

# Vecinos de Las Conchas NEWSLETTER



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## Summary of a recent article published in Periódico De Frente PTO PEÑASCO ARE, By Juan Manuel Navarro:

*Las Conchas Welcomes Visitors and Investors: Beach Accesses in  
Top Condition*

Las Conchas continues to be a shining example of responsible community development and hospitality in Puerto Peñasco. According to Chuck Salem, President of the Las Conchas Association, the community is fully prepared to welcome both national and international tourists, as well as investors interested in contributing to the area's growth. With all 69 public beach access points in perfect condition, Las Conchas is reaffirming its commitment to tourism, environmental stewardship, and community well-being.

Salem highlighted that the appeal of Las Conchas lies in its peaceful, scenic environment and the sense of safety and order that residents and visitors enjoy. He emphasized that the community's beaches are clean, access points are well maintained, and the overall infrastructure is in place to provide a pleasant experience for everyone. "We are proud to open our doors with open arms, while also staying true to the residential character that makes Las Conchas unique," he said. The economic impact of Las Conchas is significant, with the community generating direct and indirect employment for around 500 people. This includes construction workers, maintenance crews, cleaning staff, and local vendors. "Every house built and every street maintained helps support dozens of jobs. We are proud to contribute to the development of our community actively and responsibly," Salem said.

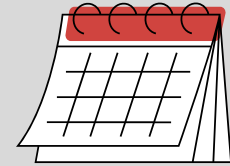
Arturo Taddei, manager of the Las Conchas complex, added that a major focus has been maintaining the federal beach access points that run through the neighborhood. "These access routes belong to all Mexicans," he stated. "We've worked hard to ensure they are clean, accessible, and respectful of federal regulations, so that any visitor can enjoy them freely and safely."

Taddei also reiterated the community's strict ban on motorcycles and motorized vehicles on the beach, a rule designed to protect both the environment and beachgoers. "The beach is a national treasure," he said. "We invite everyone to enjoy it, but also to help preserve it for future generations."

While Las Conchas continues to welcome tourism, Salem clarified that the area is designated strictly for residential use under Puerto Peñasco's Urban Development Plan. As such, no commercial establishments like cafes or shops are permitted within the community. This ensures the peaceful nature of Las Conchas is preserved, while encouraging residents and visitors to explore the many vibrant businesses throughout the city. "This creates a balanced economic boost across Puerto Peñasco rather than concentrating it in just one area," Salem explained.

## Up Coming Events

- NO Community Board Meeting in July & August.
- The September Community Board Meeting is September 20th. It will be held at the CETMAR School at 9 a.m.



June 2025

## Summary of a recent article published in Periódico De Frente PTO PEÑASCO ARE, By Juan Manuel Navarro: continued....

Both Salem and Taddei concluded by extending a warm invitation to visitors from near and far. They assured that Las Conchas will continue to be a place where natural beauty, public access, safety, and community spirit go hand in hand. "We want every visitor to leave with wonderful memories—and to know they are always welcome back," said Salem. With its focus on sustainable growth, community integrity, and respect for public spaces, Las Conchas is positioning itself as a model for responsible tourism and investment in Puerto Peñasco.



### Gran Entrada It Is!

For years, many of us referred to it as the Guard House. Others called it the Security Gate. More recently, it became known as Nuevo Acceso. If you've ever asked, "Why don't we just pick a name and stick with it?"—you're not alone!

The truth is each name brought with it different reactions. Some Vecinos preferred one term over another, but most were content either way. However, what's just as important—if not more—is how our naming choices are received by the broader Puerto Peñasco community.

Let's not forget: Las Conchas Boulevard is a public road, and the beach belongs to everyone. As a community, we are guests here. Choosing a name that is respectful and welcoming to everyone matters.

So, while we won't go into all the twists and turns that led us here, we're happy to share that we've been listening—and we've finally landed on a name that reflects both our pride in Las Conchas and our commitment to being good neighbors:

Gran Entrada...It's more than just a name—it's a symbol of the grand entrance to our beautiful community. A gateway that welcomes all who respect Las Conchas and uphold the rules that protect its beauty, safety, and spirit. Next time you pass through, give us a holler...Gran Entrada!



### The Road to Everywhere...by Board Treasurer, Craig Norton

As we recover from the last storm and continue road repairs, it's a good time to reflect on just how essential it is to have the equipment and dedicated staff that maintain our roads year-round.

