



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 15

JUNE / JULY 2009

Shop Del Mar Village

CREATE SOME RIPPLES AND SHOP LOCALLY IN DEL MAR

DEL MAR VILLAGE SHOPPING DIRECTLY IMPACTS COMMUNITY



PHOTO: COURTESY OF THE DEL MAR PLAZA

Did you know that shopping local has a direct financial impact that reaches far beyond a store purchase? A number of studies show local purchases create financial ripples, a recirculation of those same spent dollars flowing right back into the local community. And figures indicate that it's the small businesses that contribute a higher percentage of sales back into their local economies. According to the Small Business Administration 60 cents of every dollar spent with a sole proprietorship stays within

the community, a benefit that impacts all of us.

Shopping locally in Del Mar village also fosters partnerships and community improvement. Your local village businesses are the very supporters of Del Mar's local schools and sports teams, downtown community events, and city improvement projects. Local businesses are tied into the community as they are intimately connected to its well-being, not just financially but personally, with their time creating social relationships and supporting local causes.

In addition to social interaction, another big benefit is that shopping local is environmentally friendly. Shopping local creates less traffic and

CONTINUED ON PG 2



PHOTO: COURTESY OF THE STRATFORD BUILDING

LOOK HOW FAR WE'VE COME

ONE YEAR LATER- SEVERAL RETAIL DEVELOPMENT PLAN RECOMMENDATIONS BEING IMPLEMENTED

The DMVA has been implementing a number of recommendations set forth a year ago by the Community Land Use and Economics Group (CLUE Group), an economic consulting firm specializing in downtown revitalization and retail development.

PLAN RECOMMENDATION

Switching From The Current Downtown Zoning Ordinance To Form-Based Code

The City is exploring the possibility of adopting a form-based code to guide downtown design and development decisions. Since May the City has met and will collaborate with Del Mar residents and students from the New School of Architecture and those studying urban design at the University of California. The committee hopes to have drafted a form-based code for City Council review by

early 2010.

PLAN RECOMMENDATION

Incorporating Streetscape Plan Components – Wayfinding Signage, Trash/Recycling Receptacles and Outdoor Dining Sidewalk Improvements

Be on the lookout for new pedestrian directories posted throughout downtown Del Mar. The signage will help individuals locate shops, eateries, hotels, and services in the Village.



Proposed plans by DMVA for the installation of dual trash/recycling receptacles are being reviewed by the City of Del Mar. And be sure to enjoy

new al fresco dining areas in downtown Del Mar this summer.

PLAN RECOMMEN-

DATION Develop retail concentrations for both community residents and visitors

The recent openings of new specialty businesses bring an exciting energy to downtown. *See "New Businesses Open Doors" article for more information and for details on the new businesses now calling the Del Mar Village their home.

For more information visit the DMVA website –

www.delmarmainstreet.com ■



MAINSTREET UPDATE
PUBLISHED BY THE DMVA:
Enhancing the vitality of the Village of Del Mar while preserving its history and unique character.

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CREATE SOME RIPPLES
CONTINUED FROM PG 1

pollution with the ability of walking or biking versus driving from home and from store to store. This also creates numerous health benefits such as aiding in weight management, lowering blood pressure, and reducing the risk of heart disease.

So next time you plan to make a purchase make some ripples and make that purchase a local one in the village of Del Mar.

- .06¢ of every dollar spent with a Big Box retailer is retained/recirculated in a community*
- .20¢ cents of every dollar spent with a chain store is retained/recirculated in a community**
- .60¢ cents of every dollar spent with a sole proprietorship is retained/recirculated in a community.** ■

*Source: Rocky Mountain Institute
**Source: Small Business Administration.

PHOTO: COURTESY OF THE DEL MAR PLAZA



NEW DEL MAR VILLAGE BUSINESSES OPEN DOORS



Shoppers and diners have even more choices with two new boutiques, six new art galleries, and three new restaurants recently opening in downtown Del Mar!

