



Keep Las Cruces Beautiful

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Painting the Differences

Often removal isn't enough. When the recurrence of graffiti is so frequent that keeping it removed is virtually impossible there is another option for deterrence. Placing a mural on a frequently tagged wall has been shown to decrease the chance of the future placement of graffiti. This was the case for Aguirre's Mini Mart on Dona Ana and Richards street. Ray Acosta is to thank for the addition of the city's newest mural. He has shared his talent with us all. The mural on the corner of the Dana Ana street is not only something for the community to admire but to be proud of as well. Keep Las

Cruces Beautiful is interested in increasing pride in the community. Through the placement of this mural, and that of many others throughout the community, we are attempting not only to decrease graffiti

but also to increase respect for the area. The wall that was once a popular wall for vandals has been left untouched since the placement of the mural.



Mural on corner of Dona Ana & Richards

- **Keep Las Cruces Beautiful Web site:** <http://www.las-cruces.org/police/kpcb>
- **Report Graffiti online:** <http://www.las-cruces.org/pio/graffiti/report.shtm>
- **Graffiti Hotline:** (505) 528-5723
- **More info on Graffiti:** <http://www.graffitihurts.org/>

Governor's 2007 "Toss No Mas" Challenge

Governor's Challenge is a call to action for all New Mexican's to do their part to keep New Mexico Clean & Beautiful. The 2007 Governor's Challenge will run from May—October and will culminate in a gala event to be held with Governor Bill Richardson in November.

The Governor's Challenge consists of 3 major statewide events—the School Litter-ary Awards targeted at elementary and middle school children; "Talk Trash with the Guv" MySpace and YouTube Competition targeted at young adults between the ages of 15-26 and the Pickup Olympics

targeted at businesses, organizations and non-profits.

Contact the KLCB office for your copy of any of the flyers.



A program of the NM Tourism Department

The Spray

Whether you happen to be the vandal, victim, or just a onlooker graffiti leaves a lasting impression on everyone. A negative environment can effect all those living in the community. It could be through the encouragement of the youth to participate in what they see; or just a loss of care and respect for a damaged area. Graffiti for clarification; is the act of defacing the property of another. We have all seen it on walls, dumpsters, and street signs all around the city. Graffiti is nothing more than an act of vandalism. It can also be a gateway to other criminal behavior, not to mention can be a factor in property value. So what can we do, how can we stop the seem-

ingly endless spray of profanity? It has been proven that the biggest deterrent for would be vandals is swift removal. When graffiti is removed within 24 to 48 hours, studies have shown a nearly zero rate of reoccurrence. The City of Las Cruces has in place a program to help deal with these very issues. Keep Las Cruces Beautiful manages what is called the Graffiti Hotline. Also KLCB is involved in the removal or abatement of graffiti sites.



The steps involved in the use of the Graffiti Hotline

1. Community member phones in location of site or use the Graffiti Hotline site
2. A Codes officer will take a report and pictures
3. The site is then abated by staff, volunteers, or the owner of the property

The reporting of the site by the community member is the first important part of the process. Without help from citizens many sites would remain unnoticed.

KLCB Advisory Committee

Keep Las Cruces Beautiful meets quarterly with its Advisory Committee to obtain guidance and collaboratively build the framework for ongoing cleanup and beautification in the City. One of the missions of the Advisory Committee is to empower citizen action and to increase citizen responsibility, ownership and pride in a more beautiful Las Cruces.

We want to thank the recently organized Advisory group for their commitment and participation. Following are our members:

Chris Acosta - Wal-Mart on Walton
Jim Berry - LC Chamber of Commerce

Sylvia Camunez - Community member
Julie Hughes - Community Member
Cindy Marchant - LC Chamber of Commerce
Ronald and Olivia McDonald - Las Esperanzas
Carol Pennington - Community Member
Connie Potter - Country Club Neighborhood Assn.
Jack Schleder - High Range Neighborhood Assn.
Misty Snipes - Wal-Mart on Valley
Nicole Sylvester - Neighborhood Assn.

Karen Trujillo - Hispano Chamber of Commerce

Kathy Vigil - LCPS Community Relations

Marilyn Zahler - Community Member

Trek for Trash 2007

Governor Richardson challenges all New Mexicans to get involved with the 2007 Trek for Trash, coordinated by New Mexico Clean & Beautiful.

“Our goal is to keep our Land of Enchantment beautiful for many generations to come. Trek for Trash gives people an opportunity to be together with one goal in mind—to keep our state clean and Beautiful,” said Governor Bill Richardson.

The Trek for Trash is part of the Governor’s Challenge to clean up the state. Richardson encourages everyone to get involved, young and old. Individuals, schools, non-profit organizations, sports teams all are encouraged to do their part.

Las Cruces will participate in Trek for Trash Saturday, October 13, 8:00 a.m. to noon. You can get involved by picking up trash with neighbors, friends and family to help keep Las

Cruces Beautiful. Contact the KLCB office to recommend a site, volunteer for a site or find out more details. KLCB provides trash bags, gloves, t-shirts and trash pick up for all volunteers.



Everyone deserves to live in a community that is healthy, safe, clean, and beautiful, and everyone has a role to play in achieving this goal. (KAB)

Landscape Projects

El Paseo and Idaho



Keep America Beautiful, Remembers Lady Bird

Keep America Beautiful, Inc. was saddened by news of the passing of former first lady, Lady Bird Johnson.

While Keep America Beautiful, Inc. was originally founded in 1953, Lady Bird’s tireless advocacy for the organization throughout the 1960s brought national attention to the or-

ganization’s mission to bring natural beauty to America’s public spaces.

"Lady Bird Johnson always believed that natural beauty was much more than cosmetics," said Keep America Beautiful President G. Raymond Empson. "She understood, and helped others to understand,

that beautification efforts have a larger ripple effect throughout all of society."

"Our organization owes much of our success to Lady Bird Johnson’s enthusiasm and visionary approach to improving communities through the power of natural beauty," added Empson.



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Do Your Part Don't Litter

Keep Las Cruces Beautiful focuses on the 3 E's: Education, Eradication and Enforcement. Our program is dedicated to keeping our city beautiful through litter and weed control; graffiti eradication and prevention activities; community recycling efforts; and neighborhood and community wide beautification projects. Community involvement is a key component of our program empowering the citizens of Las Cruces to take action in their neighborhoods.

Keep Las Cruces Beautiful

- Is part of the Las Cruces Police Department Codes Enforcement Division.
- Funded in part by a grant from New Mexico Clean and Beautiful
- Is an affiliate of Keep America Beautiful

Calendar of Events

Trek for Trash

October 13, 8 a.m. to noon

City of Las Cruces

Governor Bill Richardson's 2007 Toss No Mas Challenge

May – October

September 13, noon KLCB Advisory Committee

For more information on any event please contact us: (505) 528-4723

"We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong we may begin to use it with love and respect."

(Aldo Leopold)