on August 1st.

Winson was recently vice president of finance & administration for Lake Superior College in Duluth, MN. Prior to this, he served as the chief administrative officer for the City of Duluth, MN. Winson has more than 20-years of progressively responsible and relevant job related experience with managing in the public sector. As the City's chief administrative officer, Winson is responsible for overseeing the departments of Financial Services, Human Resources, Information Technology, Internal Audit and Public Information Office.



CLC-TV Wins More National Awards



CLC-TV Comcast Cable Channel 20, award-winning television, has been awarded eight national Telly Awards for the third year in a row. The Telly Awards are the premier award honoring outstanding local, regional and cable TV commercials and programs throughout the nation. CLC-TV 20 won five silver awards (highest honor) and three bronze:

- Silver: Public Service Announcement "Jack & Lupe"**
Directed by Adrian Guzman
- Silver: Use of Humor "Jack & Lupe"**, Directed by Adrian Guzman
- Silver: Las Cruces Green Campaign**, Directed by Adrian Guzman & Denise LaFrance-Ojinaga
- Silver: Miscellaneous "Jack & Lupe"**, Directed by Adrian Guzman
- Silver: Movie Trailer "Let's Shine"**, Directed by Adrian Guzman
- Bronze: Editing "Jack & Lupe"**, Directed by Adrian Guzman
- Bronze: Videography/Cinematography "Let's Shine"**, Directed by Adrian Guzman
- Bronze: People's Telly "Jack & Lupe"**, Directed by Adrian Guzman

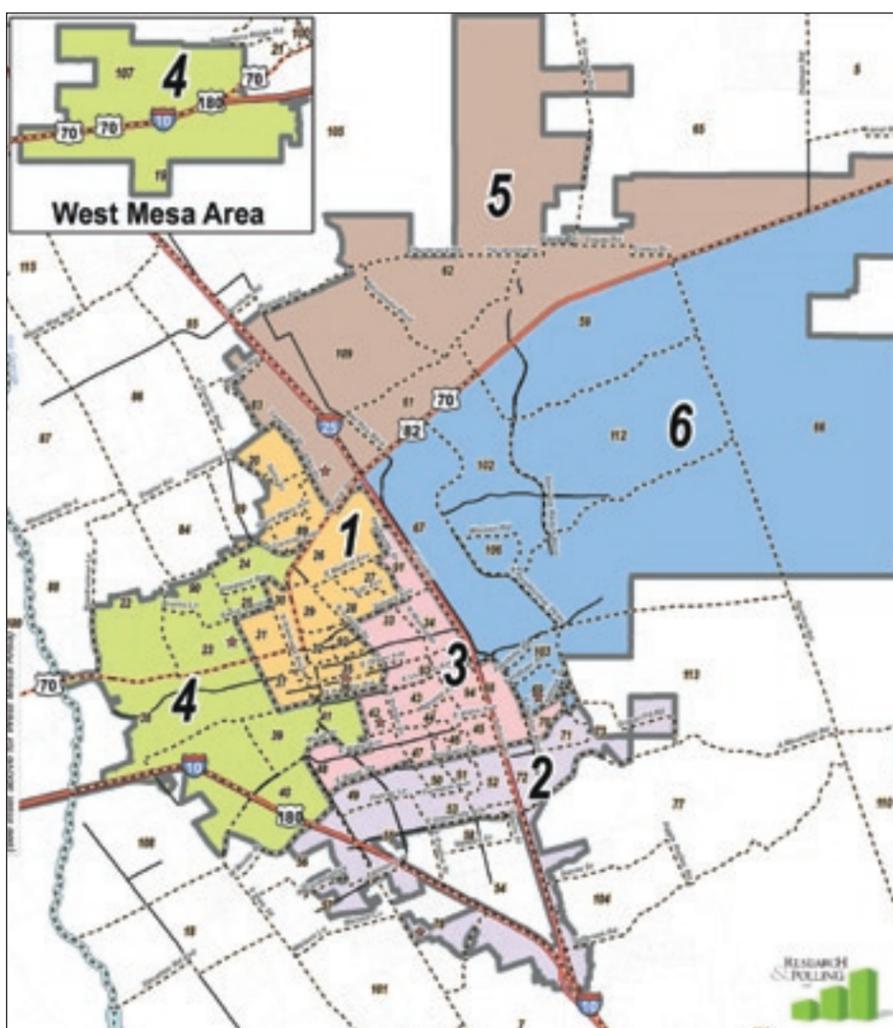
All winning entries are currently being aired on CLC-TV Comcast cable channel 20 in Las Cruces and on the web at www.clctv.com. CLC-TV competed against more than 13,000 entries from the nation and other countries. Major networks and companies such as Fox Sports International, ESPN, Harpo Studios, NBC Universal, Discovery Channel, and The Weather Channel were also 2011 Telly award winners.

