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GREATER LAS CRUCES CHAMBER OF COMMERCE • JUNE 2022 • WWW.LASCRCES.ORG

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GREATER LAS CRUCES
CHAMBER OF COMMERCE
150 E. LOHMAN AVE.
LAS CRUCES, NM 88001
575-524-1968
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Strategies needed to address crime

By **CRAIG BUCHANAN**
GLCCC Board Chair

One of the primary responsibilities of local government is to provide a structure and resources to maintain an acceptable level of public safety for its citizens. There has been much discussion recently around the topic of public safety here in Las Cruces. Much of the discussion has been centered around the increase of crime in our community. We are hearing from people across our community that many people are feeling the effects of increasing levels of property theft, vandalism, trespass and sometimes violent interactions. The impacts of these crimes cause financial burdens, loss of time and



COURTESY PHOTO

Craig Buchanan

productivity and loss of a sense of safety within our community.

In small meetings with community partners, as well as public meetings with many stakeholders in attendance, we are finding that the causes of increased crime are diverse, such as drug addiction, mental illness, homelessness and a “re-

volving door” bail policy that allows too many repeat offenders to be easily and quickly out of custody. The solutions to the problems may be more complex than we would generally like, particularly as we try to address our problems with more lasting solutions. Programs to address addiction, mental illness, poverty, homelessness and even criminal law reform will all take time and significant resources. We all want to see progress toward fully addressing these issues. However, we also need to be mindful of the need to quickly address the more immediate and tangible concerns of our citizens who are suffering direct impact of increasing crime. There is certainly a financial cost

to each of us related to theft and property crimes in our community. But, there is an even greater cost to our community if we lose our sense of safety and well-being.

We need to develop strategies to address both short-term remedies for crime that is currently being committed in our community, as well as longer term strategies and programs to address the underlying causes of the problems. The Greater Las Cruces Chamber of Commerce is committed to working with community partners at all levels to develop both short and long-term strategies to maintain the high level of public safety that our community expects and deserves.



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MUTT & MEOW FEST

For months, Leadership Las Cruces under the Greater Las Cruces Chamber of Commerce planned this event to raise awareness and funds in benefit of Animal Services Center of the Mesilla Valley. With over 30 leaders, Sponsors and our community we were able to raise over \$14,000.00 and found a new home for 10 furry friends.



COURTESY PHOTOS

The 29th Leadership Class gather during the Mutt & Meow Fest fundraiser on Saturday, May 14.



THANK YOU TO OUR SPONSORS!
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GREATER LAS CRUCES CHAMBER OF COMMERCE

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RIBBON CUTTINGS



COURTESY PHOTOS

On Friday, May 6, Walmart on Riconada, 3331 N Rinconada, celebrated their re-grand opening with a ribbon cutting. Deanna Leyba, Store Manager, and Tim Walsh, Market Manager cut the ribbon while Michael Esperza, Store Lead, holds the proclamation.



On Wednesday, May 11, the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce celebrated the new facility for the Las Cruces Gospel Rescue Mission, "Bethesda – House of Mercy and Grace" 1050 W. Amador, with a groundbreaking ceremony. On the shovels are Miguel Torres, Board President, Dr. John Walker, Board of Directors, Mayor Pro-Tem Kassandra Gandara, Pastor Ruben Ortega, Sierra Vista Community Church, and Henry Young, Executive Director. Also pictured holding the proclamations, Cheryl Young and Dr. Brian Ormand, Board of Directors



The Greater Las Cruces Chamber of Commerce celebrated the newest model home for Hakes Brothers, 3722 Santa Julia Rd, with a ribbon cutting on Saturday, May 14. Andrea Holguin, Design Manager, cuts the ribbon while Angelica Jones, Marketing Coordinator, holds the proclamation.



On Tuesday, May 24, the Greater Las Cruces Chamber of Commerce and the Las Cruces Green Chamber of Commerce congratulated the Downtown Las Cruces Partnership on the installation of 20 bike racks in the Downtown Plaza. Jennifer L. Garcia Kozlowski, Executive Director, cuts the ribbon while Robert Cruise, DLCP Chair, and Richard Haas, DLCP Board Member, hold the proclamations.



On Wednesday, June 1, the Greater Las Cruces Chamber of Commerce welcomed Hillrise Pharmacy, 2906 Hillrise Dr., with a ribbon cutting. Viswanatham Vempati and Rani Vempati cut the ribbon while Bhargavi Alaparthi and Sloka Vempati hold the proclamation and Satya Kiran Vempati, Pharmacist, holds the membership certificate. Also pictured are Kira Mai Wilson Mendoza, Pharmacy Technician, and Tania Ibarra, Pharmacy Tech Trainee.



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NEW AND RENEWING MEMBERS

WELCOME! WE LOVE OUR MEMBER INVESTORS.

Say hello to our new & renewing members for May 2022. Take a few minutes to visit or call these wonderful businesses.

