

# El Mirage

## Monthly Newsletter

City of El Mirage  
12145 NW Grand Ave.  
El Mirage, AZ 85335

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www.cityofelmirage.org

Vol. 5, No. 4

623-876-2978

## Mayor's Message: All-mail ballots: what voters need to know



The City Council approved an important change on February 4, 2014 in the way El Mirage voters will submit their ballots for future elections. Beginning with the upcoming primary election in August, registered voters will be submitting their ballots by mail. This change is the result of discussions facilitated by the County Elections Department with City Council members and staff. County elections officials made us aware of the significant cost savings, security, and other advantages of an all-mail ballot system versus traditional voting at local polling places.

El Mirage citizens have had some questions about the transition to all-mail balloting, and I would like to take some time to answer your questions here.

**Q. How does an all-mail ballot election affect El Mirage voters?**

A. Voters will have more time to review their ballots (candidates and ballot measures) and cast their votes at a time convenient to them rather than

hurriedly marking ballots in a voting booth. Additionally, voters have the opportunity to vote early; that is, as soon as they receive their ballots in the mail instead of waiting for Election Day. Currently, 59% of all El Mirage registered voters have ballots mailed to them. With approval of all-mail balloting for the entire City, all registered voters will automatically receive ballots through the mail in advance of the August elections.

**Q. How secure is all-mail balloting?**

A. Actually, all mail-balloting is the most secure form of voting. Each signature on every ballot envelope is checked against a voter's registration form on file with the County Elections Department. The Elections Department also has the technology and processes in place to track a voter ballot all the way to the mail carrier's delivery truck, so the department can account for every ballot mailed for any given election.

**Q. Is all-mail balloting cost-effective for the City and for individual voters?**

A. Yes on both counts. A polling place election generally costs the City more than \$32,000 because of staffing, training, supplies, and printing requirements, while an all-mail election costs about \$26,000. All-mail ballots save voters money since ballot postage is prepaid and there is no need to drive to a polling location.

**Q. How does all-mail balloting impact voter participation?**

A. All-mail balloting increases voter participation, since it eliminates the issues of inaccessibility experienced by some voters such as those who are disabled, elderly, homebound, or students.

**Q. What about voters who still want to submit ballots in person?**

A. The County Elections Department will have ballot stations open around the Valley for voters who wish to submit their ballots in person for the primary

and general elections. These ballot stations are generally available 26 days in advance of each election, and voters may drop off their sealed and signed ballots at any available ballot station. A ballot station will be available at the City Clerk's Office at El Mirage City Hall, 12145 Northwest Grand Avenue for El Mirage voters' convenience. As the primary election gets closer, please be assured that your additional questions will be answered in future editions of the El Mirage Newsletter, as well as in other City media outlets. Citizens may also go to the County Elections website at <http://recorder.maricopa.gov/web/elections.aspx> for more details about all-mail balloting.

For voters who wish to update their voter registration information including a change of address, a name change, etc., they may do so at [www.servicearizona.com](http://www.servicearizona.com).

**Versión española en 10**

**OPENING SOON!**

**NORTHWEST VALLEY FAMILY YMCA**  
SUN CITY – SUN CITY WEST – PEORIA – EL MIRAGE – SURPRISE



**Become Part of a Historic Opportunity!**

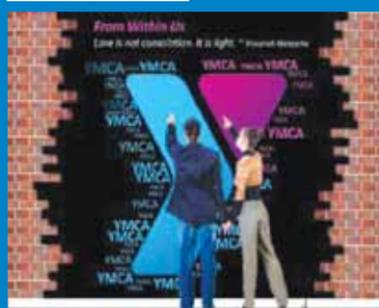
Individuals, families, businesses, and others are invited to show their support for the new YMCA in El Mirage by purchasing the items noted below:



**"I Built the Y" T-Shirt \$50 Each**



**Engraved Brick 4" x 8" \$200 Each**



**Recognition Donor Wall (3 Naming Levels) \$1,000 - \$5,000**

Your donation may be paid with cash, check, or credit card. Go to [iBuiltTheY.com](http://iBuiltTheY.com) to order or for more information.

## Art Mendivil selected Citizen of the Year

The Surprise Regional Chamber of Commerce recently selected resident Art Mendivil as the El Mirage Citizen of the Year during the chamber's 2013 Legacy Awards luncheon held February 20th. City Council members joined Art and his wife, Mary for presentation of a plaque to Art recognizing his dedication to his community, as well as his many other accomplishments as a life-long resident of El Mirage. Art's nomination, submitted by Vice-Mayor Ramirez, describes his efforts to obtain bachelor's and master's degrees while working full time and raising a family in a home he designed and built himself. His community involvement has included memberships on the City's Judicial Selection Advisory Review Board, the Planning



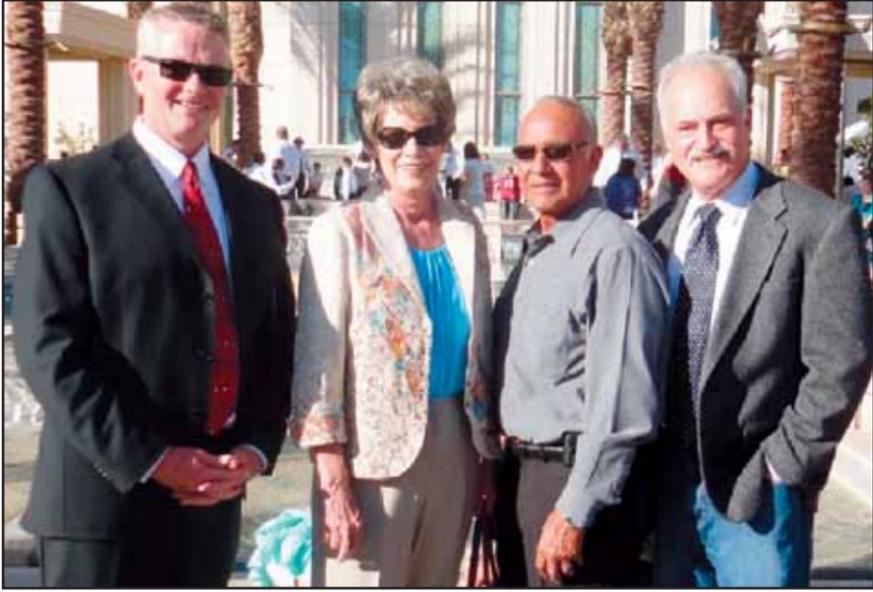
(from left) Councilman Roy Delgado, Mayor Lana Mook, Art Mendivil, and Vice-Mayor Joe Ramirez.

and Zoning Commission, as well as choir director at Santa Teresita Church the last 18 years. Art currently teaches English Language Development at Dysart Elementary School, continuing to enrich the lives of his students and his community as a whole.

## Pavement preservation project continues

The City resumed the roadway pavement preservation project in early March. The project calls for a specialized mineral bond to be applied to streets in the Cactus Park, Dysart Park, Brisas, and Sunnyvale neighborhoods. For more information regarding the bonding schedule, go to [www.cityofelmirage.org](http://www.cityofelmirage.org) or contact Public Works at 623-935-6405.