According to the Telly Awards website, www.tellyawards.com, due to high number of entrants, earning a Telly Award is a significant creative achievement. Based on the ratio of winners over the past several years, approximately seven to 10% of entries are chosen as Silver Telly Award winners. 541-2200

Redistricting Plan Approved

You may now have a new city councillor. A redistricting plan for the City was recently approved which may have moved you into a new district. City councillors approved the plan, "F-2", in early July. Many of the changes moved precincts from districts five and six into districts one, two and three.

New district boundaries are required by law every 10 years when the U.S. Census is announced. It also allows for more equal city council representation. With the upcoming elections in November, you will not have to re-register to vote if you have been moved into another district. 541-2115



KVLC 101.1 FM 101 GOLD
Tune in to the City of Las Cruces report Mondays at 8:05 am.

Councillor's Corner



**District 1
Councillor Miguel G. Silva
ATTEND SALSASFEST 2011**

Bienvenidos to all new and current district 1 residents and neighbors. What's on the immediate district 1 agenda: SalsaFest 2011. This year's SalsaFest has been selected by the state centennial committee as the official kick-off for the State of New Mexico's Centennial Celebration. This is the third year SalsaFest will be hosted on Main Street Downtown and will feature the newly constructed north Main Street. An August 27th nighttime gala will kick-off the fest and a full day of activities is scheduled for August 28th. A quick update on Main Street future plans: An ad-hoc committee was created in January 2011 to update the 2005 Downtown Revitalization Plan. City council chose to move forth with an ad-hoc committee rather than hiring a consultant. This resulted with a cost savings and a thorough report by vested community members. The report will be presented at the August 8th city council work session. Again, welcome and see you at SalsaFest! 541-2066



**District 2
Councillor Dolores Connor
WELCOME TO DISTRICT 2!**

As you've heard, on July 5th city council approved a new redistricting plan that grew the boundaries of my district. Added to district 2 are precincts 71 and 73, which are neighborhoods east of Telshor and south of Missouri. I am excited about the growth and ask that you contact me at: dconnor@las-cruces.org or 575-639-0387. Or stop by the 3rd floor of City Hall and come see me. 541-2066

**MAYOR: 541-2067 CITY MANAGER: 541-2100
CITY COUNCIL: 541-2066
email to: citycouncil@las-cruces.org**



**District 3
Councillor Olga Pedroza
DISTRICT 3 GROWS**

District 3 has grown. This happened because each of the six districts in Las Cruces should be close to equal in population and they weren't. Redistricting is required by law every 10 years after the census is taken and as everybody knew, districts, 5 & 6, to the east of I-25 had grown and had far more residents than the others. I welcome precincts 48 to 53 and 55. Within the next few weeks I hope to visit some of you in your neighborhoods, and in the meantime, please feel free to call or visit me. 541-2066



**District 4
Councillor Nathan Small
AWARDS, VALLEY DRIVE & MORE**

Las Cruces has become one of four communities nationwide to receive the Staffing for Adequate Fire and Emergency Response Grants (SAFER) award.

