

El Mirage

Monthly Newsletter

City of El Mirage
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Vol. 6, No. 11

623-876-2978

Mayor's Message:

Paving the Future of El Mirage - Thunderbird Overlay District



Driving on Thunderbird Road in El Mirage will be a very different experience in the near future.

The bottle neck at the four way stop connecting Grand Avenue and Thompson Ranch Road will have a gentle curve, enabling smooth traffic flow that encourages commerce in the area.

Imagine the street without visible utility lines. New attractive dual light poles will have a retro and modern design that brightens the night for pedestrians and vehicles.

The sidewalks will widen to encourage pedestrian travel; improving the safety and vitality of the area.

New bike lanes will also be added along with benches, islands, and beautiful landscaping.

The new Thunderbird Road will have the amenities to attract new retail development. Thunderbird Road is ideally suited for a local coffee shop, restaurants, bakeries, entertainment, and services.

The area will feature designated parking that compliments the area, not overwhelms it.

Pedestrians will be able to walk down the wide sidewalks with buildings situated close to the street.

Parking lots that used to be located at the front of the buildings will be moved to the side or to the back

of the buildings.

An example of the new building type is the Family Dollar store. The Family Dollar on Thunderbird is a model business for future development along Thunderbird Road. Note how close the building is to the street. The El Mirage General Plan promotes this type of urban development because it encourages walking and other forms of transportation.

Thunderbird Road will become the City's new gathering place to discover new businesses and be able to shop in a pedestrian and business friendly area.

Hispanic Heritage Fiesta Huge Success!



From left to right: Councilmember Jack Palladino, Councilmember Roy Delgado, Arizona Cardinals Mascot Big Red, and Mayor Lana Mook enjoy the festivities at the El Mirage Hispanic Heritage Fiesta.

CITY OF EL MIRAGE OFFICE CLOSURE NOTICE



El Mirage City Hall, 12145 NW Grand Avenue, will be closed in recognition of the following holidays:

Veteran's Day
Thanksgiving

November 11, 2015
November 26, 27, 2015

The Municipal Court located at 14010 N. El Mirage Road will be closed.

The El Mirage Senior Center will be closed.

Fire and Police Emergency and Non-Emergency Services are fully operational during the holiday closures.

Utility Payments: Residents wishing to make payments for utility bills may utilize the drop box located in the Customer Service parking lot on Alto Street or the <http://www.XpressBillPay.com> feature on the City's website at <http://www.cityofelmirage.org>.

Trash Holiday Schedule: <http://www.cityofelmirage.org/DocumentCenter/View/9976>

If you have any questions, please call El Mirage City Hall 623-876-2978.

El Mirage Construction Update

Arizona Department of Transportation (ADOT) is managing the Citywide Traffic Signals project that will replace equipment at El Mirage/Thunderbird, 129th/Thunderbird (Wal-Mart), Dysart/Cactus, Dysart/Olive and El Mirage/Olive. Most of this work is complete, but drivers may notice workers replacing signs at these intersections.

Thunderbird Road gas line relocations. The Southwest Gas contractor is putting the finishing touches on the relocation of the high pressure line in advance of our roadway project. The project has gone smoothly and should be complete in early November.

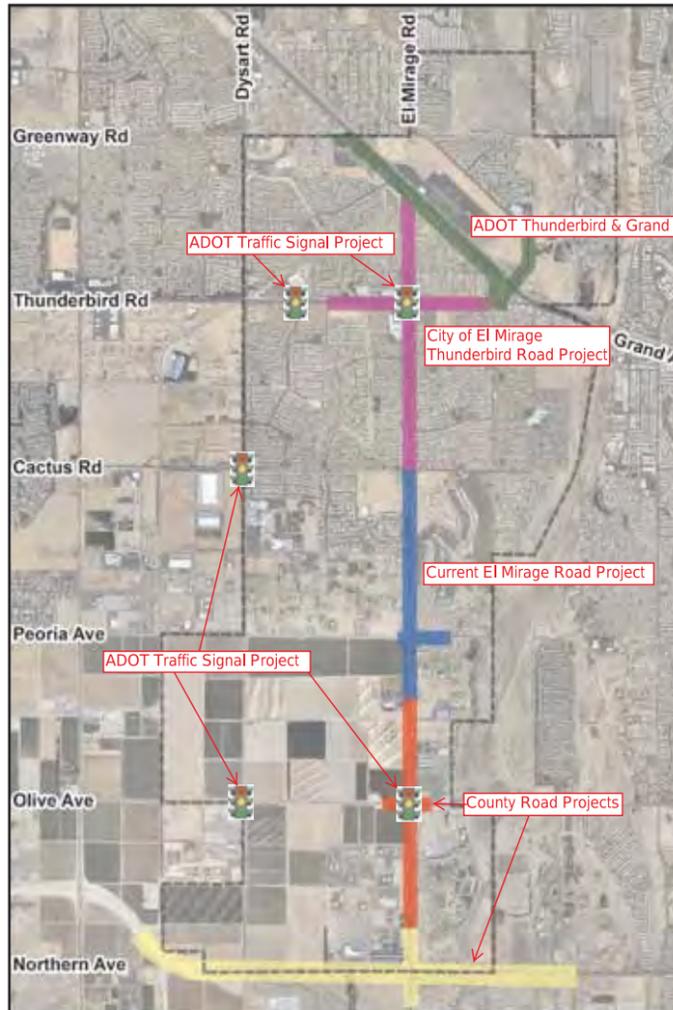
This project will add bike lanes, landscaping, wide sidewalks, and decorative lighting along Thunderbird Road between 127th Avenue

and El Frio Street. The beautification of this corridor will transfigure our City into an urban destination ripe for growth and development.

In addition to the work along Thunderbird, El Mirage Road will be reconstructed from Cactus Road north to the Frontage Road. This will include a new water main north of Thunderbird Road, bicycle lanes, wider sidewalks, street lighting, and other pedestrian friendly enhancements.

Construction will begin in earnest early next year.

ADOT is finishing a design to reconfigure Thunderbird Road from El Frio Street to Grand Avenue. The new alignment will provide easier access to and from Grand Avenue and will become the gateway to the new and improved



El Mirage corridor.

The project will also widen a portion of Thompson Ranch Road. Construction is anticipated

to begin next year.

Construction is well underway on El Mirage Road between Gateway Park and Cactus Road.

The City's contractor has removed the west half of the existing road and has started working on replacing the existing water main. Work over the next several months will focus on trenching and excavation for electric and telecommunication lines, storm sewer lines,

and drainage basins.

Maricopa County is finishing the design for El Mirage Road from Northern Avenue to Gateway Park. Utility companies will soon begin relocating their lines in that area.

Relocations are expected to be complete by next summer.

For more information, visit www.cityofelmirage.org/ConstructionUpdate or contact: Chris Hauser, P.E. – Assistant City Engineer 12145 NW Grand Ave., El Mirage, AZ 85335 P: 623-876-2971 | E: chauser@cityofelmirage.org

Need to Report a Street Light Outage?



Contact Arizona Public Service at aps.com/lights or call (602) 371-6140. 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.

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Worship Service - 10:15 AM

Wednesday
Prayer Meeting - 6:30 - 8:00 PM

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El Mirage News

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Amber Wakeman, Assistant to City Manager - Intergovernmental and Public Relations
Sarah Crider, Executive Assistant to City Manager
12145 NW Grand Avenue, El Mirage, AZ 85335
Phone 623.876.2978 Fax 623.876.4603 TDD 623.933.3258
info@cityofelmirage.org

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Clerk's Corner... ELECTION – November 3, 2015



DYSART UNIFIED SCHOOL DISTRICT #89 MAINTENANCE & OPERATIONS OVERRIDE BOND ISSUE

IMPORTANT LAST MINUTE VOTING INFORMATION

PEVL (Permanent Early Voting List) - If you are a registered voter in El Mirage AND you are registered on the Permanent Early Voting List (PEVL), you should already have your informational publicity pamphlet and voting ballot; please complete your ballot and return by mail in the envelope provided; your ballot must be received at Maricopa County no later than 7:00 PM on November 3, 2015.