From left to right: Architekton Principal Architect, Gegory Lambright, Mayor Lana Mook, Vice Mayor Joe Ramirez, and Architekton Principal Architect Joe Salvatore

## Councilmembers tour new LDS temple in Gilbert

On February 14, 2014, design firm Architekton invited Mayor Lana Mook and Vice Mayor Joe Ramirez to the open house for the new Temple of The Church of Jesus Christ of Latter-day Saints in Gilbert. Architekton is the same design firm that is working on the new Northwest Valley Family YMCA project in El Mirage.

## ATTENTION FARMERS, CRAFTERS, ARTISTS, FOOD VENDORS, GARDENERS, AND ENTERTAINERS!

The City of El Mirage is currently accepting vendor applications for the City's New Farmers' Market. Vendor application packets are available at [www.cityofelmirage.org/index.aspx?nid=160](http://www.cityofelmirage.org/index.aspx?nid=160). Contact Pat Gregan at 623-876-2973 or via e-mail at [pgregan@cityofelmirage.org](mailto:pgregan@cityofelmirage.org) for additional information or to get a vendor packet by mail.



### New children's garden

The Young Earth Children's Garden is a recently completed section of the El Mirage Community Garden dedicated to teaching children 6 – 14 years of age the significant health and environmental benefits of gardening and growing their own produce. Thanks to a grant from the Gila River Indian Community, the City is offering the 16 garden boxes in the children's garden at no cost to youth groups in El Mirage and surrounding communities on a first come, first serve basis. Youth groups may include children in elementary or middle school, faith-based groups, scout troops, and other formally organized groups. All youth groups require adult supervision at



the garden site and children's activities must be associated with lesson plans concerning health, the environment, conservation, or other relevant topics. For information on reserving a garden box at the Young Earth Children's Garden, call 623-876-2973 or e-mail [pgregan@cityofelmirage.org](mailto:pgregan@cityofelmirage.org).

### February 2014 Business Licenses

TYPE	BUSINESS NAME	ADDRESS	CITY	PHONE
Contractor	All Home Improvements	7832 N 185th Ave	Waddell	623-203-8489
Contractor	Corp. Tech. Solutions	1971 E 5th St.	Tempe	480-377-0225
General	Dakota Fabricating Inc.	12555 W Butler Dr.	El Mirage	623-935-7805
General	Digital Dogs	16416 N 92nd St.	Scottsdale	480-451-3647
Contractor	FAKE Company	2330 W Mission Ln.	Phoenix	602-870-7811
Contractor	Shaffer & Sons	652 S Ellsworth	Mesa	602-410-5006
Contractor	Wright Bros. Interior Const.	10544 W Flower St	Avondale	602-768-2907

### BECOME A GARDENER

#### AT THE COMMUNITY GARDEN

Garden box leases start at just \$40/year. Lease includes water supply, garden soil, and seeds. Groups welcome! El Mirage residency not required. Call (623) 876-2973 or e-mail [pgregan@cityofelmirage.org](mailto:pgregan@cityofelmirage.org) for more information.



## MATTRESS SHACK NEWS

Pay Less For Rest

Mattress Shack ~ Pay Less For Rest ~ 11129 W. Michigan Ave ~ Youngtown AZ ~ 623-239-6518  
[www.azmattresshack.com](http://www.azmattresshack.com)

## We Sell Quality Mattresses for Less

New mattresses, floor models, scratch and dent, one of a kind. Practically brand new at less than wholesale prices.

**MARCH MADNESS SPECIALS**

<p><b>TWIN \$119</b> MATTRESS &amp; BOX FOUNDATION</p> <p>Twin Size Set 39" x 75"</p>	<p><b>FULL \$149</b> MATTRESS &amp; BOX FOUNDATION</p> <p>Full Size Set 54" x 75"</p>	<p><b>QUEEN \$179</b> MATTRESS &amp; BOX FOUNDATION</p> <p>Queen Size Set 60" x 80"</p>	<p><b>KING \$249</b> MATTRESS &amp; BOX FOUNDATION</p> <p>King Size Set 76" x 80"</p>
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## Quality Mattresses at Better Prices!

Come by and see for yourself. No gimmicks, no strings

**Mattress Shack - 623-239-6518**  
11129 W Michigan Ave  
Youngtown, AZ

[www.azmattresshack.com](http://www.azmattresshack.com)



**TRUCK LOAD Sale**  
Factory Direct Prices!!!

Store Hours:

Tues. - Fri. 10am - 5pm • Sat. 10am - 3pm • Closed Sun. & Mon.

\*Picture shown are not of exact product

## Maria M. Gonzalez



**Certified Insurance Broker**

**Specialist in Medicare Advantage Plans.**

- Are you becoming Medicare eligible?
- Did you just move into the area?
- Confused with your Medicare options?

Call me today, I may be able to help you.

**602-339-6444**

[mmgonzalez3@yahoo.com](mailto:mmgonzalez3@yahoo.com)

Hablo Espanol

# El Mirage News

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**Call Pueblo Publishers, Inc.**  
623-847-4601 or 623-847-4608

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Bus stop on north side of Thunderbird Road and 129th Avenue



Bus stop on south side of Thunderbird Road and 129th Avenue

## EL MIRAGE RECEIVES FUNDS FOR TWO NEW BUS STOPS

Two new bus stops and shelters were recently completed in El Mirage, funded through Valley Metro's public transportation funds. The bus stops are located on the north and south side of the intersection at

Thunderbird Road and 129th Avenue.

The bus stops have several unique features to enhance their functionality and aesthetics. Gabion baskets were constructed with locally quarried stone wrap, custom

fabricated steel screens were installed, and bicycle racks were incorporated in the designs. The ground surface of each bus stop is constructed of porous aggregate pavement, a material typically used in parking lots and alleyways

for dust control and storm water management. This type of pavement also reduces the need for future maintenance.



Gentry Park



Gateway Park

## NEW DIRECTORY SIGNS AT GATEWAY AND GENTRY PARKS

Unable to find your way around El Mirage? The City has installed directory signs at Gateway Park and Gentry Park. Each double-sided directory sign shows a campus map of the park on one side and a City map depicting the location and phone numbers for City facilities on the other side.

## TACO TUESDAY!

2 Ground Beef Tacos with Rice and Beans  
**\$5.99**

### Happy Hour

Mon. - Fri. \* 3pm - 7pm

Margarita's \$1.99 | Mexican Beer \$2

Bring in this ad for \$1 OFF any combination plate. Exp. 3/31/14

## Lupita's Mexican Restaurant

13915 N. Dysart Rd., Suite B-8

El Mirage, AZ 85335

**623-875-3819**



## West Valley ARTS Council

13243 N Founders Park Blvd | Surprise, AZ 85379

Join us for this fun outdoor concert on Cinco de Mayo weekend!