The award will fund staffing for a West Mesa fire station, improve public safety and economic development, and likely lower insurance and infrastructure costs for West Mesa businesses: Kudos to Fire Chief Travis Brown and the Las Cruces Fire Department! Also, a recent resolution is allowing for after-hours work to complete utilities upgrades, part of the Valley Drive Reconstruction. This should help keep the project on schedule. New sidewalks, shared use roadways, and safer intersections (like a traffic light at McClure & Valley Drive) are part of the project. And on Friday, August 5th, the City co-sponsored a free Small Business Lending Fair with the Hispano Chamber of Commerce de Las Cruces, Senator Tom Udall, and SBDC. On another note, with monsoons now here, you can call the City's Mosquito Hotline at 541-2547 to report mosquitoes and call the Pothole Posse at 541-2595 if you see any potholes. More City information can be found on www.las-cruces.org. 541-2066



**District 5
Councillor Gill M. Sorg
CHANGES IN DISTRICT 5**

As you may know, city council passed an ordinance to redistrict council boundaries in July. Changes in district 5 include moving precinct 59 and precinct 66, both south of highway 70 into district 6. They include the areas of Jornada South, Pueblos at Alameda, Mesa Grande Estates and Hacienda Acres. Precincts 89, 99, and 20, west of Elks Drive have all moved into district 1. All other precincts remain in district 5 as before. I have been working with folks in those precincts that are no longer in district 5 and will continue to do so until the projects and problems are done. I will keep you on my email list until you ask to be taken off. If you've been moved into district 1, Miguel Silva is your new councillor and those who moved into district 6, Mayor Pro-Tem Sharon Thomas is your new councillor. 541-2066.



**District 6
Mayor Pro-Tem Sharon Thomas
DISTRICT 6 GETS SMALLER**

Redistricting is over and as expected, district 6 is now much smaller. The guidelines required us to make all districts about the same (within + or - 5%) of the average population. District 6 was 30.4% over that number, so we had to lose several precincts. Precinct 26, around the Las Cruces Country Club, is now in district 1. Your new councillor is Miguel Silva. Email is miguel.silva@las-cruces.org. Phone is 541.2066. Precinct 70 (east of Telshor, bounded by Missouri and the mall) is now in district 3. Olga Pedroza is your new councillor. Email is opedroza@las-cruces.org. Phone is 541-2066. Precincts 71, 72, and 73 (south of Missouri and east of Telshor) are now in district 2 and Dolores Connor is your councillor. Her email is dconnor@las-cruces.org; phone number is 541-2066. If you have questions, call (993-9347) or email sthomas@las-cruces.org. Hope you are having a good summer. Keep cool. 541-2066.

Valley Drive Construction



If you need to use Valley Drive/NM 185, you may want to give yourself some extra time to get to your destination. The New Mexico Department of Transportation is working on reconstructing most of North Valley Drive near Mayfield High School.

Contracted company Mountain State Constructors, Inc., began the project in April of this year. Crews are upgrading and replacing sub-surface utilities, implementing storm drains, new curb & gutter with sidewalks, culvert pipe, drop inlets, manholes, erosion control measures, traffic control, permanent signing, street lighting, signalization and roadway reconstruction.

NMDOT has been working closely with the City of Las Cruces and Las Cruces Public

Schools on the project, which includes limiting congestion at the Valley Drive intersection with Hoagland Road before school begins. Access to businesses is also being maintained and NMDOT is holding monthly public meetings to address any issues or concerns residents or business owners may have as the project progresses.

NMDOT also has received approval from the City of Las Cruces to allow crews to work after normal working hours and weekends. The project is expected to be complete by the spring of 2012. For more information, contact Aaron Chavarria, NMDOT at 525-7300 or the City's Public Works Department at 528-3333.



