



CITY OF LAS VEGAS

1700 N. GRAND AVE. • LAS VEGAS, NEW MEXICO 87701-4731 • 505-454-1401 • FAX 505-425-7335

ALFONSO E. ORTIZ, JR.

Mayor

**CITY OF LAS VEGAS
SPECIAL CITY COUNCIL AGENDA
March 11, 2015–Wednesday– 5:00 p.m.
City Council Chambers
1700 N. Grand Ave**

(The City Council shall act as the Housing Authority Board of Commissioners on any matters on the Agenda concerning the Housing Department.)

- I. **CALL TO ORDER**
- II. **ROLL CALL**
- III. **PLEDGE OF ALLEGIANCE**
- IV. **MOMENT OF SILENCE**
- V. **MAYOR'S APPOINTMENTS/REPORTS**
- VI. **APPROVAL OF AGENDA**
- VII. **PUBLIC INPUT (not to exceed 3 minutes per person)**
- VIII. **BUSINESS ITEMS**

1. Approval/Disapproval of Resolution #15-11, to apply for funding through the Municipal Cooperative Program (COOP) with the New Mexico Department of Transportation.

Martin Gonzales, Public Works Director The grant will be for the planning, engineering design, environmental certification, construction management, construction, reconstruction, drainage improvements and miscellaneous construction of South Pacific Street, from Tecolote Street to Bernal Street.

2. Approval/Disapproval of Resolution #15-12, to apply for funding through the Municipal Arterial Program (MAP) with the New Mexico Department of Transportation.

Martin Gonzales, Public Works Director The grant will be for the planning, engineering design, environmental certification, construction management, construction, reconstruction, drainage improvements and miscellaneous construction of South Pacific Street, from Tecolote Street to Bernal Street.

3. Approval/Disapproval of Resolution #15-14 Adopting an Official Marketing Brand for the City of Las Vegas.

Lindsey Valdez, Community Development Director The City established a Marketing Committee for the purpose of overseeing citywide branding and marketing initiatives. North Star Destination Strategies was contracted to work alongside the Marketing Committee in the development of a marketing brand for Las Vegas. Over the last year, the involved parties reviewed city materials and conducted surveys, stakeholder interviews and focus groups, which resulted in a brand tagline (“New Adventures Down Old Trails”) a brand story and a number of creative deliverables (e.g. logo, website, merchandise, etc.).

IX. EXECUTIVE SESSION

THE COUNCIL MAY CONVENE INTO EXECUTIVE SESSION IF SUBJECT MATTER OF ISSUES ARE EXEMPT FROM THE OPEN MEETINGS REQUIREMENT UNDER § (H) OF THE OPEN MEETINGS ACT.

- A. Personnel matters, as permitted by Section 10-15-1 (H) (2) of the New Mexico Open Meetings Act, NMSA 1978.**
- B. Matters subject to the attorney client privilege pertaining to threatened or pending litigation in which the City of Las Vegas is or may become a participant, as permitted by Section 10-15-1 (H) (7) of the New Mexico Open Meetings Act, NMSA 1978.**
- C. Matters pertaining to the discussion of the sale and acquisition of real property, as permitted by Section 10-15-1 (H) (8) of the Open Meetings Act, NMSA 1978.**

X. ADJOURN

ATTENTION PERSONS WITH DISABILITES: The meeting room and facilities are accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Clerk’s Office prior to the meeting so that arrangements may be made.

ATTENTION PERSONS ATTENDING COUNCIL MEETING: By entering the City Chambers, you consent to photography, audio recording, video recording and its/their use for inclusion on the City of Las Vegas Web-site, and to be televised on Comcast.

NOTE: A final agenda will be posted 72 hours prior to the meeting. Copies of the Agenda may be obtained from City Hall, Office of the City Clerk, 1700 N. Grand Avenue, Las Vegas, N.M 87701

CITY COUNCIL MEETING AGENDA REQUEST

DATE: 2/17/15

DEPT: Public Works

MEETING DATE: 3/11/15

ITEM/TOPIC: Consideration of Approval/Disapproval of Resolution # 15-11, to apply for funding through the Municipal Cooperative Program (COOP) with the New Mexico Department of Transportation for the Planning, Engineering Design, Environmental Certification, Construction Management, Construction, Reconstruction, Drainage Improvements, and Miscellaneous Construction of South Pacific Street, from Tecolote Street to Bernal Street.

ACTION REQUESTED OF COUNCIL: Approval/Disapproval of Resolution # 15-11.

BACKGROUND/RATIONALE: Planning Grant.