We make up a unique and diverse community. Some of us live here full-time, while others visit occasionally. Regardless, we all depend on the 27 miles of roads that wind through our neighborhood. Most days, we drive in and out without giving them much thought — but maintaining these roads is no small task, and it requires a significant investment of time, effort, and money.



In fact, road maintenance is one of the largest expenses in our budget. Between fuel, equipment maintenance (like the grader and water truck), and labor, we spend approximately \$90,000 per year to keep things running smoothly.

We are so fortunate to have dedicated individuals supporting this work. Special thanks to Vecino Dave Steward, who has generously volunteered his time and expertise for many years to help train staff and maintain our equipment. And of course, Arturo and his road crew continue to do an excellent job, even under challenging conditions.

So, when a major storm hits, and the roads are still passable soon after — it's thanks to their hard work and planning. Let's all take a moment to appreciate the ongoing efforts that keep our community accessible, safe, and connected...and fiscally sound so we have the resources to pay for it.

## Are Your Records Up to Date? Help Us Help You (and Craig's, Arturo's & Barbara's Sanity)

We'll admit it: managing homeowner records can get a little tricky—especially when one owner has four properties, lives in one, and rents out the other three (and doesn't tell us which is which). It's a puzzle and we need a little help.

To keep our community records accurate—and to avoid confusion about where to send important updates, billing notices, or that friendly reminder about the next “Vecinos Only Margarita Mania” party—we're asking for a small favor:

Please log into your EasyHOA account at [lasconchas.org](https://lasconchas.org) and take a moment to review your contact information.

What should you check?

- Is your name spelled correctly?
- Is your Las Conchas property address accurate?
- Is your home address correct?
- Is your phone number current?
- Did you change your email?



You'd be surprised how many records are outdated, incomplete, or just plain confusing. Sometimes it's an honest mistake... sometimes it's a result of trying to do too many things at once during a property purchase. Either way, we'd love to get things cleaned up.

If you spot any errors or need updates, just send a quick email to Craig Norton at [kahunnagrande@gmail.com](mailto:kahunnagrande@gmail.com)

Craig knows the EasyHOA system better than most people know their Netflix password, and he can make updates swiftly and securely.

## Keep Dogs on Leash...Leave Only Footprints, by Jannie Cox

As the author of this piece—and a fellow dog lover—this isn't my favorite message to deliver. I understand the joy of letting a dog run free, especially when there's so much open space and little traffic. My little pup loves the freedom to sniff, explore, and dash back to me in delight. So yes, I get it.

That said, we are asking all residents and guests in Las Conchas to leash their dogs and clean up after them—both within our community and on the beach. I admit, I've always been diligent about clean-up, but leashing? That's been harder to accept. Then I asked, “Who says so?” And here's the answer—straight from the official source:

H. MUNICIPAL GOVERNMENT OF PUERTO PEÑASCO

REGULATIONS FOR THE USE OF BEACHES AND FEDERAL MARITIME AND CONTIGUOUS LAND ZONE

FOR THE MUNICIPALITY OF PUERTO PEÑASCO - OFFICIAL BULLETIN MONDAY, NOVEMBER 28, 2016

Chapter II. RESPONSIBLE RECREATION

*Article 10. Beaches and the federal zone may be enjoyed and used by any person under the following restrictions:*

*V. Persons walking pets are required to carry a suitable bag or container to collect their pets' feces, promptly cleaning up after them and disposing of the waste in trash bins.*

*VI. In the case of domestic animals, they may be brought in under the responsibility and supervision of their owner, ensuring they are secured with a leash.*

Our beautiful community is growing, and with that comes an increase in both residents and visitors. Most are respectful—but unfortunately, some allow their dogs to leave unpleasant surprises for others to see, smell, or step in. Even more concerning, there have been recent incidents of dogs attacking neighbors—and these were not stray dogs.

We also hear frequent concerns about excessive barking, especially at night. Please be mindful: don't cause your neighbors to lose sleep because your dog is barking. If your pet is outdoors for long periods or left alone, and tends to bark, it can become more than just a nuisance—it affects the peace of the whole neighborhood.

That's why Arturo has asked our security team to gently but firmly remind all Vecinos of the leash, clean-up, and noise rules.

I know many of us see our pets as gentle companions. My dog is tiny—her messes are the size of baby carrots—and she wouldn't hurt a flea. But from now on, she'll be on a leash. It's not just about the rule—it's about respecting each other and protecting the harmony of our community.