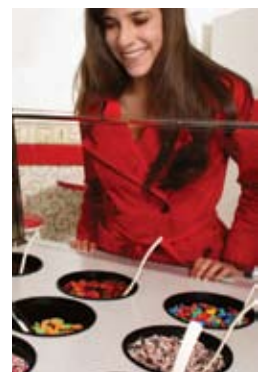
For the bride or individual needing formal wear be sure and visit **The Bustle**. The bridal and special occasion wear boutique offers wedding gowns, bridesmaid dresses, formal and evening wear, as well as wedding accessories. In addition to providing the gamut of styles, designers, and prices in wedding gowns and formal attire, the boutique also offers professional hair and make-up services. Owned and operated by newlyweds Alison and Jason Pasiut, the couple created the boutique hoping to ease the stress often associated with selecting wedding or formal event attire.

Hillside Artisans offers an eclectic, colorful mix of children's wear, toys, games, books, musical instruments, ride-ons, and art supplies. **Hillside Artisans** is a haven for one of a kind, creative-inspiring children's items.

Just in time for the summer season, **Seaside Yogurt** has opened its doors. The self-serve

frozen yogurt shop offers eight different flavors every week including tart, low-fat, fat-free, and no sugar added yogurt. Toppings include fresh fruit, a variety of chocolate morsels, chopped nuts, and cheesecake pieces. **Seaside Yogurt** is open seven days a week from 11am to 9pm during the summer season.

Three new restaurants have opened in the Del Mar Plaza. **Sunset Bar and Grill** is a casual, upbeat dining venue offering great food, a fantastic oceanview, and daily sunset specials with a familiar neighborhood vibe. **Shimbashi Izakaya** is a Japanese tapas and sake bar that serves a multi-faceted, seasonally changing menu featuring light dishes as well as sophisticated entrees. And for those seeking a cozy spot to savor a cup of tea or coffee alongside a pastry or munch on a sandwich



or salad visit the **Rumi Café**. The café, which hopes to soon be a gathering spot for locals and visitors alike, also showcases art from local artists with new work displayed monthly.



For location information visit the Del Mar village Association website – www.delmarmainstreet.com *See "New and Returning Art Galleries Create Burgeoning Art Scene" article for detailed information on downtown Del Mar's growing art scene. ■

NEW AND RETURNING ART GALLERIES CREATE BURGEONING ART SCENE

A number of art galleries are now making downtown Del Mar their home offering a variety of

art to chose from. Whether it's photography, contemporary art, seascapes, colorful animation

art, or a mix of all, be sure and visit Del Mar's newest galleries and see what they have in store.

Chuck Jones Gallery – Animation and entertainment art including limited edition cels, lithographs, animation giclées and more by

world-renowned animator the late Chuck Jones as well as other animators with featured work from Warner Bros. Studios, Disney Studios and MGM Studios.

Del Mar Art Center Gallery – The return of the Del Mar Art Center Gallery features art of all mediums and subjects from local North County artists. In addition to exhibiting art, the non-profit organization also offers its' space to community groups for lectures and poetry readings. The gallery will also offer art classes for both children and adults.

Eden Fine Art – Contemporary art from a variety of international artists including wall sculptures, paintings, shadow boxes and more.

Elaine Trei Gallery – Watercolor and oil still life and seascape paintings.

Michael Seewald – Featuring photographic art, paintings and art glass.

For location information visit the Del Mar village Association website–
www.delmarmainstreet.com ■



DMVA BUSINESS PARTNER SPOTLIGHT

Family Run Historic Poseidon Restaurant, Del Mar Motel and Snack Shack

For the Ranglas family, the **Poseidon Restaurant**, **Del Mar Motel** and the **Snack Shack** have been a home away from home for as long as they can remember. Tom Sr., a Del Mar resident, bought both the Poseidon Restaurant, known then as the Firepit with its connected Snack



The restaurant offers the area's only open-air patio right on the beach and is a Del Mar icon. "Many local kids have worked at either Poseidon or the Snack Shack. In fact, we have employees who grew up coming

Shack, and the Del Mar Motel back in the 60's. Family members were then recruited to help. "We grew up working at all three locations, the Motel, Restaurant and Snack Shack every summer," said daughter Nikki who now with her brother, Tom Jr. run the restaurant and motel since their father retired in 1982. "My siblings and I have done everything from scooping ice cream to busing and waiting tables, to managing the books. It was a great way to learn the business from every possible aspect." Tom Sr. still makes frequent rounds to the restaurant having lunch there everyday.