STAFF RECOMMENDATION: Recommendation to Approve Resolution #15-11.

COMMITTEE RECOMMENDATION: N/A

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY MANAGER'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.


SUBMITTER'S SIGNATURE

REVIEWED AND APPROVED BY:

ALFONSO E. ORTIZ, JR.
MAYOR



ELMER J. MARTINEZ
CITY MANAGER

ANN MARIE GALLEGOS
FINANCE DIRECTOR
(PROCUREMENT)

PURCHASING AGENT
(FOR BID/RFP AWARD)

DAVE ROMERO
CITY ATTORNEY
(ALL CONTRACTS MUST BE
REVIEWED)

CITY OF LAS VEGAS, NM
RESOLUTION NO. 15-11

A Resolution Supporting the New Mexico Department of Transportation Municipal Cooperative Program for the Planning, Engineering Design, Environmental Certification, Construction Management, Construction, Reconstruction, Drainage Improvements, and Miscellaneous Construction of South Pacific Street, from Tecolote Street to Bernal Street.

WHEREAS, the City of Las Vegas desires to apply for funding through the Municipal Cooperative Program with the New Mexico Department of Transportation for the Planning, Engineering Design, Environmental Certification, Construction Management, Construction, Reconstruction, Drainage Improvements, and Miscellaneous Construction of South Pacific Street, from Tecolote Street to Bernal Street, located in Las Vegas, New Mexico; and

WHEREAS, the estimated cost of the above described project is fifty thousand dollars (\$50,000.00).

WHEREAS, the City of Las Vegas' governing body has declared improvements to said street a necessity for the good and well being of the citizens of Las Vegas, New Mexico and support application for these funds to accomplish the work; and

WHEREAS, the City of Las Vegas will agree to work in accordance with the funding requirements of the Municipal Cooperative Program, provided it be successful in receiving the funding necessary for these improvements.

NOW, THEREFORE, BE IT RESOLVED, by the Governing Body of the City of Las Vegas, New Mexico that the application for the above funding be submitted to the New Mexico Department of Transportation, Municipal COOP Program.

PASSED, APPROVED AND ADOPTED, this ____ day of _____ 2015.

CITY OF LAS VEGAS

MAYOR

ATTEST:

CITY CLERK

CITY COUNCIL MEETING AGENDA REQUEST

DATE: 2/17/15

DEPT: Public Works

MEETING DATE: 3/11/15

ITEM/TOPIC: : Consideration of Approval/Disapproval of Resolution # 15-12, to apply for funding through the Municipal Arterial Program (MAP) with the New Mexico Department of Transportation for the Planning, Engineering Design, Environmental Certification, Construction Management, Construction, Reconstruction Drainage Improvements, and Miscellaneous Construction of South Pacific Street, from Tecolote Street to Bernal Street.

ACTION REQUESTED OF COUNCIL: Approval/Disapproval of Resolution # 15-12.

BACKGROUND/RATIONALE: Planning Grant.

STAFF RECOMMENDATION: Recommendation to Approve Resolution #15-12.

COMMITTEE RECOMMENDATION: N/A

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY MANAGER'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.


SUBMITTER'S SIGNATURE

REVIEWED AND APPROVED BY:

ALFONSO E. ORTIZ, JR.
MAYOR



ELMER J. MARTINEZ
CITY MANAGER

ANN MARIE GALLEGOS
FINANCE DIRECTOR
(PROCUREMENT)

PURCHASING AGENT
(FOR BID/RFP AWARD)

DAVE ROMERO
CITY ATTORNEY
(ALL CONTRACTS MUST BE
REVIEWED)

CITY OF LAS VEGAS, NM
RESOLUTION NO. 15-12

A Resolution Supporting the New Mexico Department of Transportation Municipal Arterial Program for the Planning, Engineering Design, Environmental Certification, Construction Management, Construction, Reconstruction, Drainage Improvements, and Miscellaneous Construction of South Pacific Street, from Tecolote Street to Bernal Street.

WHEREAS, the City of Las Vegas desires to apply for funding through the Municipal Arterial Program with the New Mexico Department of Transportation for the Planning, Engineering Design, Environmental Certification, Construction Management, Construction, Reconstruction, Drainage Improvements, and Miscellaneous Construction of South Pacific Street, from Tecolote Street to Bernal Street, located in Las Vegas, New Mexico; and

WHEREAS, the estimated cost of the above described project is two hundred sixty five thousand two hundred sixty six dollars and sixty four cents (\$265,266.64).