Southern New Mexico Medical Reserve Corps

- Michael J. Villa, OEM Coordinator

The Doña Ana County/City of Las Cruces Office of Emergency Management would like to invite interested citizens to become members of the Southern New Mexico Medical Reserve Corps (MRC). The Medical Reserve Corps is a volunteer organization comprised of medical and non-medical personnel that provides supplemental medical care during events and emergency situations in and around Doña Ana County. Anyone can volunteer for the MRC. People from a variety of fields can help in emergency situations. Medical providers such as doctors, dentists, pharmacists, and nurses are utilized to directly help injured people during events. Emergency medical technicians and clinical laboratory technicians are often needed as well. Supportive personnel are also greatly needed to provide services that assist with emergency efforts that may include communications experts, interpreters, and clergy. Anyone interested in volunteering for the Southern New Mexico Medical Reserve Corps is asked to contact the Office of Emergency Management at 575-647-7900.



Munson Senior Center To Receive State Award



The City of Las Cruces Munson Senior Center, 975 S. Mesquite, will receive the Public Service Award from the New Mexico Aging and Long-Term Services Department during the 2011 NM Conference on Aging to be held August 23rd and 24th in Albuquerque, NM.

The award is given to organizations and businesses that have made unique and lasting contributions to benefit the aging community. In addition to the award, the Munson Senior Center recently received national accreditation by the National Institute of Senior Centers, a unit of The National Council on the Aging. The center is the only accredited senior center in the state.

The Robert B. Munson Center is the only multi-purpose senior center in the City of Las Cruces. The center offers art classes, health and wellness classes, hiking, day trips, a fishing club, workshops and presentations. 528-3000



Watch live and recorded city council meetings on www.clctv.com
Live video streaming is available on CLCTV.com. Work sessions are the 2nd and 4th Mondays of the month.

1:00 P.M. - City Council Meetings
Televised LIVE the 1st and 3rd
*Mondays of the month.

6:30 P.M. - Rebroadcasts of the
City Council Meetings, the 1st and
3rd Wednesdays of the month.

*On Mondays that are observed holidays by the City, the Council will meet on Tuesday. The Wednesday rebroadcasts will remain the same.

Block by Block

The first block of Main Street north of Las Cruces Avenue has opened to walkers, strollers and bicycles. The project, which began in July of 2010, will reopen block by block to foot traffic as paving progresses to the north end at the roundabout at City Hall. The roundabout is expected to be finished by the end of October, at which time the three block stretch north of Las Cruces Avenue will open to vehicle traffic. In addition to two-way traffic there will be parallel parking for 46 cars.

Until then, the construction fencing will be removed as the finishing touches are put in place on the new street. The streetscape features colored and patterned concrete sidewalks and crosswalks, both roadway and pedestrian lighting, furniture and shade arbors. It also features new trees and planters. The 36 new trees planted are a combination of Arizona ash, red oak, heritage oak, and desert willow. 528-3170



Top Ten Flood Hazard Basics

For information on any of the following call (575) 528-3131.

1. The Local Flood Hazard

Due to rainfall and low lying areas, the local flood hazard consists mainly of arroyos (such as the Sand Hill, Alameda and Las Cruces arroyos), and their "ponding" areas.