Saturday, May 3 6-8pm

## Jaleo Band

Celebrate their multicultural musical heritage of Colombian, Afro Cuban, and Puerto Rican with a festival of sound and movement

Only \$5 Adults | \$3 Students  
\$3 Marley Park Residents  
Bring a Blanket | Lawn Chair | Picnic  
Wine & Beer Available for Purchase  
Ticket Info 623.935.6384

No Glass, Alcohol, or Pets. Sponsored by The Arizona Commission on the Arts, The Kemper and Ethel Marley Foundation, Marley Park - a DMB Community, The City of Surprise, and The Constance W. McMillin Trust.

Follow us on Facebook - Join our mailing list for updates on these and more arts & cultural events happening across the West Valley



West Valley Arts Council 623.935.6384 | westvalleyarts.org

## La Hacienda Child Care Center

Where We Welcome Your Children as Family

We provide a clean, safe, loving atmosphere helping in the development and education of your children; mentally, physically, socially and emotionally.



- 0 - 12 Years, Pre-School
- Bi-lingual
- Before & Afterschool
- 6am - 6pm
- PT & FT Available
- CACFP
- Nutritious Meals (breakfast, lunch & snack)
- DES Licensed & Certified
- First Aid/CPR Certified
- Parent Involvement
- Flexible Payment Options
- Established Since 2004

**\$0**  
Registration  
with this ad  
\$30 Savings  
Exp. 05/31/14



14506 N. Alto,  
El Mirage, AZ  
**623-815-7334**

## LOWEST PRICES GUARANTEED!

NO INTEREST FINANCING AVAILABLE!\*



DINING TABLE  
4 CHAIRS,  
BENCH  
Reg. \$599.99  
SALE **\$398.88**



BEDROOM SET  
4 PIECE  
Reg. \$699.99  
SALE **\$488.88**



2PC SECTIONAL  
OVERSIZED with  
6 PILLOWS and  
OVERSIZED OTTOMAN  
CHOICE OF COLORS  
& PATTERNS  
Reg. \$2999.99  
SALE **\$2499.99**

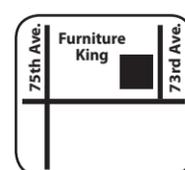
**EASTER SPECIALS!**  
\$100 off a purchase of \$1000 or more\*  
\$150 off a purchase of \$1500 or more\*  
\$250 off a purchase of \$2000 or more\*

\*Excludes advertised items. Must present coupon at time of purchase. Not valid on previous purchases. Cannot be combined with any other offers. Exp. 5-6-14.

## Furniture King

MON.-SAT. 10AM-8PM • SUN. 11AM-6PM

Bad Credit? No Credit? We have a Finance Program For you with NO Down Payment!  
Apply for Financing at [www.FURNITUREKINGUSA.com](http://www.FURNITUREKINGUSA.com)



7320 W. Bell Rd.  
Phoenix/Glendale  
Next to Bed, Bath and Beyond  
**623-334-9545**

ALSO VISIT OUR  
THREE OTHER  
LOCATIONS  
965 E. Van Buren St.  
Avondale  
Van Buren & Dysart  
**623-932-4444**

4245 W. Thomas Rd  
Phoenix  
SE Corner of 43rd Ave. & Thomas Rd  
**602-278-8615**  
1660 S. Alma School Rd  
Mesa  
US 60 and Alma School Rd.  
**480-839-1230**

\*\*Special excludes advertised items  
\*3 year no interest program requires min. purchase of \$3,000.00. 36 month free financing is available for purchases of \$3,000.00 or more. Pictures are for illustration purposes only. Leather products are leather match or blended leather. Not valid on prior sales.  
Expires on 5/6/14



## Pratt's Pets

Over 75 Years of Service

"Your Neighborhood Zoo"

HUNDREDS OF  
PETS IN STOCK  
THOUSANDS OF  
PET PRODUCTS  
& PREMIUM  
FOODS!

Stop Paying  
Too Much  
For Pet Supplies  
& Pet Foods!

**\$5 OFF**  
Any **\$50**  
Purchase

One coupon per household.  
Must Present Coupon.  
Expires 4/30/14  
Coupon Code 50053



Low Cost Vaccine Clinics  
Call for Schedule

EL MIRAGE  
**623-544-1544**  
11717 NW Grand Ave.  
(Grand & Thunderbird/Waddell)

GLENDAL  
**623-939-3326**  
5237 W. Glendale Ave.  
(Glendale & 53rd Ave.)

[www.PrattsPets.com](http://www.PrattsPets.com)

### Location of Photo Mobile Enforcement - April 2014

Date	Van 1	Van 2	Trailer
1	Dysart north of Cactus N/B D003	Varney V001	Cactus west of El Mirage C004
2	129 Ave south of Thunderbird X001	Peoria btwn El Mirage and Dysart W/B P001	Cactus west of El Mirage C004
3	*Canterbury C002	El Mirage north of Cactus E025	Cactus west of El Mirage C004
4	Peoria btwn El Mirage and Dysart E/B P002	129th and Acoma	Cactus west of El Mirage C004
5	Peoria btwn El Mirage and Dysart E/B P002	129th and Acoma	Cactus west of El Mirage C004
6	Peoria btwn El Mirage and Dysart E/B P002	129th and Acoma	Cactus west of El Mirage C004
7	El Mirage north of Cactus E025	Dysart north of Cactus S/B D004	Peoria btwn El Mirage and Dysart W/B
8	12100 BLK Thunderbird E/B T007	Cactus west of El Mirage e/b C004	Peoria btwn El Mirage and Dysart W/B
9	*Canterbury C002	Thompson Ranch Rd north of Grand E036	Peoria btwn El Mirage and Dysart W/B
10	124th and Acoma	127 Ave south of Thunderbird X004	Peoria btwn El Mirage and Dysart W/B
11	12100 BLK Thunderbird W/B T008	Cactus west of El Mirage w/b C005	Peoria btwn El Mirage and Dysart W/B
12	12100 BLK Thunderbird W/B T008	Cactus west of El Mirage w/b C005	Peoria btwn El Mirage and Dysart W/B
13	12100 BLK Thunderbird W/B T008	Cactus west of El Mirage w/b C005	Peoria btwn El Mirage and Dysart W/B
14	*Canterbury C002	Varney V001	El Mirage north of Cactus E025
15	Dysart north of Cactus N/B D003	Thompson Ranch Rd north of Grand E036	El Mirage north of Cactus E025
16	129 Ave south of Thunderbird X001	Dysart north of Cactus S/B D004	El Mirage north of Cactus E025
17	Cactus west of El Mirage w/b C005	12100 BLK Thunderbird W/B T008	El Mirage north of Cactus E025
18	124th and Acoma	Peoria btwn El Mirage and Dysart W/B P001	El Mirage north of Cactus E025
19	124th and Acoma	Peoria btwn El Mirage and Dysart W/B P001	El Mirage north of Cactus E025
20	124th and Acoma	Peoria btwn El Mirage and Dysart W/B P001	El Mirage north of Cactus E025
21	12100 BLK Thunderbird E/B T007	Cactus west of El Mirage e/b C004	Thunderbird east of El Mirage
22	Peoria btwn El Mirage and Dysart E/B P002	Varney V001	Thunderbird east of El Mirage
23	*Canterbury C002	Thompson Ranch Rd north of Grand E036	Thunderbird east of El Mirage
24	Dysart north of Cactus N/B D003	129th and Acoma	Thunderbird east of El Mirage
25	El Mirage north of Cactus E025	127 Ave south of Thunderbird X004	Thunderbird east of El Mirage
26	El Mirage north of Cactus E025	127 Ave south of Thunderbird X004	Thunderbird east of El Mirage
27	El Mirage north of Cactus E025	127 Ave south of Thunderbird X004	Thunderbird east of El Mirage
28	129 Ave south of Thunderbird X001	Peoria btwn El Mirage and Dysart W/B P001	12100 BLK Thunderbird W/B T008
29	Cactus west of El Mirage w/b C005	127 Ave south of Thunderbird X004	12100 BLK Thunderbird W/B T008
30	El Mirage north of Cactus E025	Dysart north of Cactus S/B D004	12100 BLK Thunderbird W/B T008