PLEASE NOTE:

SURPRISE City Hall and **EL MIRAGE** City Hall are **NOT** voting locations on Election Day and completed ballots **CANNOT BE DROPPED OFF** at either location.

October 30, 2015

Early Voting ends at **SURPRISE** City Hall at 5:00 PM

(City of Surprise is a designated Satellite Early Voting Location)

Registered voters may vote early at this location or registered voters who received their ballot in the mail because they are on the PEVL may drop off their voted ballot at this location until October 30, 2015.

There are four precincts in El Mirage identified by Maricopa County as *Dysart*, *Rancho Mirage*, *Soledad* and *El Mirage*. El Mirage residents will be instructed to vote at one of the two locations above unless voting by mail; completed PEVL ballots may also be dropped off at either of these locations on Election Day.

November 3, 2015

General Election Day – Polls open between 6 AM and 7 PM

El Mirage Polling Locations:

Dysart High School
11405 N. Dysart Road

OR

Dysart Community Center
14414 N. El Mirage Road

You may also find your polling location by going to <http://recorder.maricopa.gov/>; under "Elections," click on "Polling Place Locator" in the drop down menu and type in your address to find your polling location.

Constitution Day at Riverview Elementary School



Mayor Lana Mook speaking to 5th and 6th graders at Riverview Elementary School for Constitution Day.

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News from the El Mirage Police Department

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El Mirage City Manager Names New Police Chief and Assistant Police Chief

On September 30, 2015, Interim Police Chief Terry McDonald was officially named as the new Chief of Police for the El Mirage Police Department, and Acting Assistant Police Chief Laura Liuzzo was promoted to Assistant Police Chief. City Manager Spencer A. Isom, who is responsible for hiring, made the announcements. Isom stated, "These were easy decisions as McDonald and Liuzzo together have over sixty (60) years of law enforcement experience."

Chief McDonald was hired as the El Mirage Assistant Police Chief in November 2011 and has served as the Interim Police Chief since September 18, 2015. McDonald has held several leadership positions during his nearly forty (40) years of public service. Since retiring from the Phoenix Police Department, after thirty (31) years of service, Chief McDonald served as the City of Apache Junction Interim Police Chief, Arizona

Department of Gaming Special Agent, and Town of Youngtown Police Chief. His experience in community policing includes developing the community-policing model for downtown Phoenix when both U.S. Airways and Chase Field began operations. Chief McDonald has a reputation for building relationships with employees, businesses, and residents.

Assistant Chief Liuzzo was hired as the El Mirage Police Lieutenant in December 2014. She has served as Acting Assistant Chief since September 18, 2015. Liuzzo has twenty-three (23) years of law enforcement experience, which includes patrol, professional standards, training, legal, drug enforcement, and recruiting. Assistant Chief Liuzzo is a licensed attorney and holds a Juris Doctorate in Law, a Master's Degree in Education, and a Bachelor of Science degree in Justice Studies. She is a former Honorary Commander for Luke Air Force



From left to right: El Mirage Police Chief Terry McDonald, Assistant Police Chief Laura Liuzzo, and City Manager Dr. Spencer A. Isom

Base with the 56th F.W. Security Forces Squadron and she is currently a member of the Blue Blazer Squadron for Fighter Country Partnership, which supports the men, women, families, and mission of Luke AFB.

AWARDS FOR EL MIRAGE PD EXPLORERS



Left, from left to right: El Mirage PD Explorers Quintana, Berger, Ingram, Luna, Haigh, and Rodriguez.

The El Mirage PD Explorer Post attended the 3rd Annual Southern Arizona Explorer Competition in Marana over Columbus Day weekend. Over 200 explorers from 17

agencies in Arizona, Texas, and California participated. The El Mirage Explorers placed 2nd in the law enforcement knowledge aptitude test developed by the U.S. Secret Service.

They also placed 4th in crisis negotiations/building entry, 4th in high risk stop/vehicle searches, and 4th in the male explorer obstacle course.

Mobile Enforcement November, 2015

Date	Van 1	Van 2	Trailer
1	12900 N Dysart Rd n/b D022	127th Ave @ Sunnyside s/b X007	12100 W Thunderbird Rd w/b T008
2	12700 W Canterbury n/b C002	13700 W 127 Ave n/b X003	12600 W Cactus Rd w/b C005
3	12900 N Dysart Rd n/b D023	13000 N Dysart Rd s/b D025	12600 W Cactus Rd w/b C005
4	Acoma @ 124 Ave n/b A003	12500 W Varney w/b V001	12600 W Cactus Rd w/b C005
5	12200 N Dysart Rd n/b D017	Acoma @ 129 Ave e/b A005	12600 W Cactus Rd w/b C005
6	12900 N 129 Ave n/b X001	13300 N 127 Ave s/b X004	12600 W Cactus Rd w/b C005
7	12900 N 129 Ave n/b X001	13300 N 127 Ave s/b X004	12600 W Cactus Rd w/b C005
8	12900 N 129 Ave n/b X001	13300 N 127 Ave s/b X004	12600 W Cactus Rd w/b C005
9	Acoma @ 124 Ave s/b A004	14600 N Dysart Rd s/b D002	12100 W Thunderbird Rd e/b T007
10	13700 N Dysart Rd s/b D020	13200 Main St n/b M002	12100 W Thunderbird Rd e/b T007
11	12600 W Peoria w/b P001	11900 W Cactus Rd E/B C003	12100 W Thunderbird Rd e/b T007
12	12900 N Dysart Rd n/b D022	Acoma @ 129 Ave w/b A006	12100 W Thunderbird Rd e/b T007
13	12700 W Canterbury n/b C002	13000 N Dysart Rd n/b D024	12100 W Thunderbird Rd e/b T007
14	12700 W Canterbury n/b C002	13000 N Dysart Rd n/b D024	12100 W Thunderbird Rd e/b T007
15	12700 W Canterbury n/b C002	13000 N Dysart Rd n/b D024	12100 W Thunderbird Rd e/b T007
16	12900 N Dysart Rd n/b D023	127th Ave @ Sunnyside s/b X007	12600 W Cactus Rd e/b C004
17	Acoma @ 124 Ave n/b A003	13700 W 127 Ave n/b X003	12600 W Cactus Rd e/b C004
18	12200 N Dysart Rd n/b D017	13000 N Dysart Rd s/b D025	12600 W Cactus Rd e/b C004
19	12600 W Peoria e/b P002	12500 W Varney w/b V001	12600 W Cactus Rd e/b C004
20	Acoma @ 124 Ave s/b A004	Acoma @ 129 Ave e/b A005	12600 W Cactus Rd e/b C004
21	Acoma @ 124 Ave s/b A004	Acoma @ 129 Ave e/b A005	12600 W Cactus Rd e/b C004
22	Acoma @ 124 Ave s/b A004	Acoma @ 129 Ave e/b A005	12600 W Cactus Rd e/b C004
23	13700 N Dysart Rd s/b D020	13300 N 127 Ave s/b X004	12700 N El Mirage Rd s/b E025
24	12600 W Peoria w/b P001	14600 N Dysart Rd s/b D002	12700 N El Mirage Rd s/b E025
25	12900 N Dysart Rd n/b D022	13200 Main St n/b M002	12700 N El Mirage Rd s/b E025
26	12700 W Canterbury n/b C002	11900 W Cactus Rd E/B C003	12700 N El Mirage Rd s/b E025
27	12900 N Dysart Rd n/b D023	Acoma @ 129 Ave w/b A006	12700 N El Mirage Rd s/b E025
28	12900 N Dysart Rd n/b D023	Acoma @ 129 Ave w/b A006	12700 N El Mirage Rd s/b E025
29	12900 N Dysart Rd n/b D023	Acoma @ 129 Ave w/b A006	12700 N El Mirage Rd s/b E025
30	Acoma @ 124 Ave n/b A003	13000 N Dysart Rd n/b D024	12100 W Thunderbird Rd w/b T008

El Mirage welcomes new PD employees



From left to right: Adaly Armenta, Thomas Dominguez, Salvador Montes, and Britt Allen. Not pictured: Karyn Mucci and Bryan Castaneda.