Poseidon underwent a major remodel five years ago that involved more than cosmetic changes to the restaurant's interior and exterior. "We updated our menu bringing on board Chef Timothy Gutmann who enhanced our dinner options with dishes such as Mediterranean sea bass with Moroccan Spice Israeli cous-cous and ginger pesto scallops. Chef Carlos Enriquez, who has been with the restaurant for more than 20 years, continues to direct the weekend brunch and lunch menu items, which include favorites such as the pojo burger, fish tacos and the pear walnut chicken salad.



to our restaurant," shared Nikki. The restaurant caters to a diverse crowd that includes families, couples, the singles scene with its spacious bar, and is perfect for group celebrations such as bridal and baby showers.

The **Snack Shack**, located adjacent to Poseidon, is run by Kathy Boehm and caters to the beach set. Open from Memorial Day to Labor Day from 9am to 6pm, the Snack Shack serves coffee, ice cream, hot dogs and sandwiches and also handles boogie board and umbrella rentals.

Like Poseidon Restaurant, the Del Mar Motel is known for its' on the beach location. The original motel is a slice of Del Mar history going back to 1946. Still a perfect place to stay for families or for those who enjoy the ocean, the Del Mar Motel offers its guests comfortable charming rooms, an ocean view patio, internet access, and is walking distance to the Del Mar Village. For location information visit the Del Mar Village Association website

– www.delmarmainstreet.com

For more information on becoming a DMVA partner visit the DMVA website

– www.delmarmainstreet.com ■

DEL MAR VILLAGE EVENING VALET PARKING SERVICE RETURNS

DMVA is once again sponsoring the downtown Del Mar summer evening valet parking service. This summer the service is available during the monthly Tuesday Twilight Summer Concert Series as well as Tuesday through Sunday until the end of the horse racing season in September. Hours for the summer valet parking service are Tuesday through Thursday 5:30pm-11:00pm, Friday through Saturday 5:30pm-2am and Sunday 5:30pm-10pm. The cost for valet parking is \$8.00. Just look for the green valet canopy in front of Bully's-Del Mar at 1404 Camino Del Mar/Highway 101. ■



NEED TO FIND DEL MAR'S NEWEST YOGURT STORE OR CHILDRENS STORE?

NO PROBLEM! Five new signs with a directory and map of the Del Mar Village have been installed throughout downtown and near Powerhouse Park. ■

JOLIE FEMME CELEBRATES 4-YEARS IN DEL MAR

Known for its full line of lingerie, sleepwear, easy wear, and gift items, **Jolie Femme** prides itself for its customer service.



Practicing the philosophy of treating its customers as guests, **Jolie Femme** offers free alterations creating a custom fit, free gift wrap, as well as free shipping. Its stellar service and quality items has obviously made an impact as **Jolie Femme** celebrates its 4th year at the Del Mar Plaza. In conjunction with

its 4th anniversary the boutique is offering a loyalty rewards program to its customers. For each purchase made, points can be earned and then redeemed for store items. Rewards program participants are also privy to Jolie Femme's private sales, specials and free birthday gifts. And don't forget to stop by Jolie

Femme when looking for that perfect Race Day Opening hat or avant-guard headpiece. With over 50 hats to select from the boutique is bound to have just the style you're looking for. For location information visit the Del Mar Village Association website – www.delmarmainstreet.com ■

WE WANT YOU

Get Involved Join Us as a DMVA Volunteers

The Del Mar Village Association is always looking for community volunteers. Volunteering through the DMVA is a perfect way to meet others in the community, make a difference first hand with community revitalization, as well as be involved with downtown Del Mar events.