# WARNING!

IT IS A VIOLATION OF CITY CODE FOR A PERSON TO REMOVE, COLLECT, OR DISTURB SOLID WASTE AND RECYCLABLE REFUSE IN ANY CONTAINER THAT HE OR SHE DOES NOT OWN, LEASE, OR IS NOT ENTITLED TO USE.



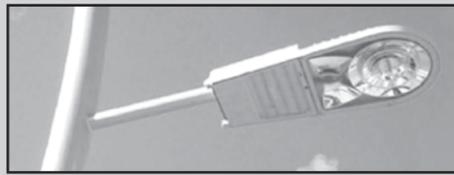
VIOLATIONS ARE SUBJECT TO A CLASS 1 MISDEMEANOR (\$1,000 FINE AND/OR UP TO ONE YEAR IN JAIL). (Ref. Ord. #O13-08-13, CITY CODE §52.18)

IF YOU OBSERVE A VIOLATION, CALL EL MIRAGE POLICE AT (623) 933-1341, OR CALL 911 IN CASE OF EMERGENCY.

## El Mirage Police Department Property and Evidence Division UNCLAIMED PROPERTY

Report #	Owner	Item Description
E14010395	Mendoza, Carlos	Backpack
E14010565	Walker, Laura	Knife w/ case
E14011530	Unknown	Bicycle
E14011827	Unknown	Bicycle
E14012087	Kellams, Jeffrey	Knife, Pocket
E14012447	Thomason, David	Bicycle
E14020044	Toma, Charles	I-Phone
E14020380	Lopez, Aurelio	Knife, Pocket
E14020566	Matthews, Jon Paul	Belt, leather
E14020831	Urias-Fierro, Jose Alvaro	Belt, leather
E14020999	Aguirre, Robert	Bicycle
E14021983	Atamian, George	AZDL
E14022086	Tejada, Stephanie	AZDL
E14022086	Francis, Randi	AZDL
E14022154	Unknown	Fencing
E14030054	Ornelas, Cherie	Credit Card

**NOTICE TO CLAIM PROPERTY:** Photo ID is Required. Call 623-500-3038 for an appointment to claim your property. Property not claimed by April 15 will be disposed of in accordance with the law.



### Need to Report a Street Light Outage?

Contact Arizona Public Service at [aps.com/lights](http://aps.com/lights) or call (602) 371-7171. Make sure you have the pole number, which is located about 6 feet up on the street side of the pole. Also have the actual or nearest address or cross streets.

## Milan Beauty Supply & Hair and Wig Boutique

~ Grand Opening ~

**One Stop Beauty Supply & Salon Shop**  
We Service Your Hair & Beauty Supply Needs

Wide selection of ethnic hair care products, wigs, hair pieces, lace front wigs, ponytails, imported human hair, human & synthetic hair extensions, celebrity wigs, cosmetics, lingerie, bling purses, jewelry, club wear and more. Affordable hair braiding and hair weaves services.



Private wig fitting room for chemo patients and clients needing privacy.



16551 N. Dysart Rd., Suite 119 • Surprise, AZ  
(Between Grand & Bell Rd)  
623-594-6958

## Sunset View Baptist Church

JOIN US FOR PRAYER, PRAISE & FUN!!

**CELEBRATE EASTER**  
Good Friday • April 18th  
7pm Easter Performance  
Easter • April 20th  
6:30am Son Rise Service  
Breakfast After Service  
10:15am Easter Performance



**Sundays**  
Bible Study - 9:00 AM  
Worship Service - 10:15 AM  
**Wednesday**  
6:30 - 8:00 PM

**Empezando el Agosto**  
SEMBRADORES DE FE  
SERVICIO EN ESPAÑOL  
Para mas informacion contacte a  
Pastor Wilfredo (623) 399-5672  
or [wilf91324@yahoo.com](mailto:wilf91324@yahoo.com)

11006 N. El Mirage Rd.  
El Mirage, AZ 85335  
623-933-0006  
[www.sunsetviewbc.com](http://www.sunsetviewbc.com)



## TRUE BLUE AUTOMOTIVE SERVICE YOU CAN TRUST!

We can do all your extended warranty work!!! 25/30/100k mile service checks



- FREE Check Engine Light Code Reader
- FREE Shuttle Service
- We Offer Military Discounts
- We Do Minor Repairs
- Interstate Batteries Sold Here!

**MONTHLY RAFFLE!**  
Be automatically entered in our drawing monthly for every purchase at True Blue Automotive

• Brake • Shocks • Belts • Hoses • Tune ups • More

### LUBE, OIL & FILTER

**\$17.99** Plus tax

Up to 5 qts of bulk oil.  
Includes 13pt. safety inspection.

EXPIRES 5-7-14  
\$2.50 EPA will be applied. Most vehicles. Not valid with any other offer.  
All Other Lube Services Available

### AUTO REPAIRS

**FREE TIRE ROTATION**

With Tune up, \$69<sup>99</sup> & up

EXPIRES 5-7-14  
Offers valid with this coupon. Not to be combined with any other offer.

10111 N. El Mirage Rd #9 South of Peoria on El Mirage Rd.

**623-972-5823**

Mon.-Fri. 8am-5:30pm • Sat. 8am-4pm • Closed Sunday



WE PAINT ANYTHING!



FREE ESTIMATES  
INSURANCE CLAIMS WELCOME

### GOLF CAR SPECIAL

starting at

**\$250**



- Cars • Trucks • SUVs
- Commercial Vehicles • Metal-Patio Furniture

We Offer Shuttle Service

Locally Owned & Operated  
**EL MIRAGE • 623-972-2260**  
12555 NW Grand Ave.  
(Located at Grand & Greenway)

Trucks, Vans, SUVs and commercial vehicles by estimate. Body work, rust repair & stripping of old paint extra. Not valid with any other offer. Maaco Collision Repair & Auto Painting centers are independent franchises of MAACO Franchising Inc. Prices, hours & services may vary. ©2013 MAACO Franchising Inc.