WHEREAS, the City of Las Vegas' governing body has declared improvements to said street a necessity for the good and well being of the citizens of Las Vegas, New Mexico and support application for these funds to accomplish the work; and

WHEREAS, the City of Las Vegas will agree to work in accordance with the funding requirements of the Municipal Arterial Funding Program, provided it be successful in receiving the funding necessary for these improvements.

NOW, THEREFORE, BE IT RESOLVED, by the Governing Body of the City of Las Vegas, New Mexico that the application for the above funding be submitted to the New Mexico Department of Transportation, MAP Funding Program.

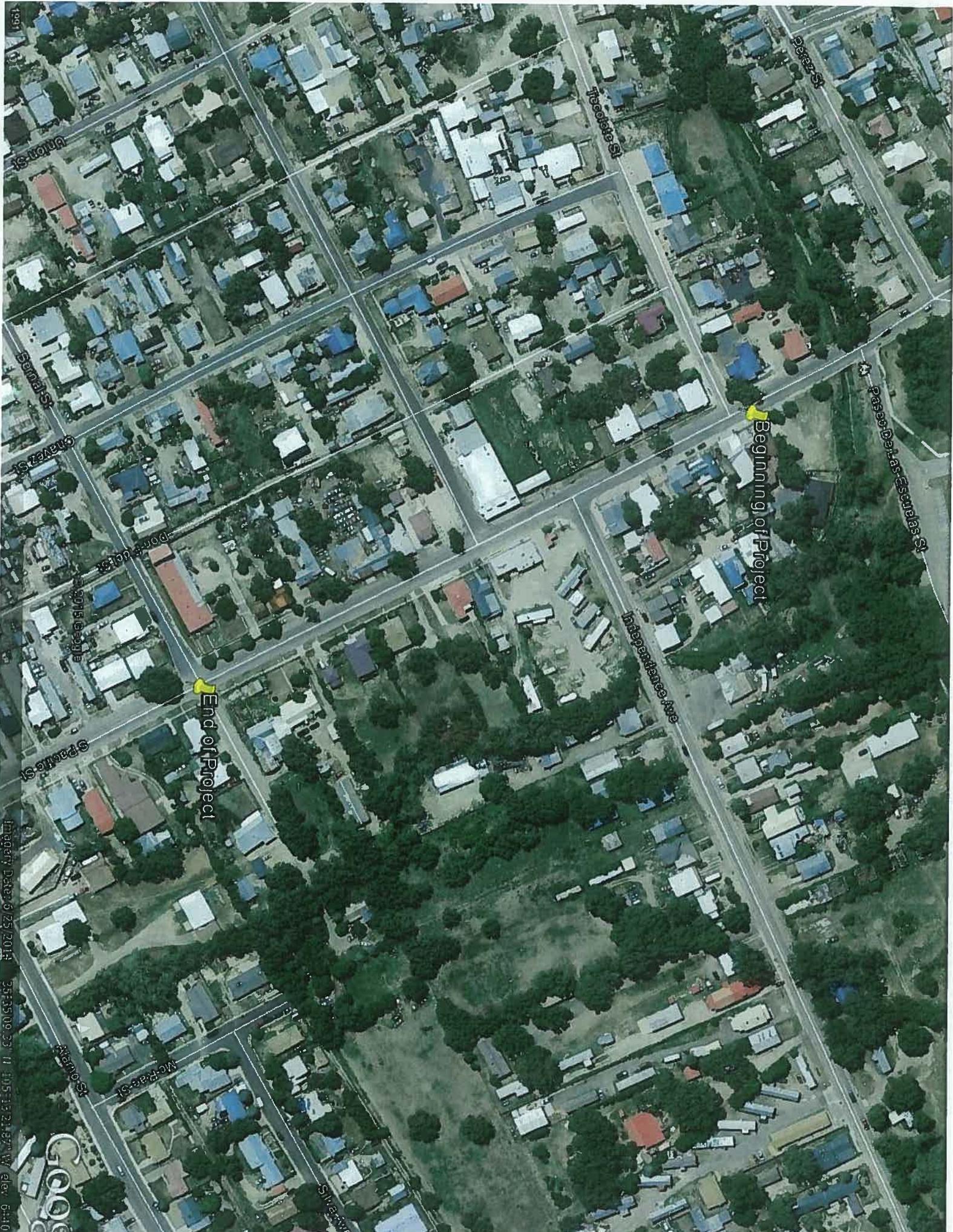
PASSED, APPROVED AND ADOPTED, this ____ day of _____ 2015.