The El Mirage Police Department recently welcomed several new employees after extensive interview and background processes.

Karyn Mucci and Britt Allen joined the Code Enforcement Unit in September. Ms. Mucci is a retired police officer and Ms. Allen is a former Code Enforcement and Animal Control Officer with the Camp Verde Marshall's Office.

Adaly Armenta joined the Victim Assistance Unit as a Victim Advocate. Ms. Armenta has extensive experience working with victims and

most recently worked for the Avondale Police Department.

The department also has three new police officers - Bryan Castaneda, Thomas Dominguez, and Salvador Montes.

All three are attending the Glendale Community College Law Enforcement Academy and will graduate in November. Officer Castaneda is currently in training part-time while he completes the Academy. Officers Dominguez and Montes are currently working as Reserve Officers.

Welcome aboard.

El Mirage City Court Implementing New State Court's Agenda

Chief Justice Scott Bales new strategic agenda (2014-2019), Advancing Justice Together: Courts and Communities, signifies input from court personnel and the public throughout Arizona. One of the goals is to promote Access to Justice as our technology, our states population, and economy

transform.

Initial steps taken by the City's Court in meeting this goal is working to enhance customer service for limited English proficiency (LEP) litigants, defendants, and other court participants. The Court recently published their Language Access Plan (LAP) on the City website

(http://www.cityofelmirage.org/DocumentCenter/View/12673) this document provides informative content to citizens regarding timely and reasonable language assistance for LEP persons.

The Language Access Plan has information, links to court forms, and identifies a

complaint procedure should any defendant, litigant, or customer feel they have been treated unfairly. Additional information will be added to the City's Court web page as it becomes available, thus ensuring the community is kept

apprised of new and upcoming communications. Plans to include a Spanish version of the Language Access Plan are in progress.

For more information, visit the City Court at www.cityofelmirage.org.

Simple steps to use 9-1-1

In emergency situations, seconds count. Whether it is a medical emergency, a fire, a crime in progress or a motor vehicle collision with injuries, an informed, calm caller is the best 9-1-1 caller. El Mirage's Fire and Police Departments are equipped and ready to respond to citizen emergencies, but offer these tips to help deliver prompt service.

9-1-1 is for emergencies only. If immediate assistance is needed from police, fire, or medical assistance, call 9-1-1. Misuse of the system wastes resources, ties up the phone lines, and delays assistance to those who have an actual emergency.

When a call is made to 9-1-1, the caller should be prepared to answer the call takers questions.

Staying calm will help the call-taker to accurately hear and understand your emergency. The first question is "what is the emergency?" This helps direct the request to the proper agency. The next critical piece of information is the location of the emergency, including an address. This is followed by asking for the phone number the caller is calling from in case the phone connection is lost. The call taker will have the ability to callback.

The call taker will then ask for details of the emergency such as the physical description of a person who committed a crime, a description of any fire that may be burning, or a description of injuries or symptoms being experienced by the person having a medical emergency. In cases of

fires or medical emergencies, the caller will be transferred to the fire department dispatch center and will be provided instructions such as CPR or first aid methods until help arrives. Do not hang up until the call taker instructs you to.

"Parents should teach their children when and how to use 9-1-1 properly," according to Jim Wise, El Mirage Fire Chief. "Several lives have been saved thanks to kids who were prepared."

"Mistake calls to 9-1-1 do occur on occasion," El Mirage Police Chief Terry McDonald stated.

"If 9-1-1 is dialed by mistake when no emergency exists, do not hang up, simply explain to the call taker that you do not have an emergency," he added.



Officer Sean Moncrieff with Assistant Police Chief Laura Liuzzo

El Mirage officer receives honor from MADD

Officer Sean Moncrieff was recently awarded the 2015 DUI Enforcement Officer of the Year from Mothers Against Drunk Driving.

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News from the El Mirage Fire Department

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



EMFD Community Connections

October 23, 2015

Crews from the City of El Mirage Fire Department will be participating in the Halloween Harvest Festival. Crews will be handing out stickers for the youngest participants.

October 24, 2015

El Mirage Fire Department will be on standby at the 2nd annual YMCA Fall Festival.

October 29, 2015

El Mirage Fire Department will be attending the PAWfest at Thompson Ranch Elementary.

October 2015

LOOK NEW!!!

El Mirage Fire Department is proud to announce that we will be providing First Aid classes during our normally scheduled CPR classes. This will assist many in their pursuit of CPR/First Aid training.

Fire Safety Note

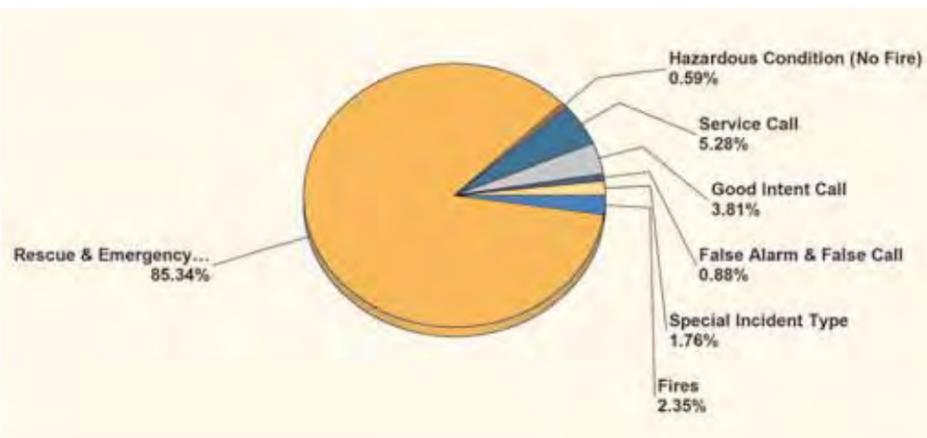
Did you Know?

- Half of home fire deaths result from fires reported between 11 p.m. and 7 a.m. when most people are asleep.
- One quarter of home fire deaths were caused by fires that started in the bedroom. Another quarter resulted from fires in the living room, family room or den.
- Three out of five home fire deaths happen from fires in homes with no smoke alarms or no working smoke alarms.
- Working smoke alarms cut the risk of dying in reported home fires in half.

Most fires can be prevented by taking precautions. Raise fire safety awareness and help spread this year's message of Hear The Beep Where You Sleep.

City of El Mirage Fire Department Operations Report September 2015

Total Calls for Service = 344
Average Response Time for All Aid Types: 00:06:44



Community Outreach

- 09/01/2015: El Mirage Fire Department is proud to announce that we will be providing First Aid classes during our normally scheduled CPR classes. This will assist many in their pursuit of CPR/First Aid.
- 09/14/2015: Fire department personnel participated with the First Responder Appreciation Day at the YMCA. Crews

rotated in and out of the event while providing static display and answering any questions about the City, firefighting, or emergency medical services.

- 09/25/2015: Crews provided support for the annual Spanish Heritage Festival. Both a static team and a bike team were provided for any possible medical care or assistance that may be needed.



Thanksgiving Safety

The kitchen is the heart of the home, especially at Thanksgiving. Kids love to be involved in holiday preparations. Safety in the kitchen is important, especially on Thanksgiving Day when there is a lot of activity and people at home.