# Easter Values

**EXCELLENCE IS OUR FAMILY TRADITION**




Open  
Mon- Fri 9am-5pm  
Sat 9am-1pm  
Closed Sunday

Serving the Sun Cities Since 1968

**WE BUY GOLD**



Present This Coupon & Receive  
**15% OFF**  
Any Jewelry or Watch Repair  
Exp. 4/30/14

9885 W. Bell Road • Campana Square • Sun City  
(623) 972-6130 • www.setterbergjewelersofaz.com



**FREE**  
**Like-it Creation!**  
with the purchase of 2 Like-it Creations  
(OF EQUAL OR LESSER VALUE, EXPIRES 5-7-14)

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Over \$3,600 in Prizes  
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Play ALL 24 Games for ONLY \$22.00

Wednesday April 9th, 7:00am – 6:30pm  
Come join us at Riverboat for our “HUGE INDOOR YARD SALE”  
Adult clothes \$2.00, children & infants \$1.00, appliances, electronics, Household items, furniture, toys & games, linens. Receive a \$6.00 Riverboat Bingo discount coupon strip with your purchases. (1 per customer)  
Celebrate Easter on Sunday, April 20th  
April 13 – 20 Coupon Book Sale (1 per person per session)  
Easter Lunch & Dinner Special \$5.00

Bring this Advertisement To receive:  
**\$2.00 OFF**  
One Additional Main Pack  
One Coupon Per Person Per Session  
El Mirage News April 2014

Proceeds and donations benefit the families in A New Leaf's Homeless and Domestic Violence Shelters, Youth and Community Programs Valley wide.  
www.TurnANewLeaf.org

www.bingoatrivierboat.org

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Premium Natural Pet Food • Bark Loud  
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Convenience fees shall apply - Se Habla Español

To Reserve Space Call C.E. Williams 623-847-4601 or Barbara Duran 623-847-4608

# Insights: Sometimes you need to take a step back before you move forward

By **TOM DOYLE**, ECONOMIC DEVELOPMENT SPECIALIST

This statement is particularly true when trying to attract businesses to the City. Business attraction is a priority for El Mirage and countless other communities around the country. However, many communities fail to recognize and market those qualities which distinguish them from so many others. For El Mirage, taking a step back means investigating important identifiers such as location, workforce, real estate prices, clustering of similar or support industries, and distance to major roadways, which are

critical elements for businesses looking to open or expand.

An asset inventory is one of several methods the City uses to identify unique community characteristics. It involves developing a detailed spreadsheet of assets listed under several categories - demographics, transportation, utilities, available sites, etc. The spreadsheet data is analyzed to determine which of the City's own strengths and weaknesses directly influence business decisions. In addition, the analysis helps identify the opportunities and threats external to El Mirage that may also influence these decisions. Collectively, the internal and



external results are referred to as a SWOT analysis.

A SWOT analysis is one part of a targeted market strategy to attract companies that fit the community's strengths, and helps the City formulate a more accurate marketing budget. Many budget decisions need to be made concerning the type of advertising, trade missions, sponsorships, and marketing materials that will help develop the pro-

business messages the City is trying to convey. These messages are vetted among city leaders, staff, and other stakeholders so ensure the messages are both accurate and universally appealing.

El Mirage has increased its business attraction efforts in recent months, establishing a 400-acre Foreign Trade Zone tailored to large and medium-sized businesses. In addition, collaborative relationships with regional and state economic development entities have been strengthened; business roundtables are held monthly with current City business owners to discuss ways the City may improve the existing business environment; and completion of capital improvement projects including roads, water, and utilities continues to enhance the City's business competitiveness.

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 Make a donation and be the difference in your community.  
 We appreciate your support!

## Luke AFB shirts for sale



The City of El Mirage is selling shirts that proudly display the new F-35 fighter jet with the saying, "Proud Supporter of Luke AFB." The shirts are black with the logo on the back and come in men's and women's sizes from Small – XXL. Each shirt is \$15.00 and may be purchased at the City of El Mirage Customer Service Office, 14406 North Alto Street. Customer Service hours are Monday – Friday 7:30 a.m. to 5:30 p.m.

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 Paradise Valley Mall (NW Corner of Cactus & Tatum) • 623-692-4185  
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**OPEN HOUSE** Phoenix Mesa First & last Thurs. of each month **FREE CPR & First Aid** Classes for First 20 people

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 Morning, Evening, Weekend Classes

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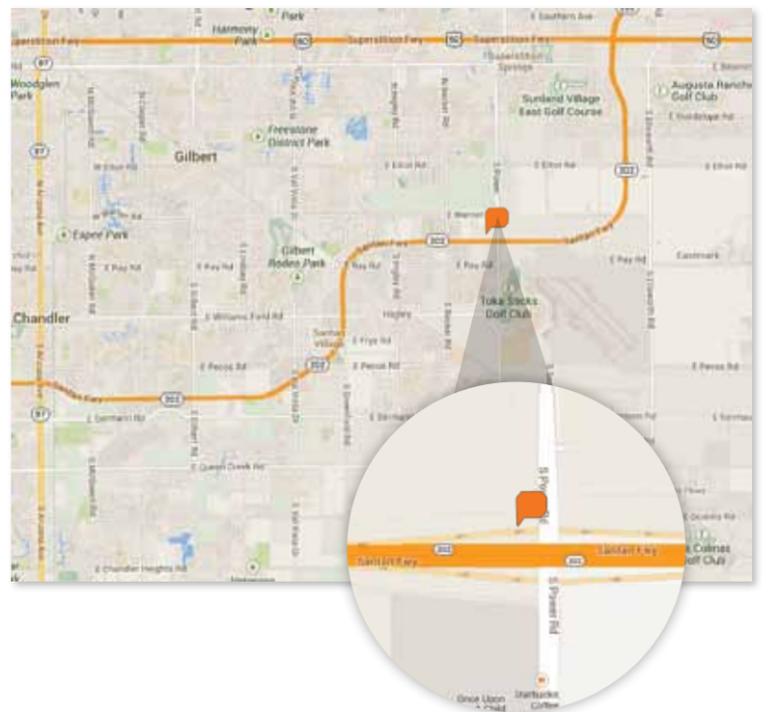


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(202 (Santan Freeway) and S. Power Rd.)

# FOCUS ON THE FIRE DEPARTMENT



## News from the El Mirage Fire Department

13601 N. El Mirage Road • 623-583-7968 • www.cityofelmirage.org/fire

Operations and Administration open 8 a.m. to 5 p.m. Monday through Friday



### Make water safety a priority

Now that the weather is turning warm, make water safety a priority! Swimming is the most popular warm weather activity. From January 1 to February 28, four deaths, including two children, and 14 water related incidents were reported in Maricopa and Pinal Counties.

Follow these safety tips in or around water:

- Swim in designated areas supervised by lifeguards.