Short term and long term volunteer opportunities are available all year long.

Del Mar Visitors Center, Summer – Volunteers needed needed to staff Visitor Information Center at Powerhouse Park. The Booth is operated on the weekends 11am – 3pm. All volunteers receive complimentary

parking and a snack from the Del Mar Snack Shack.

Taste of Del Mar and Art Stroll, October 3rd – Volunteers needed to assist with special event planning and day of event activities.

Holiday Wonderland, December 6th – Volunteers needed to assist with special

event planning, and day of activities.

DMVA office – on going programming support.

To volunteer or to learn more contact the DMVA via email at info@delmarmainstreet.com or by phone 858.755.1179 ■



PHOTO: RESOLUSEANI.COM

JULY 12
DEL MAR 50TH BIRTHDAY PICNIC
JULY 21
SUMMER TWILIGHT CONCERT
POWERHOUSE PARK
WWW.DELMARFOUNDATION.COM

JULY 22 – SEPTEMBER 9
DEL MAR RACES
WWW.DMTC.COM

JULY 25
DEL MAR LIFEGUARD DANCE
AUGUST 16
L'AUBERGE DEL MAR/DMVA
PETER SPRAGUE CONCERT
WWW.DELMARMAINSTREET.COM

AUGUST 18
SUMMER TWILIGHT CONCERT
WWW.DELMARFOUNDATION.ORG

SEPTEMBER 13
SUMMER TWILIGHT CONCERT
WWW.DELMARFOUNDATION.ORG

OCTOBER 3
DMVA TASTE AND ART STROLL IN DEL MAR
WWW.DELMARMAINSTREET.COM

OCTOBER 25
DMVA HALLOWEEN IN DEL MAR

NOVEMBER 16
FRIENDS OF THE SAN DIEGUITO RIVER VALLEY
ARTS AND CRAFTS SALE

DECEMBER 6
DMVA HOLIDAY WONDERLAND
WWW.DELMARMAINSTREET.COM

DEL MAR IL FORNAIO OFFERS COOKING & BAR CLASSES

Wine Dinners Too

Hoping to impress dinner guests at your next gathering or just love cooking? You now have a local opportunity to learn how to create your own homemade zabaione. The Italian custard is just one of the scrumptious desserts Il Fornai



Il Fornai Chef Roberto Gerbino will teach during the restaurant's July 18th Dessert Class. Located in the Del Mar Plaza, Il Fornai offers different cooking classes the third Saturday of each month. The August 15th class will focus on appetizers with participants learning how to prepare and present four different appetizers. The classes include course instruction, a glass of white wine or prosecco, canapés, a sampling of the taught dish, as well as a thank you gift. The cooking classes are \$30 or \$40 with the Il Fornai Pasta Recipe or Baking Cookbooks.

Starting in September Il Fornai will also offer wine dinners. Ideal for individuals, couples, or groups who

love wine and food, the dinners include a four to five course meal designed by Chef Roberto specifically for the wine pairing. The wine dinners are priced \$55 - \$65. For those interested in learning how to make cocktails such as signature martinis, sangria, and mojitos, Il

Fornai will provide bar classes every third month starting in September. To register, receive Il Fornai mailings, or for more information please contact the restaurant's event coordinator, Anissa Roberts at 858.755.9384.

Celebrating its 20th anniversary in Del Mar, Il Fornai Restaurant and Bakery serves brunch on the weekend, as well as lunch, dinner and delicious desserts through the week. The restaurant menu includes a selection of antipasti, soups, salads, wood-fired pizza, housemade pastas, grilled and rotisserie roasted meats and a wide variety of desserts. For more information visit the Del Mar Village Association website – www.delmarmainstreet.com ■

RECEIVE NEWS & EVENTS VIA EBLASTS! Stay informed with immediate DMVA community news & events by registering to receive our newsletters and announcements delivered directly to your computer. The DMVA hopes to distribute most of its' quarterly newsletters via the web soon, continuing its' commitment to **Go Green**. Register on the DMVA website to stay informed & save paper too!
www.delmarmainstreet.com