- » Stay in the kitchen when you are cooking on the stovetop so you can keep an eye on the food.
- » Stay in the home when cooking your turkey and check on it frequently.
- » Keep children away from the stove. The stove will be hot and kids should stay 3 feet away.
- » Make sure kids stay away from hot food and liquids. The steam or splash from vegetables, gravy or coffee could cause serious burns.
- » Keep the floor clear so you don't trip over kids, toys, pocketbooks or bags.
- » Keep knives out of the reach of children.
- » Be sure electric cords from an electric knife, coffee maker, plate warmer or mixer are not dangling off the counter within easy reach of a child.
- » Keep matches and utility lighters out of the reach of children — up high in a locked cabinet.
- » Never leave children alone in room with a lit a candle.
- » Make sure your smoke alarms are working. Test them by pushing the test button.



Your Source for SAFETY Information

NFPA Public Education Division • 1 Batterymarch Park, Quincy, MA 02169

Did you know?



Thanksgiving is the leading day of the year for home fires involving cooking equipment.

Have activities that keep **kids out of the kitchen** during this busy time. Games, puzzles or books can keep them busy. Kids can get involved in Thanksgiving preparations with recipes that can be done **outside** the kitchen.

www.nfpa.org/education

- 09/26/2015: CPR classes were held.

Significant Incidents

- 09/08/2015: Reported dog bite.
- 09/23/2015: A barricade situation.

Training Activities

- 1180 total training hours, combined Fire and EMS.

FIRE, BUILDING, AND LIFE SAFETY DIVISION REPORT (FBL) For Period Ending: September 2015

- Staff attended Arizona Permit Technicians annual business meeting of the International Code Council (ICC).

Statistics for period of September 2015

- Permits issued - 43
- Plan reviews - 3 Commercial, 32 Residential, 1 Fire
- Inspections - 240 (11 daily average)
- Annual Business Inspections - 22
- Revenue from permits - \$16,154

El Mirage Fire Department Calendar of Events

Free Flu Shots provided by Walgreens Mondays from 1:00pm – 4:00pm
El Mirage Fire Department
13601 North El Mirage Road,
El Mirage, AZ 85335

December 12, 2015
CPR + First Aid
9:00am - Noon

Fire Extinguisher Class
TBD

Call 623-583-7968
to register or for more information

Watch your kids around water!

COMING SOON

NORTHWEST VALLEY FAMILY YMCA - 12450 W. CINNABAR AVE. EL MIRAGE, AZ 85335
602.688.5335 www.valleyYMCA.org

2nd Annual Fall Festival

We are super excited to get dressed up and have a spooktacular and festive time! We will have fun games for the little ones, a costume contest and more! Come be a part of our 2nd Annual Fall Festival on Saturday, October 24th from 10am-1pm.

BUNCO NIGHT!

Come to the Y and play for a good cause! Bunco Night is Saturday, November 14th at 6:00pm. Tickets are \$30/individual, \$50/couple and are on sale now at the Welcome Center.

Light refreshments will be provided. There will also be two different raffles available.

Raffle #1 will be a 50/50 raffle. Tickets will be \$2 each or 3 for \$5.

Raffle #2 will be for auction items. Tickets will be \$5 each or 5 for \$20.

Membership Promotions

Veteran's Appreciation Days - November 11th-15th, 2015

No joining fee for military adults and families. Just bring in your military I.D. and you save \$100 instantly!



El Mirage

Christmas Tree Lighting Celebration

Friday, December 4, 2015 Gentry Park 5-9 P.M.

Ring in the Holiday season in El Mirage with games, rides, music, food, arts and crafts, and a **FREE** photo with Santa!

Be there when we light up the giant 30 foot El Mirage Christmas Tree!

El Mirage Community Market and Vendors Will Be Open!



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POLICIES

Collection Time: To be sure of service, please have your City of El Mirage barrel(s) out at the curb by 5:30 a.m. on your pick up days as trucks will start collecting at that time.

Barrel Placement: Barrels must be placed at the end of the curb with the front facing the street (handles facing your home). Please do not place barrels near vehicles, fences, mailboxes, etc. that might be damaged by the automated arms. **Provide at least three feet of clearance in all directions from any obstacle** (City Code § 52.16(A)). Placing barrels near obstacles may prevent your trash or recycling from being collected.

Containment: Bag and tie all trash before placing in the barrel. **Do not bag your recyclables.** All trash and recycling must be contained in your barrel(s) provided to you by the City of El Mirage and cannot protrude more than one foot beyond the barrel. Material not contained in your City of El Mirage barrel(s) will not be collected and **overfilled barrels will not be serviced!** Customers will be required to partially empty overfilled barrels and a truck will not return until the next regularly scheduled collection day.

Unacceptable Waste: Remodeling/construction debris, dirt, rocks, cement, or roofing shingles cannot be taken with the regular collection. If you need to dispose of these types of items, please contact Parks & Sons Customer Service to make special arrangements (additional charges will apply).

Hazardous Waste: Materials such as motor oils, tires, car batteries, chemicals, and paint cannot be placed in the regular trash as they are considered hazardous. For proper disposal methods, contact Parks & Sons Customer Service or visit us online at www.parksandsons.com/hazardous.

Large/Bulk Item Disposal: If you have an excessive amount of trash or large items to be disposed of that will not fit in your barrel, please contact Parks & Sons Customer. We can pick up these items for you; however, there will be an additional charge dependent on the volume, size of item(s), etc.

BILLING

All billing for your residential services is performed by the City of El Mirage. For any billing-related questions, please contact El Mirage Customer Service.

El Mirage Customer Service
(623) 933-1228

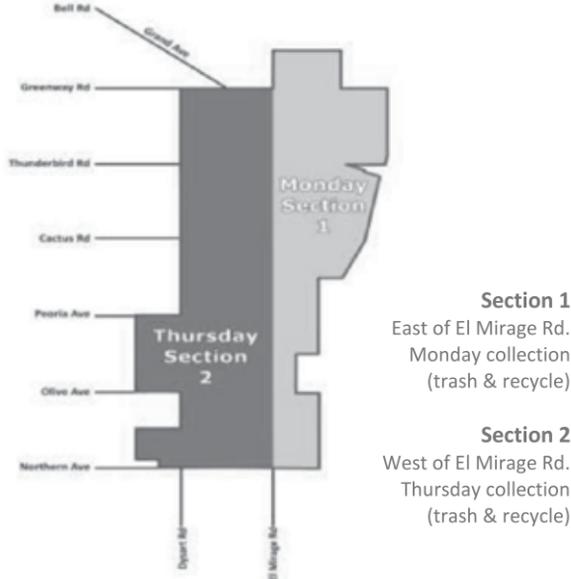
Monday through Friday, 7:30 am to 5:30 pm
Web: www.cityofelmirage.org

Parks & Sons Customer Service
(623) 974-4791

Monday through Friday, 8:00 am to 4:00 pm
Email: service@parksandsons.com
Web: www.parksandsons.com



COLLECTION & 2015 HOLIDAY SCHEDULE



Section 1
East of El Mirage Rd.
Monday collection
(trash & recycle)

Section 2
West of El Mirage Rd.
Thursday collection
(trash & recycle)

Following is a list of the observed holidays this year. **If a holiday is not mentioned in the schedule, your trash and recycling collection will not be affected.**

New Years Day – Thursday, January 1
Section 1 collected on Monday (12/29/14). Section 2 collected on Friday (1/2).
Memorial Day – Monday, May 25
NO CHANGES TO COLLECTION All trash and recycling will be on normal schedule
Independence Day – Saturday, July 4
NO CHANGES TO COLLECTION All trash and recycling will be on normal schedule
Labor Day – Monday, September 7
NO CHANGES TO COLLECTION All trash and recycling will be on normal schedule
Thanksgiving – Thursday, November 26
Section 1 collected on Monday (11/23). Section 2 collected on Friday (11/27).
Christmas – Friday, December 25
NO CHANGES TO COLLECTION All trash and recycling will be on normal schedule
New Years Day – Friday, January 1, 2016
NO CHANGES TO COLLECTION All trash and recycling will be on normal schedule

El Mirage Receives Award for Excellence in Financial Reporting



Assistant Finance Director Christy Eusebio and Finance Director Robert Nilles with the CAFR Award

The Certificate of Achievement for Excellence in Financial Reporting was awarded to the City of El Mirage by the Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR).