- Always swim with a buddy; do not swim alone. Even at a public pool or a lifeguarded beach, use the buddy system!

- Ensure that the family learns to swim well. Enroll in age-appropriate swim courses.

- Never leave a young child unattended near water and do not trust a child's life to another child; teach children to always ask permission to go near water.

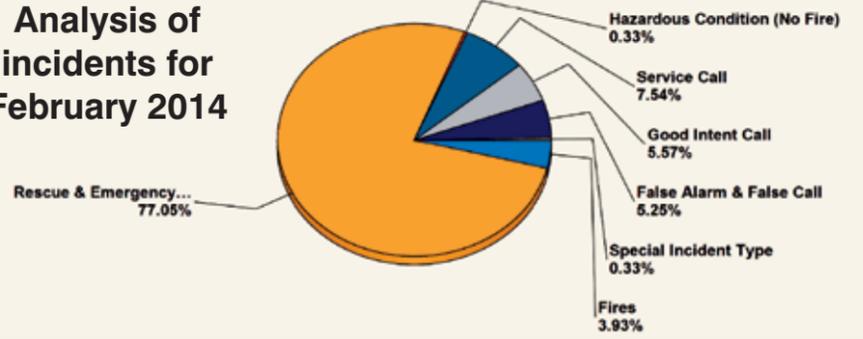
- Have young children or inexperienced swimmers wear -approved life jackets around water, but do not rely on life jackets alone.

- Even if not swimming, be cautious around pools, natural bodies of water including rivers, canals and lakes. Cold water temperatures, currents and underwater hazards can make a fall into these bodies of water dangerous.

- Avoid alcohol use around water. Alcohol impairs judgment, balance and coordination; affects swimming and diving skills; and reduces the body's ability to stay warm.

For more information, call 623-583-7968.

### Analysis of incidents for February 2014



### Fire Operations Division: February 2014

El Mirage Fire Units responded to the following incidents:	Significant Incidents
Fires = 12	• 2/2 – Fall injury, 16 month old fell off a four foot table.
EMS Calls = 235	• 2/28 – Motor cycle accident at Dysart and Olive Ave.
False Alarms = 16	<b>Community Involvement</b>
Other Calls for Service = 42	• 2/10 – one car seat inspection
Total Calls for Service= 305	• 2/13 – Classroom visit at Dysart Elementary
Total Fire Loss= \$0	<b>Fire, Building &amp; Life Safety Division: February</b>
Total Value of Property Saved = \$0	Permit applications received = 33
Average Response time = 00:05:05	Permits issued = 20
Fire/Emergency Medical Training Hours = 538	Plan reviews completed = 20
	Building Inspections = 227
	Fire Prevention Inspections = 6
	Revenue = \$14,488

### El Mirage Fire Department Calendar

Fire Extinguisher Training  
April 26 - 10 am to Noon • Call 623-583-7968 to enroll

Test smoke detectors monthly and replace batteries annually  
Call 623- 251-3504 or 623-583-7968 for information.

# SPRING SAVINGS

## DIAMOND JIM'S

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HOURS: Monday-Friday 9:30am - 5:30pm  
Saturday 9:30am - 4:00pm Sunday - Closed

### Termites: Not If...WHEN!

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NO CONTRACTS REQUIRED!

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**\$28** Reg: \$40  
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EXPIRES 4/30/14 Up to 2,000 sq. ft.  
With coupon only. One coupon per customer.  
Not valid with any other offer.

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623-583-0704

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# BLUE BYLINE

## News from the El Mirage PD

12401 W. Cinnabar Ave. • 623-933-1341

[www.cityofelmirage.org/police](http://www.cityofelmirage.org/police)

Follow us on Facebook. Sign up

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[www.nixle.com](http://www.nixle.com)

### REMINDER ABOUT NOISE COMPLAINTS

The El Mirage Police Department would like to remind the community of the Arizona Revised Statutes and the El



contact is enough to restore the peace. The Police Department does not provide to the offender the name of the person who complained, although the complainant's name will be listed in the police report and forwarded to the prosecutor.

If sources of loud noises such as music, vehicles, a party, or other types of noise are disturbing the peace of a citizen, police can respond to the complaint at any time of day or night. Officers will respond and request that the noise cease or that the noise level be lowered. Often, this

Noise complaints stemming from animals may be addressed by Surprise animal control officers, who provide animal control services in El Mirage. Citations may be written or cases prosecuted for animal-related noise complaints. Call (623) 933-1341 to report a non-emergency noise disturbance.

### Keep from being a victim

When El Mirage police officers respond to burglary and theft reports, two scenarios are often present: unrestricted access and a target-rich environment. Burglars usually look for "targets of opportunity," meaning they will seek the easiest and most profitable chance to burglarize. Vehicles and residences left unlocked or with open windows are prime targets. High dollar

items such as laptops, purses, electronics, and guns left in vehicles are often stolen. For further information about crime prevention, log on to the National Crime Prevention Council website at [www.npc.org](http://www.npc.org) or call Sargent Cammarata at 623-500-3041.

**lock it.  
hide it.  
keep it.**

### CRIME PREVENTION TIPS

#### VEHICLE BURGLARY:

- Lock doors and windows.
- Consider installing alarms and other anti-theft devices.
- Remove all valuables from vehicle.
- Park in a garage if possible.

#### RESIDENTIAL BURGLARY:

- Lock all doors and windows.
- Consider installing alarms and other anti-theft devices such as window guards. Use deadbolt locks on all outside doors.
- Leave lights on and use timers when away from the residence for an extended period of time.
- Leave a radio or TV on for inside noise.
- Suspend newspaper delivery when away from the residence for an extended period of time.

### Online crime tool now available

The El Mirage Police Department is now uploading police data to [www.crimemapping.com](http://www.crimemapping.com). On this website, visitors can view incidents, see statistical reports on activity, and register for email alerts. Crimemapping.com is an exciting tool for citizens to utilize and the police department looks forward to hearing your feedback. For questions or comments, call 623-433-9519 or [acurrey@cityofelmirage.org](mailto:acurrey@cityofelmirage.org).

### NATIONAL TAKE BACK INITIATIVE El Mirage Police Department

It's time to get rid of your unused and expired medication! The El Mirage Police Department, in partnership with the Drug Enforcement Administration invites you to clean out your medicine cabinets. Removing your unwanted and/or expired medications helps make our community safe, healthy, and drug free.

10:00 am - 2:00 pm - April 26 at the El Mirage Police Dept, 12401 W. Cinnabar Ave., South side of Gateway Park.

All over the counter & prescription medication accepted.

No glass containers. No intra-venous solutions.

No injectibles, syringes, or needles will be accepted.