Let's all do our part. Scoop the poop. Use a leash. Keep barking in check...And let's leave only footprints



## June Vecino Spotlight...read on and enjoy!

### Spotlight on Leadership: Meet Arturo Taddei

Managing a large and diverse community like Las Conchas is no small task. Years of controversy and mistrust left many Vecinos uncertain about the future. But in recent months, there's been a noticeable shift—thanks in large part to our General Manager, Arturo.

#### Rooted in Family, Driven by Purpose

Arturo has been married to his wife Lupita for 34 years. They raised three children: Marcela, an accountant in Hermosillo and mother to his 4-year-old granddaughter Allessa; Arturo Jr., an engineer in Mexico City; and Paulina, who recently graduated with a degree in Tourist Administration.

Before joining Las Conchas, Arturo spent 11 years in banking, managing corporate lending across nine cities. Though his children hoped he'd take a job closer to them, he was drawn to the opportunity here. Having grown up in Peñasco, he knew Las Conchas well. "It's like a little city—beautiful, diverse, and full of potential," he says.

#### Every Day, Something New

Though his official hours are 8–5, Arturo often starts early, meeting with the head of security and then Barbara to review priorities. After that, "when the door opens, anything can happen." He prioritizes relationships with Vecinos and regular engagement with City officials, who are now seeing Las Conchas in a new light.

#### Pride in Progress

Arturo finds great satisfaction in budgeting. "I like the challenge of doing the most with the least," he says. "And I'm proud that every peso is accounted for." He's equally focused on strengthening trust with homeowners and the Board.

#### Tackling the Big Issues

In 2024, Arturo and President Chuck Salem worked closely with City officials building trusting relationships that have served us well. Arturo says, "A thriving Las Conchas is good for Peñasco and vice-versa. We support each other."

Arturo also worked closely with crews to improve water service, spending months in the field to learn and adapt. That investment of time and effort helped us to significantly improve our water distribution procedures.

#### Looking Ahead

His priorities for 2025 are clear:

- A strong, transparent budget
- Reliable water delivery
- Safe, well-maintained roads
- Continued security upgrades
- Educating the public that Las Conchas welcomes all who respect our rules and environment

#### Listening Matters

How does Arturo manage so many different opinions? "I listen," he says. "Everyone has a story. Listening builds trust—and I've learned a lot from our Vecinos." He's encouraged by the positive feedback: "People are noticing the changes."

P.S. When President Chuck Salem read the draft of this profile, he made it clear that Arturo is being too modest. This is what Chuck wants to add, "Arturo is an extremely important part of our recent successes, and we couldn't have found a better person for the job. Arturo is passionate and prideful of not just his job, but Las Conchas, Puerto Peñasco and their synergy, which is a delicate task. He believes that a strong Las Conchas makes Puerto Peñasco stronger and vice-versa. I have spent hundreds of hours with Arturo in various meetings and settings, and he always represents 'The best interests of Las Conchas.'"



## Spotlight on Leadership: Meet Arturo Taddei continued...

### A Few More Words from Arturo

When he's not at work, Arturo enjoys cooking, visiting his kids, and taking Lupita to their favorite spot, La Curva, where his parents took him as a kid.

When he is at work, Arturo wants Vecinos to know Las Conchas is in good standing—financially and operationally. But it takes all of us. Services improve when everyone contributes fairly.

In closing from Arturo, "I appreciate your trust. My commitment to our community is to continue working hard to achieve all the great projects we have ahead. This door is always open—it's not my office, it's yours."



### Meet Barbara: A Bright Presence in our Las Conchas Office

If you've stopped by the office or attended a Community Board Meeting, you have surely met Barbara—our cheerful and capable Administrative Assistant. At just 21, Barbara has quickly become an essential part of Las Conchas operations, known for her professionalism, warmth, and impressive tech skills.

Born and raised in Puerto Peñasco, Barbara has two brothers...both here in Peñasco. She spent a year studying in Mexicali before returning home and continuing her education online through La Universidad del Valle de México, where she's pursuing a degree in Marketing.

This is Barbara's very first job, and she found it through a WhatsApp posting. She remembers being nervous for the interview. "Arturo asked too many questions!" she laughs. But it quickly became clear she was a great fit. Arturo saw her confidence with computers—Excel, Word, Google Spreadsheets—and hired her in March 2024, just before the busy Semana Santa season. "My friends said I was crazy to start then and miss all the parties" she says. "But I was ready to work."