2. Flood Safety – (Tips to Reduce Flood Loss)

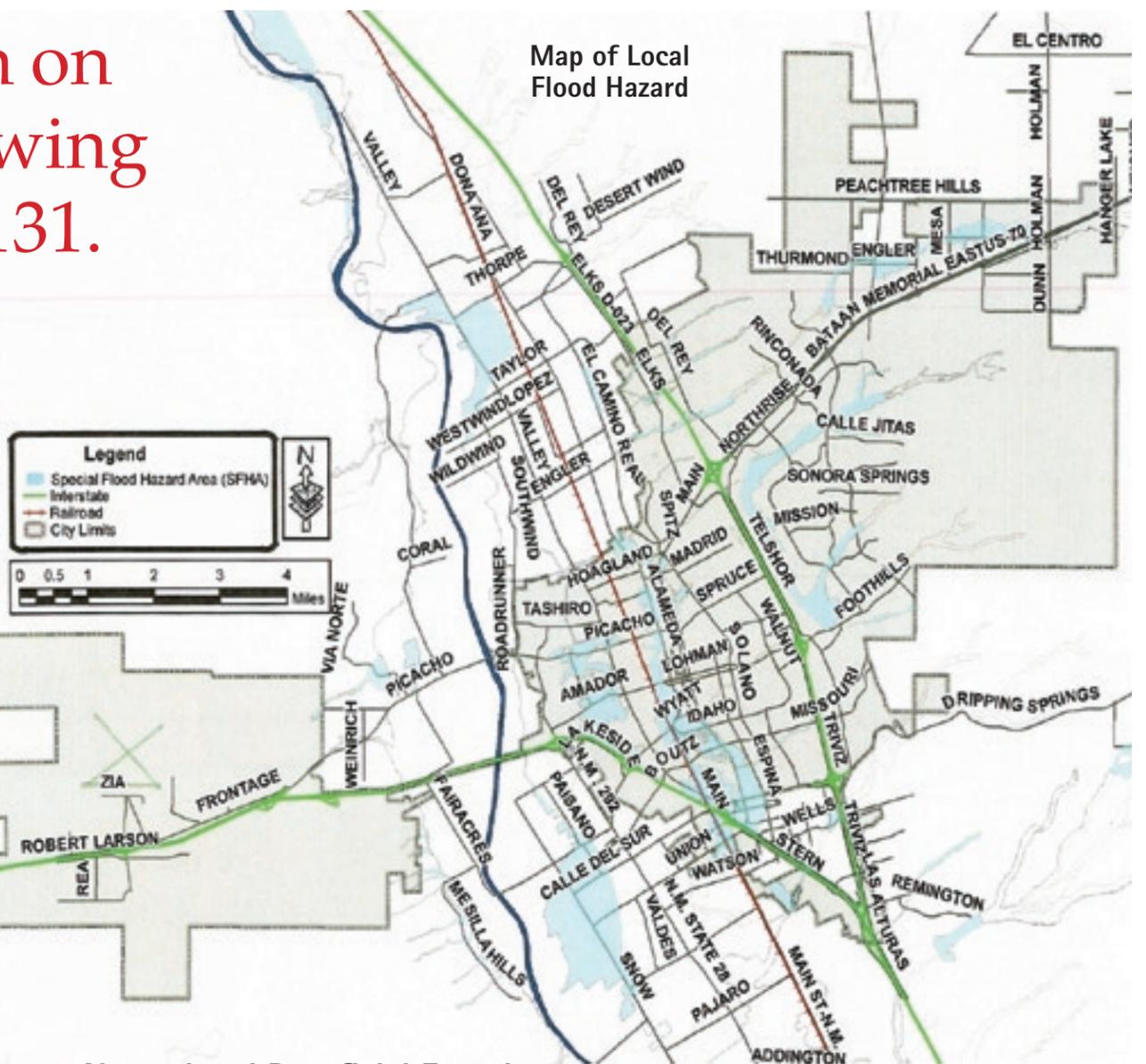
- Elevate valuables and appliances out of the basement or off the floor.
- Elevate the main breaker/ fuse box and utility meters.
- Buy flood insurance before it's too late!
- Keep a flashlight, portable radio (NOAA type recommended) and extra batteries handy.
- Contact the local fire department about sand bags.
- Have a first aid kit and manual available.
- Keep a supply of non-perishable food and water for emergencies.
- Have essentials such as extra medicines, cash and credit cards available for emergencies.
- Keep emergency jackets and sturdy shoes.
- Do not try to drive or walk through flood water.
- If time permits, turn off all gas and electricity.

3. Flood Insurance

Most homeowner's insurance policies do not cover flood losses. Although National Flood Insurance Policies (NFIP) are available to city residents, there is a 30-day waiting period to buy one. It isn't advised to wait until monsoon season to buy this policy, because it could be too late! Renters can buy contents coverage even if an owner doesn't insure a structure. Flood insurance is required by law in order to obtain federally secured financial backing used to buy, build, or renovate a structure located in a flood hazard area. To find out more, contact any licensed property/casualty agent.