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SNAIL WALK IN SHOWER

- Tile
- Stone
- Granite Ect.
- Forza Stone Etc.
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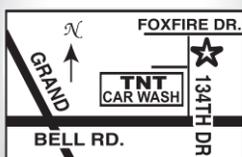
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**MENSAJE DEL ALCALDE:BOLETA ENVIADA POR CORREO: LO QUE LOS VOTANTES NECESITAN SABER**

El 4 de febrero de 2014 el Concejo Municipal aprobó un importante cambio de la manera en que los votantes de El Mirage van a someter sus boletas en las elecciones en el futuro. Comenzando con la pendiente elección primaria de agosto, los votantes inscritos para votar someterán sus boletas por correo. Este cambio es el resultado de discusiones facilitada por el Departamento de Elecciones del Condado con miembros del Concejo Municipal y el personal. Los oficiales de elecciones del Condado nos hicieron tomar conciencia de los significantes ahorros de costo, seguridad, y otras ventajas de un sistema de boleta enviada por correo contra la votación tradicional en los centros electorales locales.

Los ciudadanos de El Mirage han presentado algunas cuestiones tocante la transición hacia la votación de boleta enviada por correo, y me nace tomar un poco de tiempo para contestar sus cuestiones.

**Cuestión. ¿Cómo afecta una elección de boleta enviada por correo a los votantes de El Mirage?**

Respuesta. Los votantes tendrán más tiempo para estudiar sus boletas (los candidatos y las medidas de la boleta) y emitir sus votos en un tiempo conveniente para ellos en lugar de marcar sus boletas apresuradamente en una urna. Además, los votantes tienen la oportunidad de votar temprano: es decir, en cuanto reciban sus boletas por correo en lugar de esperar hasta el Día de la Elección. Actualmente, el 59% de los votantes inscritos para votar de El Mirage reciben boletas por correo. Con la aprobación de

boleta enviada por correo para la ciudad completa, todos los votantes inscritos para votar automáticamente reciben sus boletas por correo por delante de las elecciones de agosto.

**Cuestión. ¿Qué tan segura es la votación por correo?**

Repuesta. Actualmente, toda la votación por correo es la forma más segura de votación. Cada firma en cada sobre de la boleta se compara con el formulario de registración del votante en registro con el Departamento de Elecciones del Condado. El Departamento de Elecciones también tiene la tecnología y procesos de seguimiento de una boleta del votante hasta el punto del camión de entrega del cartero, así que el departamento puede dar cuenta de cada boleta enviada por correo de cualquier dada elección.

**Cuestión. ¿Es que la votación por correo es eficaz de costo para la Ciudad y para los votantes?**

Repuesta. Si en ambos casos. Generalmente una elección en centros electorales le cuestan a la Ciudad más de \$32,000 debido al personal, capacitación, materiales, y requisitos de imprimir, mientras que los costos de elecciones de votación por correo son aproximadamente \$26,000. Las boletas de votación por correo le ahorra a los votantes dinero siendo que el franqueo de las boletas se paga por antemano y no existe necesidad de viajar por auto a una ubicación de la urna.

**Cuestión. ¿Qué impacto tiene la votación por correo en la participación de los votantes?**

Respuesta. La votación por correo aumenta la participación de los votantes,

siendo que elimina las cuestiones de no tener acceso a las urnas que muchos votantes enfrentan tal como aquellos votantes incapacitados, ancianos, internados en casa, o los estudiantes.

**Cuestión. ¿Y que de los votantes que siempre desean entregar sus boletas en persona?**

Respuesta. El Departamento de Elecciones del Condado tendrá estaciones de boletas abiertas por todo el Valle para los votantes que deseen entregar sus boletas en persona para las elecciones primarias y general. Estas estaciones de boletas generalmente están disponibles 26 días antes de cada elección, y los votantes pueden depositar sus boletas selladas y firmadas en cualquier estación de boletas disponible. Una estación de boletas estará disponible en la Oficina de la Secretaria Municipal en el Ayuntamiento de El Mirage, 12145 Northwest Grand Avenue para la conveniencia de los votantes de El Mirage.

A como la elección primaria se acerca, favor de asegurarse que sus cuestiones adicionales se contestarán en adiciones en el futuro del El Mirage Newsletter (Boletín El Mirage), también como en otros medios de comunicación de la Ciudad. Los ciudadanos también pueden visitar el sitio web de Elecciones del Condado al <http://recorder.maricopa.gov/web/elections.aspx> para detalles adicionales tocante la votación por correo. Para los votantes que deseen actualizar su información de su registro como votante incluyendo un cambio de dirección, cambio de nombre, etcétera, lo puede hacer al [www.servicearizona.com](http://www.servicearizona.com).

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Pastor Daniel J. Duarte

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 Sunday Worship - 12:00 p.m.  
 Wednesday Bible study - 7:30 p.m.

Friday Worship - 7:30 p.m.

Prayer 1 hour prior to each service

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 March 22nd • 11am – 4pm**

**Spring Festival  
 Free Food, Fun & Games  
 All are Invited!  
 March 29th • 5pm – 8pm**

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 Everyone is Welcome  
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**Community Calendar – April 2014**

Monday	Tuesday	Wednesday	Thursday	Friday	Ongoing Activities
<p><b>EL MIRAGE SENIOR CENTER</b>  <b>14010 NORTH EL MIRAGE ROAD</b>  <b>PH. (623) 876-4232</b></p> <p>Open Monday through Friday, 8:00 am – 12:00 noon                      Hot meals served daily at 11:30 am for \$2.50.</p>					
	<b>1</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 10:00 Word Search 12:00 Wii Bowling	<b>2</b> 8:00 Sit and Be Fit 8:00 Sit and Be Fit 8:30 Chair Exercises 9:30 Bingo	<b>3</b> 8:00 Sit and Be Fit 9:00 Ageless Aerobics 10:00 ESL Classes 10:30 Puzzles/Games	<b>4</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:30 Bingo	<p><b>Co-ed Adult Soccer</b> Games played at Gateway Park. For information, go to <a href="http://www.azcoedsoccer.com">www.azcoedsoccer.com</a> or 1-800-BSA-0886</p> <p><b>Benfica Youth Soccer</b> Mon–Thurs., 6 pm – 8 pm year round For information, go to <a href="http://www.azbenfica.org">www.azbenfica.org</a> or 1-800-BSA-0886</p> <p><b>White Tanks Little League</b> Spring Season is in Full Swing! Send inquiries to: <a href="mailto:Whitetanksl@msn.com">Whitetanksl@msn.com</a> or (623) 241-4602</p> <p><b>El Mirage Martial Arts Academy</b> Ages 6–12 learn traditional martial arts and life skills including “stranger danger.” \$45/month, Monday, Wednesday, and Friday: 6 pm – 7 pm. Ages 13+ train at their own speed in weaponless defense. Monday, Wednesday, and Friday: 7 pm – 8 pm. For information, contact Richard Gutkosky (623) 628-6725.</p> <p><b>West Valley Youth Football</b> Ages 5 – 15 learn flag, tackle, cheer, dance, and step. For information, go to <a href="http://www.wvyfz.com">www.wvyfz.com</a> or email <a href="mailto:wvyouthfootball11@gmail.com">wvyouthfootball11@gmail.com</a></p> <p><b>NSA Adult Softball</b> Co-ed softball leagues play Friday and Sunday evenings. Summer Leagues available! For information, email <a href="mailto:chris@playsnaaz.com">chris@playsnaaz.com</a> or <a href="mailto:tim@playsnaaz.com">tim@playsnaaz.com</a></p>
<b>7</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:00 ESL Classes 9:30 Loteria	<b>8</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 10:30 Table Games 12:00 Wii Bowling	<b>9</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:30 Bingo 12:00 Self Defense	<b>10</b> 8:00 Sit and Be Fit 9:00 Ageless Aerobics 10:00 ESL Classes 10:30 Table Games	<b>11</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:30 Bingo	
<b>14</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:00 ESL Classes 9:30 Loteria	<b>15</b> 8:00 Sit and Be Fit 9:30 Loteria 10:30 Table Games 12:00 Wii Bowling	<b>16</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:30 Bingo 10:30 1-mile Walk	<b>17</b> 8:00 Chair Exercises 9:00 Ageless Aerobics 10:15 Bingo 10:30 Games 12:00 Pro’s Ranch Market and Walmart	<b>18</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:30 Bingo	
<b>21</b> 8:30 Office Hours 9:30 Loteria 10:30 1-mile Walk	<b>22</b> 8:30 Chair Exercises 9:30 Word Search 10:30 1-mile Walk 12:00 Wii Bowling	<b>23</b> 8:00 Sit and e Fit 8:30 1-mile Walk 9:30 Bingo 10:30 1-mile Walk	<b>24</b> 8:00 Chair Exercises 9:00 Ageless Aerobics 10:00 ESL Classes	<b>25</b> 8:30 Office Hours 9:30 Bingo 10:30 1-mile Walk 12:00 Wii Bowling	
<b>28</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:00 ESL Classes 9:30 Loteria	<b>29</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:00 ESL Classes 9:30 Loteria	<b>30</b> 8:00 Sit and Be Fit 8:30 1-mile Walk 9:00 ESL Classes 9:30 Loteria			