This is the fourth consecutive year the City of El Mirage has received this prestigious award.

SHIRTS FOR SALE!

The City of El Mirage is selling shirts, window decals and stickers that proudly display the new F35 fighter jet with the saying "Proud Supporter of Luke AFB."

Women and Men Sizes: Small - XXL
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EL 2015

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Characteristic	Rehabilitation Hospital	Nursing Home
Frequent visits by an attending physician	Required	Not required
Multidisciplinary team approach	Required	Not required
RN oversight and availability	24 hours/day	At least 8 consecutive hours/day
Nursing hours per patient per day	Between 5 and 7.5 hours	Between 2.5 and 4 hours
Specialty nursing training, rehabilitation expertise	Yes	Not required
Physical, occupational and/or speech therapy level of service	3 hours/day, 5 days/week (minimum)	No minimum

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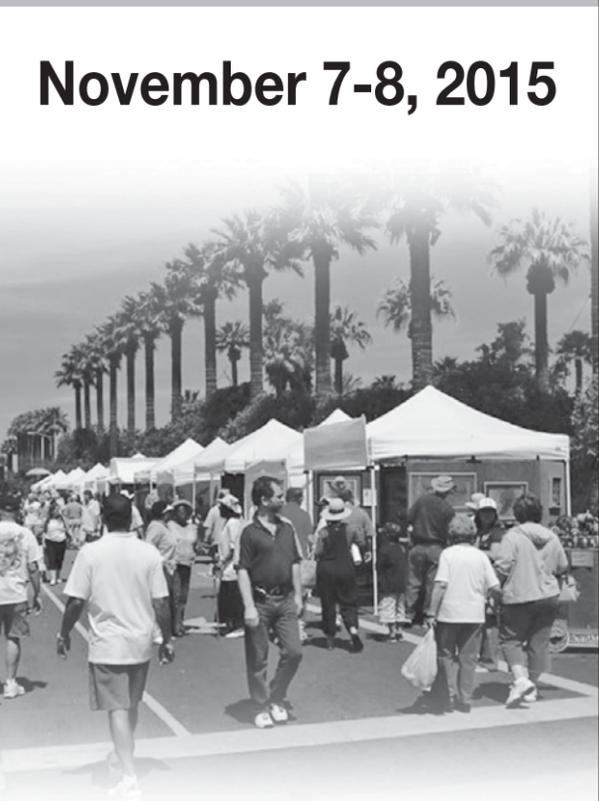
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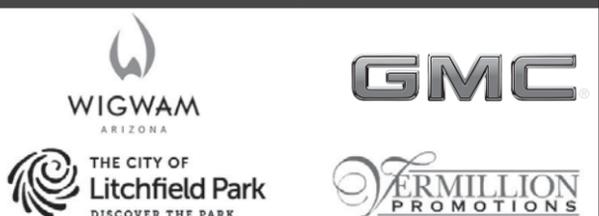
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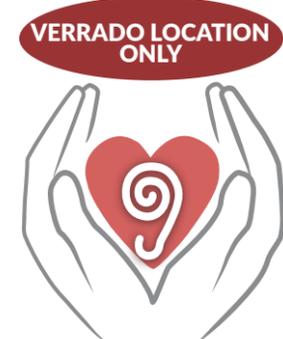
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Economic Development Insights:

Entrepreneur Considerations when Starting a Business

I have a lot of respect for entrepreneurs. It takes a mental skill set to include a high risk tolerance, persistence, and vision that many people are not willing to make.

One thing to consider if you are thinking about starting a business is a self-analysis. Are you ready mentally to take the plunge into entrepreneurship? Take a few moments and think about the six questions below as referenced in an article through Inc.com.

1. Do you believe you have what it takes?

We don't mean personal characteristics -- or not just personal characteristics, anyway. Do you believe you have all the skills, energy, money, people, and knowledge to start a business?

Founders who carefully identify and evaluate their resources in pursuit of a well-defined goal display "entrepreneurial self-

efficacy," a trait many academics believe to be the best predictor of success.

2. Are you able to let other people down?

A founder may set out in a rowboat, but pretty soon, he is piloting a cabin cruiser with investors and employees on board and their families huddled below decks. Risking your own fortunes is easy compared with risking the fortunes of those who believe in you.

"These people may not completely understand the business," says J. Robert Baum, an associate professor of entrepreneurship at the University of Maryland. "They may not understand the level of risk. But they think they'll be OK because you are so smart. Breaking their dreams is very painful."

3. How do you handle setbacks?

When you are smiling,



Tom Doyle, Economic Development Specialist
tdoyle@cityofelmirage.org

the whole company smiles with you.

A blockbuster best seller book entitled "Resonant Leadership: Renewing Yourself and Connecting with Others Through Mindfulness, Hope, and Compassion", by Richard Boyatzis and Annie McKee explains that emotions are contagious: Morale can rise and fall with the mood of the leader. Consequently, people who succumb to black moods or depression can fatally infect their own

companies.

Because some people have an inflated idea of their resilience, it is wise to perform a kind of reference check on yourself -- ask people who know you well how you handle adversity.

4. Are you really an inventor, rather than an entrepreneur?

Raising a child is generally more challenging than creating one, and the same is true of new products. Some people mistake the act of invention for the tough part.

Editor in chief and co-owner of "Inventors Digest", Mike Drummond states "Too many times, these inventor types spend an inordinate amount of time on the patent and making the prototype just so, they think once they've done that, the world will beat a path to their doorstep. My take is that product development is a team sport. Inventors don't

get that. Entrepreneurs do."

5. Can you accept that your company may outgrow you?

Some entrepreneurs love to brag that they don't need an exit strategy, because they are not going anywhere.

But at some point, your business may need you less than you need it. That's particularly true of fast-growth companies, at which entrepreneurs may not have enough time to develop the necessary leadership and business skills.

6. When you look in the mirror, does an entrepreneur look back?

If so, and if that's the reason you are starting a company, beware. Many traits -- persistence, creativity, and risk tolerance among them - - are commonly ascribed to entrepreneurs. Having

those traits doesn't much improve the odds that you will succeed.

Research into multiple entrepreneurs' personal traits says things like persistence and need for achievement explain only about five to ten percent of the difference between people who start companies and those who don't, according to Baum. They are less important than external predictors like the spirit of the times, the economy, and changes within an industry.

Source: <http://www.inc.com/ss/6-questions-ask-starting-business>

The City of El Mirage Economic Development website, www.elmirageed.com, has additional information that could help businesses understand the local market. Fill out a contact sheet (located at the bottom of the website under the heading "Contact Us" if you need further assistance.