4. Property Protection

There are different ways to flood proof a home. Flood proofing buildings can help reduce the potential for flood damages to structures and their contents. A building permit may be required for this type of work. You may consider raising your house above flood levels, or keep water away by re-grading your lot, building a small floodwall, or building a small earthen dam. In the event of a flood, your sewer could back up, so you may ask your plumber about a valve that would prevent this from happening. If flood proofing is allowed for your type of building, it may be something worth considering.



5. Natural and Beneficial Functions

Many local floodplains have been preserved for recreational activities and as wetland habitats for wildlife. Retention areas throughout the city serve as ball fields, playgrounds, and walking trails when they aren't storing excess storm water. Although natural floodplains are inviting during sunny weather, they can be very dangerous during heavy rainfall. Avoid these areas when flooding occurs.

6. Map of Local Flood Hazard (see above)

7. Flood Warning System

The flood warning system consists of National Weather Service warnings. These warnings are included in the following local channel's and station's broadcasts:
 Full Service TV: KRWG-TV (22); CLC-TV (20)
 FM Radio: KGRT (103.9), KHQT (103.1), KKV5 (98.7), KMVR (104.9), KR0L (99.5); KRWG (90.7) and KLAQ (95.5)
 AM Radio: KOBE (1450) and KSNM (570)
 Local: Office of Emergency Management (OEM) 647-7928; Emergency Alert System (EAS)

8. Floodplain Development Permit Requirements

Structures built in flood hazard areas are required to sign an elevation agreement form, build above the Base Flood Elevation (BFE: level to which flood waters will rise) and complete an elevation certificate (certifying that the structure was built above the BFE). In some cases, developers will

be required to complete a flood insurance study (FIS) as well. This is a study of a flood hazard area, showing where flood waters will go, and how high they will rise. The city's permit process is designed to ensure that all construction in Las Cruces is as safe as possible.

9. Substantial Improvement Damage

All reconstruction, addition, rehabilitation or other improvements made to a structure that are worth 50% or more of the property value must either be elevated out of the flood zone, or have the applicable flood-proofing techniques applied. The same standards apply to substantially damaged buildings. It must also be reviewed by the City of Las Cruces to make sure that it is in compliance with all city standards and codes.

10. Drainage Maintenance

Drainage systems are maintained regularly to help prevent water from backing up into streets and homes. Most drains in the city divert excess storm water to Burn Lake and the Rio Grande. Unfortunately, littering and dumping yard wastes, household wastes, and automotive fluids down storm drains or in drainage channels can cause water to back up. This type of dumping is also harmful to the environment. If you spot a blocked drain, dumping of a foreign substance into a drain, or illegal development in a flood zone, call 528-3131 to report it.



City Museums Affiliated With Smithsonian Institution

The Smithsonian Institution is coming to Las Cruces! The City's four museums have been accepted into the Smithsonian Institution Affiliations Program. This means the museums will now be able to borrow objects from the Smithsonian's extensive collections, and can access the expertise of Smithsonian staff through consultation on a wide array of museum issues.

In selecting new affiliates, the Smithsonian considers proposals from institutions whose missions are parallel to the Smithsonian's and who demonstrate a strong commitment to serving their communities.

The museum system is the third Smithsonian Affiliate in New Mexico, along with The Hubbard Museum of the American West in Ruidoso Downs and the National Museum of Nuclear Science and History in Albuquerque. 541-2295



COMING SOON TO THE LAS CRUCES MUSEUM OF ART.
NASA | ART 50 YEARS OF EXPLORATION



Remember, Remove Standing Water

Las Cruces residents are asked remove or report standing water to protect themselves from potential threats of the West Nile Virus. The City is continuously fogging areas where mosquitoes may breed. It only takes a few days for mosquitoes to breed in standing or stagnant water. It's also recommended to check and repair screens on windows and doors.