NEW MEMBERS

Grand Canyon University
2600 W. Camelback Rd.
Phoenix, AZ 85017
602-247-4647
gcu.edu/c/Jeffrey.Cox
Anniversary Date: 5/1/2022

Hakes Brothers, LLC
PO Box 2022
Las Cruces, NM 88004
575-373-1120
www.hakesbrothers.com
Anniversary Date: 12/21/2000

Rocky Mountain Cannabis
138 Anthony Dr.
Anthony, NM 88021
915-637-7737
rockymountaincannabis.com/
rmclocations/anthony/
Anniversary Date: 6/1/2022

RENEWING MEMBERS

Allen Theatres, Inc.
1401 Don Roser Dr. Building C
Las Cruces, NM 88011-4577
575-524-7933
www.allentheatresinc.com
Anniversary Date: 7/1/1996

**Better Homes & Gardens/
Steinborn & Associates**
141 Roadrunner Pkwy Suite 141
Las Cruces, NM 88011-2000
575-522-3698
www.lascrucesnmproperties.com
Anniversary Date: 3/16/2010

**Big Brothers Big Sisters
Mountain Region**
129 S Main Street, Suite B
Las Cruces, NM 88001-1270
575-523-9530
www.BBBSMountainregion.org
Anniversary Date: 7/1/1996

Century Bank
141 Roadrunner Parkway,
Suite 101
Las Cruces, NM 88011
575-521-2400
www.mycenturybank.com
Anniversary Date: 5/19/2010

Coas Books, Inc
317 N. Main
Las Cruces, NM 88001-1279
575-524-8471
www.coasbooks.com
Anniversary Date: 3/16/2004

Delta Dental of New Mexico
100 Sun Ave NE, Suite 400
Albuquerque, NM 87109
505-855-7122
www.deltadentalnm.com
Anniversary Date: 4/12/1999

EnrichTheKids, Inc.
2704 Sandigale Drive
Las Cruces, NM 88011-4546
575-571-7734
www.enrichthekids.org
Anniversary Date: 5/4/2010

**First American Bank
in Las Cruces - Mesilla**
1553 Avenida de Mesilla
Las Cruces, NM 88005
575-524-8000
firstamericanbanknm.com
Anniversary Date: 4/14/1998

Getz Funeral Home
1410 E. Bowman
Las Cruces, NM 88001-3001
575-526-2419
www.getzcares.com
Anniversary Date: 5/1/2019

**Landmark Real Estate and
Investment Inc.**
407 E. Lohman Ave.
Las Cruces, NM 88001-3665
575-525-8114
www.investlascruces.com
Anniversary Date: 2/21/2008

Mesilla Valley Hospital
3751 Del Rey Blvd.
Las Cruces, NM 88012-7710
575-382-3500
www.mesillavalleyhospital.com
Anniversary Date: 10/28/1985

**Mesilla Valley
Transportation**
3590 W Picacho Ave
Las Cruces, NM 88007-4725
505-231-7303
www.m-v-t.com
Anniversary Date: 5/1/2009

NAI 1st Valley
1155 S. Telshor
Las Cruces, NM 88011
575-521-1535
www.1stvalley.com
Anniversary Date: 4/11/2001

Nothing Bundt Cakes
540 Walton Blvd Ste A
Las Cruces, NM 88001-8433
575-205-8126
www.nothingbundtcakes.com/
bakery/NM/las-cruces
Anniversary Date: 7/1/2019

Pioneer Bank
3831 E Lohman
Las Cruces, NM 88011
575-532-7500
www.pioneerbnk.com
Anniversary Date: 5/29/1979

**RE/Max Classic Realty -
Nora Stone**
2805 Doral Court
Las Cruces, NM 88011-8616
575-524-8788
www.lascruceshomesource.com
Anniversary Date: 4/3/2008

Schueller Homes LLC
162 Westgate St. Suite A
Las Cruces, NM 88005-4128
575-532-9564
Anniversary Date: 5/5/2015

Sisbarro Buick/GMC Trucks
425 W. Boutz
Las Cruces, NM 88005
575-524-7707
www.sisbarro.com
Anniversary Date: 7/1/1981

**Southern New Mexico State
Fair & Rodeo**
12125 Robert Larson Blvd
Las Cruces, NM 88007-9021
575-636-7098
www.snmstatefairgrounds.net
Anniversary Date: 2/1/2020

Spectrum Reach
1155 Westmoreland Ave,
Suite 115
El Paso, TX 79925-5623
915-881-2212
www.spectrumreach.com
Anniversary Date: 7/1/2019

**Spencer Theater for the
Performing Arts**
108 Spencer Rd.
Alto, NM 88312-9559
575-336-4800 x114
spencertheater.com
Anniversary Date: 3/25/2011

The Dickerson Group
3920 W Picacho Ave
Las Cruces, NM 88007
575-649-1520
www.dickersongroupplc.com
Anniversary Date: 1/14/2014

Wienerschnitzel - El Paseo
1028 El Paseo Rd.
Las Cruces, NM 88001-6030
575-524-7471



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