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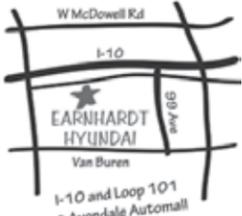
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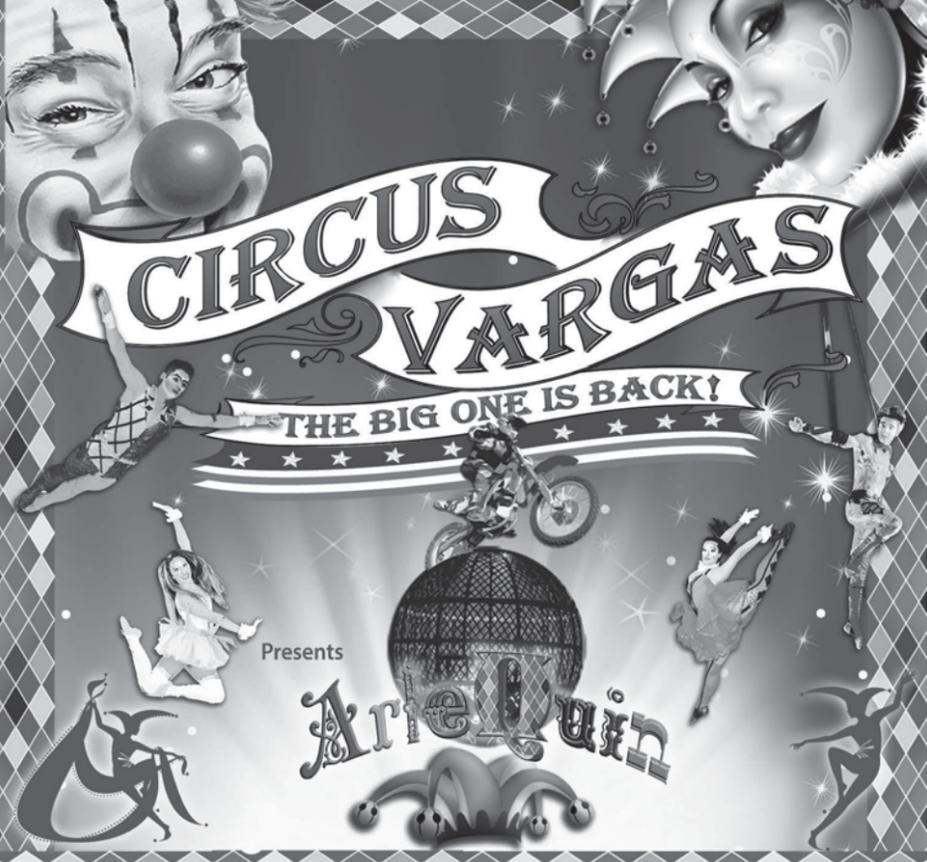
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El Mirage Community Garden November garden tips



November frost is upon us and freeze warnings normally occur between November and February. Gardeners should purchase frost protection materials like frost cloth, burlap or save money by using old sheets to keep garden plants warm. Plants and trees grow less during the cold months so reduce watering and make adjustments for rainfall. Adding compost to vegetable gardens and limiting fertilization on dormant plants will keep gardens healthy.

What to know when you want to grow!

Plant: annual and perennial wildflower seeds. Annual wildflowers such as Mexican Poppies, and Owlclover can be planted now as well as perennial wildflowers such as Penstemons, Native Verbena, Blackfoot-daisy, and native bulbs such as Bluedicks.

Herbs: like cilantro, chervil, dill, caraway, borage, fennel, nasturtiums, and biennial parsley are less picky about the cold and will thrive during this time of year.

Vegetables: can be planted up until the end of November for a fall harvest. Popular vegetables include: beets, bok choy, carrots, collard greens, endive, kale, mustard greens, green onions, peas, head and leaf lettuce, radishes, rutabagas, spinach, and turnips. Plant transplants of cool season vegetables: cabbage, broccoli, Swiss chard, brussel sprouts, asparagus, head and leaf lettuce and cauliflower.

Your lawn: Bermuda grass goes dormant when temperatures are below 50 degrees. This is a good time to overseed your Bermuda. It is important to water during sunlight with 2-3 inches of water weekly. Sow winter grass (annual rye grass) lawns and apply ammonium nitrate to restore green. Plant flowers in full or partial sun and harvest leaves from vegetables. Trim sprouts from the interior parts of your citrus tree.

El Mirage Community Garden gearing up for the season!

The City of El Mirage is gearing up for the new season and will be seeking input, donations, sponsorships and activities to enhance the community garden experience. The City currently provides water; tracks volunteer hours; coordinate registration; and, organizes garden classes. Over the next year the program will be enhanced by introducing social media platforms to promote garden education, establishing a venue for activities and events; providing monthly outdoor classes, revamping of the community market events; and, creating a sense of place within the garden. Schools, non-profits, churches and private businesses are encouraged to volunteer as groups. Input from the residents and community leaders are welcomed. For more information contact: Janeen Gaskin at jgaskins@cityofelmirage.org or 623.876.2973.

November garden tip information in this article came from the following sources: <http://www.gardeningarizona.com/calendar.html> Phoenix; <http://archive.azcentral.com/style/life/outdoors/articles/2010/09/17/20100917arizona-fall-planting-guide.html>; <http://www.desertfoothillsgardens.com/monthly.htm>.





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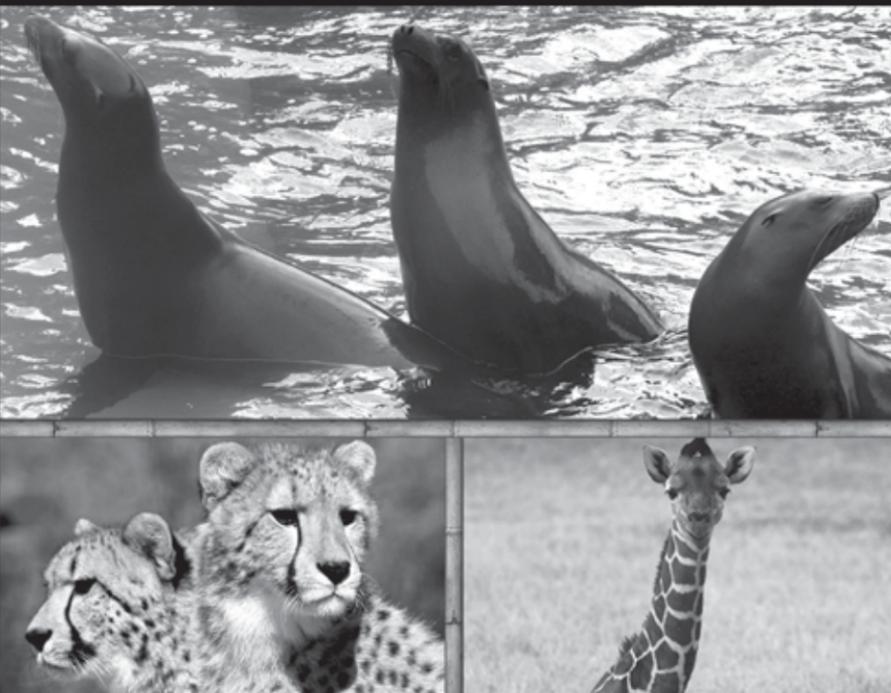
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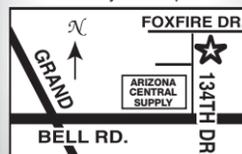
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- ★ 24 hour Towing and Recovery service
- ★ Authorized bill pay center for all utility companies
- ★ U-Haul truck rental on site
- ★ Headlight restoration
- ★ Sun City Radiator now located in Koppy's Body Shop Full service; new installation, lifetime warranty, fuel tank and radiator repair
- ★ Free pickup and delivery

- ★ Direct bill to insurance companies, with prior approval
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Youngtown

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RED HOT COUPON VALUES

Publishes Once A Month

Next issue December 2015 Deadline November 4, 2015

El Mirage
MONTHLY NEWSLETTER

YOUNGTOWN VILLAGE
REPORTER

Contact Us To Place Your Ad

C.E. Williams
623-847-4601
Fax 623-842-6013
sales@star-times.com

Barbara Duran
623-847-4608
Fax 623-842-6013
bduran@star-times.com

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- Shop Scruff's

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Scruff's Grooming for your dog or cat
623-535-3159

Grooming Hours:
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Grooming Packages Starting at \$199.99

- 4 Grooms with the 5th one FREE
- Price depends on size of dog & services required



Happy, healthy leashed pets welcome!

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14175 W. Indian School Rd., Ste. C-4 • Goodyear
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www.scruffsdogfood.com • www.facebook.com/scruffsdogfood

SW corner of Indian School & Litchfield Roads

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

Thanksgiving Values



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facebook.com/DiamondJims4Cash | DiamondJims4Cash.com

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ROC# 291230
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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

We Sell Quality Mattresses for Less

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

FALL SAVINGS!