Barbara starts each day by checking emails and reviewing homeowner requests and concerns. She and Arturo meet at 9 a.m. to talk through priorities and coordinate solutions. Whether it's processing payments, helping Vecinos navigate the new EasyHOA system, or issuing "Letters of Responsibility" for small construction projects like painting or repairs, Barbara is often the first stop—and the first smile—homeowners see. Either she or Arturo can provide these letters, and now the guards are also able to issue them when needed. "Vecinos are always so pleased to learn how quick and easy it is," she says. "It's a big responsibility, but I like it," she says. "When people come in upset, I try to listen. There's always a reason behind their frustration. I help however I can, and if I need Arturo's help, I ask."

One of her favorite parts of the job is teaching Vecinos how to navigate the EasyHOA system. "They're surprised at how simple it is, and they're always happy when they learn." Barbara also loves numbers and is already learning more about the budget. "I want to stay here and keep learning," she says. "It's exciting to watch Las Conchas improve."

When she's not working, Barbara enjoys time with her friends—and sushi. Her favorite spot? Hanta Sushi on Sonora Boulevard.

Her message to the community is simple and sincere:

"I want Vecinos to know I care about them. I'm happy when they come into the office and let me help. That's what I'm here for."



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 f Vecinos de Las Conchas Ayudando Fundación

## Ayudando Fundación: Investing in Peñasco's Future with Education

At Ayudando Fundación, our mission is to uplift and empower Puerto Peñasco youth through education.

Here's how your generosity is helping us make a lasting difference.

### Donation to Educarte/Escuela de Victoria

Educarte's work includes two essential programs:

- C.A.T.I. Clinic (Centro de Atención y Terapias Infantil): Offers professional therapy and developmental support to children, helping them build independence and life skills.
- Escuela de Victoria: The first private special education school in Puerto Peñasco, serving over 40 students with customized learning programs. Many more children in the community still lack access to the education they deserve, and Educarte is working to expand.

Ayudando Fundación provided a \$2,700 USD scholarship to Educarte's Escuela de Victoria. The donation covers a full year of tuition for Alex Solis, whose single mother has faced and overcome significant personal challenges.

From Educarte's Executive Director, Carolina Pacheco:

"She was beyond happy when I notified her about your support, and she sends you all blessings and love."

Want to help? Donate gently used items to Bazaar Educarte (formerly Hope's Closet). All proceeds go directly to these essential programs.



### New Scholarship Program

This year we're launching a pilot scholarship program to support four local students attending high school or college in Puerto Peñasco. With tuition costs ranging from \$2,400 to \$4,000 MXN per semester, we've committed to funding their education for the full school year. Our goal is to grow this program in the coming years and support even more promising young people in our community. Stay tuned...future newsletters will feature these students and ways you can get involved!

### Thank You, Knudsen's!

We extend our sincere thanks to Sherwin and Joan Knudsen, generous Las Conchas neighbors who donated storage space for the Foundation's supplies. This act of kindness saves us over \$1,000 USD per year, allowing us to invest more directly into community support efforts.

We are seeking a few new committee members and volunteers. If you are interested please contact Kit Thompson at: [kitekitthompsonlcsw.com](mailto:kitekitthompsonlcsw.com)



### Donation to URB Unidad de Rehabilitación y Bienestar

The VLC Ayudando Fundación was happy to donate medical supplies. We delivered a wheelchair, cane, exercise bike, 3 Tens units, 10 packages of 20 pack tens pads and bulk rolls of resistance bands, 5 different strengths.

URB Unidad de rehabilitación y Bienestar. (Rehabilitation and Wellness Unit) is the National System for Integral Family Development, an institution in Mexico that provides various services to support families. The URB is a specific unit within DIF focused on rehabilitation and the well-being of individuals.







## MORE FOUNDATION NEWS...

### Up Coming Events

#### Halloween Trick-or-Treat Event

Join us in October at the Peñasco Convention Center for a festive family event! We're collecting candy and school supplies (like pencils, erasers, paper and notebooks) at the Las Conchas Office—donations welcome anytime.



#### Charity Breakfast for Medical Needs

This fall, we're hosting a Charity Breakfast to raise funds for medical services in Puerto Peñasco.

Stay tuned for dates and details in the next newsletter!



Thanks to our amazing supporters, Ayudando Fundación continues to grow its impact. Together, we're creating real opportunities for children and families in Peñasco.