CITY OF LAS VEGAS

MAYOR

ATTEST:

CITY CLERK



Dexter St

Stearns St

Union St

Barnard St

Chawla St

Beginning of Project

Casey Debas-Schulz St

Donner St

Gois Deje

End of Project

Independence Ave

S Pacific St

Imagery Date: 6/25/2014

39:33:09.33 N 105:13:21.97 W Elev: 6440



Stearns St

Mc-Rae St

Stearns St

CITY COUNCIL MEETING AGENDA REQUEST

DATE: 3/2/15

DEPT: Community Development

MEETING DATE: 3/11/15

ITEM/TOPIC: Resolution #15-14 Adopting an Official Marketing Brand for the City of Las Vegas

ACTION REQUESTED OF COUNCIL: Approval/Disapproval of Resolution #15-14 Adopting an Official Marketing Brand for the City of Las Vegas

BACKGROUND/RATIONALE: The City established a Marketing Committee for the purpose of overseeing citywide branding and marketing initiatives. North Star Destination Strategies was contracted to work alongside the Marketing Committee in the development of a marketing brand for Las Vegas. Over the last year, the involved parties reviewed city materials and conducted surveys, stakeholder interviews and focus groups, which resulted in a brand tagline ("New Adventures Down Old Trails"), a brand story and a number of creative deliverables (e.g. logo, website, merchandise, etc.).

STAFF RECOMMENDATION: Community Development staff recommends approval

COMMITTEE RECOMMENDATION: City Marketing Committee recommends approval

THIS REQUEST FORM MUST BE SUBMITTED TO THE CITY MANAGER'S OFFICE NO LATER THAN 5:00 P.M. ON FRIDAY ONE AND A HALF WEEKS PRIOR TO THE CITY COUNCIL MEETING.



SUBMITTER'S SIGNATURE

REVIEWED AND APPROVED BY:

ALFONSO E. ORTIZ, JR.
MAYOR



ELMER J. MARTINEZ
CITY MANAGER

ANN MARIE GALLEGOS
FINANCE DIRECTOR
(PROCUREMENT)

PURCHASING AGENT
(FOR BID/RFP AWARD)

DAVE ROMERO
CITY ATTORNEY
(ALL CONTRACTS MUST BE REVIEWED)

**CITY OF LAS VEGAS
RESOLUTION NO. 15-14**

**A RESOLUTION ADOPTING AN OFFICIAL MARKETING BRAND
FOR THE CITY OF LAS VEGAS**

WHEREAS, a Marketing Committee was established for the purpose of overseeing citywide brand and marketing initiatives; and

WHEREAS, North Star Destination Strategies was contracted to work alongside the Marketing Committee to develop a brand package that reflects the cultural diversity, beauty and uniqueness of Las Vegas; and

WHEREAS, community research was conducted through review of city materials, community surveys, stakeholder interviews and focus groups; and

WHEREAS, based on the outcome of the community research, "New Adventures Down Old Trails" was recommended as Las Vegas' brand tagline, along with creative elements (e.g. logo, merchandise, tourism website, etc.) and a Las Vegas brand story; and

WHEREAS, all brand elements will be protected by trademark; and

WHEREAS, the logo and brand tagline are herewith attached.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LAS VEGAS, NEW MEXICO that the City of Las Vegas hereby adopts "New Adventures Down Old Trails" as Las Vegas' official brand tagline, along with all complementing brand elements.

PASSED, APPROVED and ADOPTED by the governing body at its meeting of _____, 2015.

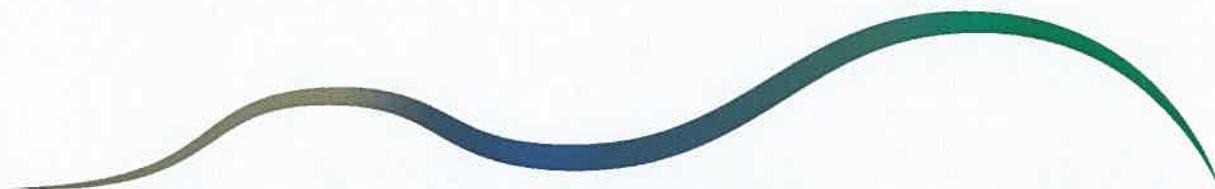
Mayor Alfonso E. Ortiz, Jr.

ATTEST:

Casandra Fresquez, City Clerk

Approved as to Legal Sufficiency Only:

Dave Romero, City Attorney



LAS VEGAS™

NEW MEXICO

NEW ADVENTURES DOWN OLD TRAILS