TWIN \$119 MATTRESS & BOX FOUNDATION	FULL \$149 MATTRESS & BOX FOUNDATION	QUEEN \$179 MATTRESS & BOX FOUNDATION	KING \$249 MATTRESS & BOX FOUNDATION
Twin Size Set 39" x 75"	Full Size Set 54" x 75"	Queen Size Set 60" x 80"	King Size Set 76" x 80"

IT'S FINALLY FALL!

Take advantage of the cooler weather and replace your old A/C Unit!

Just in time to have an American Standard Excessive Celebration Sale!!!!

- Up to \$1,100 In Instant Rebates • Or special financing for 36 Months
- The offer applies to select American Standard Heating and A/C qualifying equipment
- Hurry, this offer is good from September 1, 2015 through December 31, 2015.

Call us today for a free in-home estimate! Don't Delay!

See your participating independent American Standard Dealer or visit AmericanStandardAir.com for complete program eligibility, dates, details and restrictions. Available through participating independent American Standard dealers. Special financing offers and instant rebates from \$100 up to \$1,100. All sales must be to homeowners in the United States. Void where prohibited. Valid on qualifying systems only.

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No gimmicks, no strings

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11129 W Michigan Ave
Youngtown, AZ ~ www.azmattresshack.com

Delivery and removal available (See store for details)

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Factory Direct Prices!!!

*Picture shown are not of exact product

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

Community Events–November 2015

SENIOR CENTER

Come visit the Senior Center and socialize with other Seniors from the El Mirage Community.

At the Center you will find:

- Hot Lunches for only \$2.50
- Prize BINGO
- Arts and Crafts
- Exercise Classes
- Health and Wellness Speakers
- Monthly and Holiday Parties
- Board and Card Games

The center operates from 8 am - 12:00 noon Monday - Friday.

We welcome all El Mirage seniors age 55 and older to participate in these and more activities.

Call 623-876-4232 to make your meal reservation today!

14010 North El Mirage Road
El Mirage, AZ 85335

Phone: 623-876-4232

E-mail: rarvizu@cityofelmirage.org

www.cityofelmirage.org

FALL FESTIVAL & CARNIVAL

FALL FESTIVAL
At Gentry Park in El Mirage
(Gentry Park is located at 14010 N El Mirage Road)
Friday, Nov. 13, 2015, 5-10 p.m.
Carnival Rides

Saturday, Nov. 14, 2015, 1-10 p.m.
Carnival Rides, Food Trucks,
Dee Jay Music, Community Market,
Beer Garden w/\$2 Beer, \$3 Margaritas!
FREE ADMISSION!

aps, Walmart, City of EL MIRAGE, PARKS & SONS OF SUN CITY, INC., COCO'S TOWING, 3 AMIGOS, CRESCENT CROWN, WWW.CITYOFELMIRAGE.ORG 623-476-2942

ONGOING ACTIVITIES

Co-ed Adult Soccer
Games played at Gateway Park. For information, go to www.azcoedsoccer.com or 1-800-BSA- 0886

Benfica Youth Soccer
Mon –Thurs., 6 pm – 8 pm year round
For information, go to www.azbenfica.org or 1-800-BSA-0886

White Tanks Little League
Baseball and Softball
Ages 4 to 16
Whitetanksl1@msn.com or (623) 241-4602

West Valley Youth Football
Ages 5 – 15 learn flag, tackle, cheer, dance, and step.
For information, go to www.wvyfaz.com or email wvyouthfootball11@gmail.com

El Mirage Martial Arts Academy
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.

El Mirage Library

14011 N. 1st Ave. Ph. (602) 652-3000; www.mclidaz.org

All Maricopa County Library District Branches will be closed Wednesday November 11th in observance of Veterans Day.
All Maricopa County Library District Branches will be closed Thursday November 26 and Friday November 27 in observance of Thanksgiving Day.

Children/Tweens/Teens

Día de los Muertos/Day of the Dead Craft – November 2 (Monday) 1:30 pm. Celebrate Día de Muertos/Day of the Dead by making a fun foam sugar skull-shaped ornament. All supplies provided. No registration required but space is limited.

Fall Craft Afternoon – November 23 (Monday) 1:15 pm. Ages 5 – 12. Stop in to make a fun Thanksgiving-themed craft. All supplies provided.

Thursday Morning Storytime – Storytime is suspended for November but will resume on Thursday, December 3rd at 10:30 am.

Adults

Basic online computer instruction – a one-on-one service – November 3, 10 (Tuesday) 9:30-10:30a.m. November 5, 12 (Thursday) 10:30-11:30 am. Do you have computer-anxiety? Let the Librarian help alleviate your fears with a private one-on-one session. No computer experience necessary. Drop in or phone 602-652-3000 to register beginning October 26.

Morning Book Club – November 6 (Friday) 10:30 am. The title for November is *The Bean Trees* by Barbara Kingsolver.

ONE-ON-ONE e-Reader Assistance - November 4, 18 (Wednesday) 10:00-11:00 am. One hour of personalized instruction with a reference librarian. Please bring your library card and applicable online account logins/passwords for your device. Register at the customer service desk beginning October 26.

HEARD MUSEUM presents CHOCOLATE, CHILES and COCHINEAL – November 17 (Tuesday) 10:00-11:00 am. Guest: Museum Docent, Dorothy Sullivan. The public is invited to come and listen to this fascinating subject about how chocolate had been cultivated and used as a drink in South America and Mexico at least since 1900 B.C. Additional discussion includes chiles, potatoes, tomatoes, and Cochineal (a red dye made from a tiny insect indigenous to the Americas). The program is at the El Mirage Senior Center.

Blood pressure checks – November 19 (Thursday) 10:00-11:00 am. Roxanne Butler from Hospice Promise will be available every third Thursday of the month to take blood pressure readings. The program is at the El Mirage Senior Center.

Dysart Community Center 14414 N. El Mirage Road

Youth After-School Program
(623) 583-2137

Mon 1-7 PM, Tues, Wed, Thurs 3-7 PM. \$1/day. Youth receive homework help, late lunch, physical activities, games, arts/crafts, social development opportunities, and more!

All programming is delivered by caring and qualified staff committed to helping local youth succeed!

Adult Education Classes
(623) 974-4156

Clases de Ingles (ESL) – Clases individuales y en grupo disponibles incluyendo los libros de estudio y el programa Rosetta Stone, \$60

GED – Twice per week with qualified instructor, classes available Mon through Thurs, 10 AM – 12 PM and 6 – 8 PM, \$30

Citizenship – Full instruction for passing US citizenship test, \$25

Please Help Support Our Community

The Arizona Charitable Tax Credit rewards Arizona residents with up to a \$400 state income tax credit (\$200 for individuals) for their donations to charitable organizations like Dysart Community Center. With so much to gain for our community and literally nothing to lose on your part, won't you please help us help others? All checks can be mailed to our address above and online donations can be made through Paypal at www.dysartcommunitycenter.org. Thank you!

Mobile Food Pantry at Dysart Community Center – Nov 7th at 1:00 pm

First Saturday of Each Month at 1:00 pm

623-974-4156

Movil Distribucion de Despensa en Dysart Community Center

Primer Sabado de cada mes a la 1 pm.