**DYSART COMMUNITY CENTER (DCC)**  
 14414 N. EL MIRAGE ROAD

**Youth After-School Program.** (623) 583-2137  
 Mon. 1 – 7 pm; Tues., Wed., Thurs. 3 – 7 pm. \$1/day. Includes homework help, personal development, games, arts/crafts, and lunch.

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**Citizenship** – Price \$25. Ten classes. Call for information.  
**ESL** – Price \$60. Includes free study books and access to Rosetta Stone software.  
**GED** – Price \$30. Mon. and Tues. 10:00 am – 12:00 noon. GED Exam Prep.  
**Rosetta Stone** – Price \$25. Times vary. Basic English vocabulary using computer.  
**Karate** – Family discounts available. Call Master Khalid at (623) 521-0072.

**Attention All Educators**  
 Dysart Community Center is searching for a **GED Instructor** to help further develop DCC’s GED Program and increase services to the resilient local community in El Mirage and its surrounding areas. View the job description at [www.dysartcommunitycenter.org/ged-instructor-wanted](http://www.dysartcommunitycenter.org/ged-instructor-wanted) and submit a resume to the Executive Director via email or in person at 14414 N El Mirage Rd. Call 623-249-3812 for information.



**MOBILE PANTRY**  
 April 5 at 1:00 pm  
 Call 623-974-4116 for more information.

**EL MIRAGE BRANCH LIBRARY**  
 14011 N. 1ST AVE., (602) 652-3000

**Children**  
**April Story Time** – April 7, 14, 21, 28 at 10 am. Ages 1 – 5 with caregiver.  
**Meet the El Mirage Police Officers** – April 21 (Monday) 10:30 am. Ages 2 – 6 with caregiver. Meet local heroes. Officers will answer questions and bring fun goodies with them. Event follows regular story time.

**Teens**  
**Teen Treasure Boxes** – April 14 at 1:30 pm Ages 13 – 18. Boxes, supplies, and decorations furnished. Celebrate National Library Week. Bring ideas and creativity. Registration required.

**Adults**  
**Morning Book Club** – April 4 at 10:30 am. This month’s book is Joy Luck Club by Amy Tan. In 1949, four Chinese women began meeting in San Francisco to play mah jong. They called their gathering the Joy Luck Club. Forty years later, they look back and remember. Refreshments served.

**Great Recipes, What to Fix for Your Family** – April 9 at 10 am. Linda Harris, Health Educator presents recipes, cooking techniques and recommended ingredients for healthy eating for kids and adults.

**Friends of the Library** – April 16 at 3:30 pm. John the Friends and help support the library. Meeting at the El Mirage Senior Center.

**Coffee with the Cops** – April 30 at 9:30 am. Meet El Mirage police officers. Informal question and answer time about neighborhoods, traffic, and other issues. Coffee and snacks provided.

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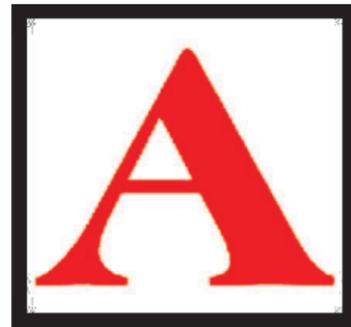
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The El Mirage News is the official publication of the City of El Mirage, Arizona  
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 It is also available at all city offices, local area businesses, neighboring community and visitor's centers and online at [www.cityofelmirage.org](http://www.cityofelmirage.org)

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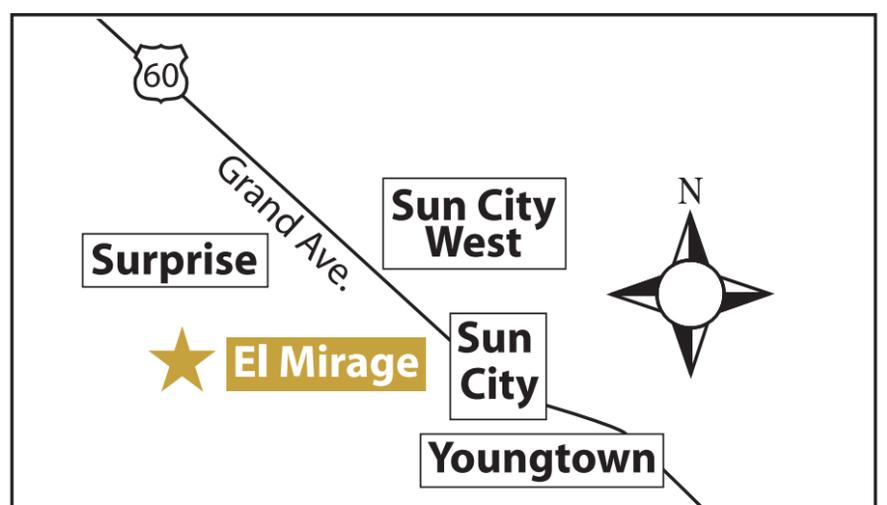
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March	February 8
April	March 8
May	April 5
June	May 10
July	June 7
August	July 12
September	August 9
October	September 13
November	October 11
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January	December 6



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