When outside, wear protective clothing (long sleeves, long pants, socks) and use a mosquito repellent product that contains DEET. Read the label carefully and follow directions. There are several hotline numbers to call and report possible mosquito breeding sites:

CITY OF LAS CRUCES MOSQUITO HOTLINE: 541-2547



Message From Fire Chief: New Paramedics

In August 2010, we implemented a department-sponsored paramedic training program in cooperation with Doña Ana Community College. Six members from our department, EMTs from American Medical Response and the NASA Fire Department participated in the 10-month-long course. The program was a great success with all participants completing the course of study. By increasing the number of paramedics in our department, we are able to provide a higher level of emergency medical care for the community. We intend to start another class in January 2012, which will bring us closer to our goal of one paramedic on every engine company. I believe this is just one more example of the commitment and dedication our firefighters have towards continually striving to improve our level of service. 528-3473

- Travis Brown, Las Cruces Fire Chief



Message From Police Chief: Lock Up Your Valuables

I'd like to remind you of several things you should do to keep your valuables safe. Many people take vacation this time of year, so here are some tips to keep your homes and vehicles safe when you're away:

- Don't broadcast vacation plans to strangers.
- Turn the telephone ringer volume down so it cannot be heard from outside.
- Have a trusted person friend watch and care for your house.
- Lock all doors, gates, windows and sheds, keep valuable items out of view.
- Keep important documents properly secured or locked in a fire-proof safe.
- Utilize a home alarm system.
- Remove valuables from vehicles or, at least, keep them out of sight.
- Remove garage door remote-openers from your vehicles.
- Close curtains, blinds or other window coverings to keep others from seeing inside your home.
- Be a good neighbor and report suspicious activities in your neighborhood.

The Las Cruces Police Department also encourages you to document your valuables by saving receipts, taking photos or video and recording serial numbers. We will do all we can to investigate burglaries, but we need your help in preventing them. 528-4200

Non-emergency dispatch: 526-0795 Emergencies only: 9-1-1

- Richard Williams, Las Cruces Police Chief



The City of Las Cruces Music in the Park series of free outdoor concerts. Music in the Park is a 14-week musical extravaganza offering Las Cruces an eclectic mix of music performed by local, regional and nationally recognized artists at three area parks. Music types include: Jazz, rhythm and blues, mariachi, classical, country, tejano, bluegrass, new wave and pop, among others. All concerts begin at 7 p.m.

Schedule may be subject to change without notice. City of Las Cruces policy does not allow pets on city property during special events.

YOUNG PARK 1905 E. Nevada Ave

- Aug 7 Phat Soul - (soul/motown)
Triple Jack - (rock & blues)
- Aug 14 Mariachi Los Arrieros - (mariachi)
- Aug 21 Steve Smith & Hard Road - (bluegrass)
Billy Townes - (funk & jazz)
- Aug 28 The Liars - (classic rock)
Liquid Skin - (variety music)

FREE Performances

Adopt A Pet!



The Animal Service Center of the Mesilla Valley (ASCMV) provides a selection of dogs, cats and often other types of pets. ASCMV is looking for plenty of good homes for animals awaiting adoption. Many of them have been surrendered by their owners or were found wandering. Animal center staff needs the public's help to lower the number of euthanizations.

- Pets need to be spayed or neutered,
- Have all shots up to date,
- Be loved,
- Well taken care of and not abandoned,
- Be ready to make a life-long commitment.

ADOPTION FEES:

Fees include vaccinations, spay-neuter, microchip and a complimentary 30-day pet insurance policy.

Dogs/Puppies: \$75

Cats/Kittens: \$50

Low income and spay/neuter assistance: ASCMV 382-0018

Spay & Neuter Action Program: 524-9265 or your local veterinarian.

3551 Bataan Memorial East • (575) 382-0018 • Monday-Saturday: 12 p.m. to 6 p.m. • Sunday: 12 p.m. to 5 p.m.
 Call 382-0018 for more information or go to www.petango.com/ascmv to view adoptable pets.

Spay & neuter helps prevent marking, barking, biting, roaming and reduces health problems.