El Mirage Home Sales for September 2015

Address	Price	Date Sold	Total SF
12430 W Ash St	\$149,000	9/30/15	1,358
13010 W Dreyfus Dr	\$165,000	9/30/15	1,872
12744 W Columbine Dr	\$150,000	9/30/15	1,374
12182 W Valentine Ave	\$190,000	9/30/15	2,453
12401 W Soledad St	\$135,000	9/29/15	1,776
12435 W Mandalay Ln	\$137,000	9/29/15	1,308
11501 W Bloomfield Rd	\$146,500	9/28/15	1,756
13034 W Cherry Hills Dr	\$131,000	9/25/15	1,090
12614 W Paradise Dr	\$151,500	9/25/15	1,832
14509 N 125 th Ave	\$199,990	9/25/15	3,086
14812 N 124 th Ln	\$148,000	9/25/15	1,534
11518 W Flores Dr	\$147,000	9/25/15	1,572
14401 N Palm St	\$125,000	9/24/15	unk
13009 N 129 th Dr	\$114,000	9/24/15	1,890
12537 W Lisbon Ln	\$150,000	9/23/15	1,534
12962 W Sharon Dr	\$150,000	9/23/15	1,691
12705 W Cherry Hills Dr	\$146,500	9/23/15	1,832
13002 W Windrose Dr	\$132,000	9/23/15	1,407
13023 W Soledad St	\$155,000	9/22/15	1,691
12822 W Myer Ln	\$140,000	9/21/15	1,229
12823 W Rosewood Dr	\$168,800	9/21/15	1,901
11409 N Pablo St	\$123,000	9/21/15	1,832
12237 N 121 st Dr	\$128,000	9/18/15	1,832
12305 W Corrine Dr	\$129,000	9/18/15	1,106
12846 W Paradise Dr	\$153,000	9/18/15	1,524
14505 N 126 th Ave	\$153,000	9/18/15	1,722
12218 W Corrine Dr	\$150,000	9/18/15	1,832
11790 W Windrose Ave	\$103,000	9/17/15	2,191
12729 W Columbine Dr	\$135,000	9/16/15	1,199

Address	Price	Date Sold	Total SF
12521 W Aster Dr	\$154,000	9/15/15	1,737
12924 W Ash St	\$170,000	9/15/15	2,108
13041 W Redfield Rd	\$140,400	9/15/15	1,308
12930 W Sharon Dr	\$145,000	9/15/15	1,480
12566 W Mandalay Ln	\$154,900	9/15/15	1,685
13402 N 128 th Ave	\$122,500	9/15/15	1,145
12809 N El Frio St	\$125,000	9/14/15	1,089
12834 W Rosewood Dr	\$157,447	9/14/15	2,039
12934 W Sharon Dr	\$145,000	9/11/15	1,348
12522 W Corrine Dr	\$138,500	9/11/15	1,527
14414 N 129 th Ave	\$225,000	9/11/15	3,086
12725 W Paradise Dr	\$129,000	9/11/15	1,238
14027 N 130 th Dr	\$160,000	9/11/15	2,178
12720 W Flores Dr	\$142,500	9/10/15	1,527
11530 W Laurel Ln	\$131,000	9/10/15	1,527
11605 W Wethersfield Rd	\$139,000	9/10/15	2,180
12815 W Ash St	\$152,000	9/9/15	1,691
11526 W Poinsettia Dr	\$141,000	9/8/15	1,832
13802 N 127 th Ln	\$215,000	9/4/15	3,087
11811 W Windrose Ave	\$145,500	9/4/15	2,191
11752 W Maui Ln	\$135,107	9/4/15	1,270
12106 W Aster Dr	\$133,000	9/4/15	1,238
11723 W Banff Ct	\$162,000	9/3/15	1,978
12501 W Via Camille	\$140,000	9/2/15	1,534
12548 W Saint Moritz Ln	\$168,000	9/2/15	2,178
11503 W Windrose Ave	\$130,000	9/2/15	1,647
12040 W Acapulco Dr	\$175,000	9/1/15	1,978
12483 W Mandalay Ln	\$134,000	9/1/15	1,308
AVG Home Price Sold	\$145,443		

September 2015 Business Licenses

Type	Business Name/Address	City	Zip	Phone
Contractor	B&C Contractors	Phoenix	85023	602-510-1529
Contractor	Equity Sign Group	Phoenix	85032	602-441-4425
Mobile	Outerwall Inc.	El Mirage	85335	630-756-8112
retail	Tri-Dim Filter Corporation	Phoenix	85009	602-253-6700

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■ 2013 KIA RIO EX. 4DR, LOADED, BLACK FT5372A.....\$11,995	■ 2015 KIA SOUL. 5DR, LIKE NEW, PLUS, LOADED, GREEN 156363A.....\$16,995
■ 2013 CHEVROLET SONIC. 5DR, LTZ, LOADED, LEATHER, ALLOYS, WHITE 156530A.....\$11,995	■ 2014 HYUNDAI SORENTO. LX, LOADED, ALLOYS, GRAY 156596A.....\$17,995
■ 2009 HYUNDAI GENESIS. 4DR, V6, LOADED, LEATHER, SILVER MET. 156179A.....\$12,495	■ 2013 HONDA ACCORD. 4DR, LX, ALLOYS, LOADED, GRAY 156895A.....\$17,995
■ 2012 KIA SEDONA MINIVAN. LOADED, GRAY 1656322C.....\$13,995	■ 2014 MAZDA3. 5DR, GT, LIKE NEW, LOADED, RED 157004A.....\$18,995
■ 2009 MERCURY MARINER. PREMIUM, LOADED, WHITE 156974A.....\$13,995	■ 2014 HONDA CRV. EX, LOADED, MOON-ROOF, ALLOYS, RED MET. 160112A.....\$22,995
■ 2012 KIA OPTIMA SX. LEATHER, LOADED, MOON-ROOF, ALLOYS, SPICE RED MET. 157119A.....\$14,995	■ 2014 HONDA CRV. LIKE NEW, LOADED, URBAN 160653A.....\$22,995
■ 2013 HONDA CIVIC. 4DR, LX, LOADED, KONA COFFEE 150692A.....\$14,995	■ 2012 NISSAN PATHFINDER. LE, V6, ALLOYS, LEATHER, LOADED, BLK 150722A.....\$23,995
■ 2012 FORD MUSTANG COUPE. MANUAL, V6, LOADED, SILVER MET. 150758A.....\$15,995	■ 2014 TOYOTA TACOMA. DOUBLE CAB, V6, SR5, LOADED, SILVER FT5670A.....\$27,995
■ 2013 KIA SORENTO. LOADED, ALLOYS, BLK. 145706E.....\$16,995	■ 2013 TOYOTA 4RNR. LIKE NEW, LOADED, SR5, GRAY 166014A.....\$29,995

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Family Fun Days



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1/2 day K- Free
Full Day K - Fee

Extended Hours Available - Fee
Late K Birthday OK**

We are in the business of developing human intelligence.

Family values are embraced. *We are a uniform school.*
We dress for success.



El Mirage News

The El Mirage News is the official publication of the City of El Mirage, Arizona. It is mailed monthly to every residence and business throughout the city.

It is also available at all city offices, local area businesses, neighboring community visitor's centers, Luke AFB and online at www.cityofelmirage.org

Circulation 14,500
Readership 36,000
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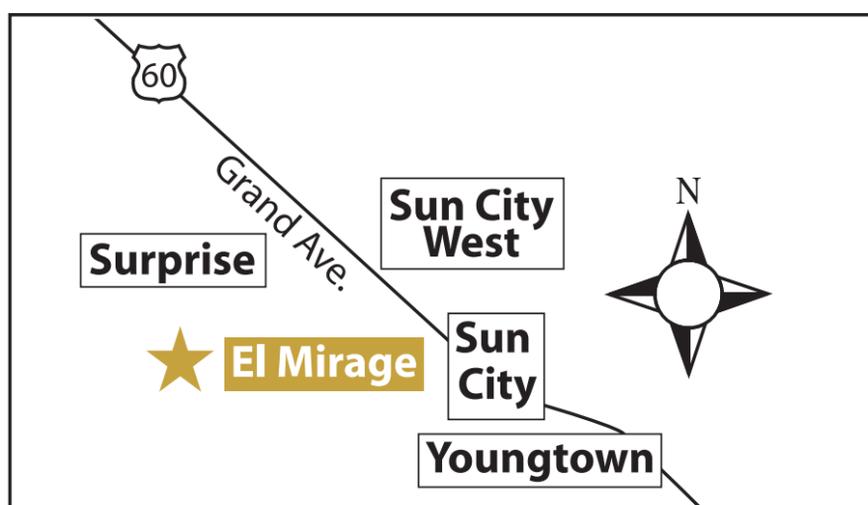
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Open Rate	\$1,000	\$550	\$300	\$175	\$100
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