



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 14

MARCH/APRIL 2009

*Connect & Enjoy
Incredible Food, Wine,
Brews in a Fabulous
Ocean View Setting*



PHOTO: RESOLUSEAN.COM

SUMMER SOLSTICE EVENT CELEBRATES THE BEGINNING OF SUMMER

THURSDAY, JUNE 18 5-8PM, POWERHOUSE PARK

The retro upbeat style of Randy Fontaine and the Swingers will set the vibe for Del Mar's Summer Solstice event. Hosted by the Del Mar Village Association with the support of the City of Del Mar, the event is the perfect way to celebrate the summer season. This year Summer Solstice will be held on Thursday, June 18, from 5pm – 8pm at Powerhouse Park, 1658 Coast Boulevard overlooking Del Mar Beach.



PHOTO: RESOLUSEAN.COM

In addition to the jazz and swing melodies performed by Randy Fontaine and the Swingers, guests can nibble on delectable culinary creations from Del Mar restaurants, sip selections from California wineries and breweries, bid on incredible items and opportunities during the silent auction, and savor a fantastic sunset ocean view that only Del Mar can offer.

This year's entertainment along with Del Mar's 50th anniversary of being incorporated brings a sense of nostalgia to the event. The Del Mar Historical Society is donating black and white photographs from various times in Del Mar history for the event's silent auction. *"This is a wonderful opportunity for the community to connect and enjoy incredible food, wine, brews and views in a fabulous ocean view setting,"* said DMVA board member and event co-chair Mary Lou Amen.

The DMVA is looking for event sponsors, as well as additional silent auction items.

Summer Solstice tickets, a bargain at \$40, are available online via the DMVA website – www.delmarmainstreet.com or at Willis Allen Real Estate, 1424 Camino Del Mar and Union Bank in Del Mar, 1435 Camino Del Mar.

For more information email info@delmarmainstreet.com or call 858.755.1179. ■

DOWNTOWN DEL MAR CONTINUES PROGRAM TO GO GREEN

SPECIAL EVENT RECYCLING PROGRAM TO LAUNCH WITH SUMMER SOLSTICE

The DMVA, with the assistance of the City of Del Mar and Coast Waste Management, is in the midst of developing a three-part downtown recycling program. The first phase, utilizing temporary recyclable containers, will be put into action during the DMVA's Summer Solstice event.

"This is something we've been trying to put in place for quite awhile so we're thrilled to start with our events," shared Jen Grove, executive director of the DMVA.

The second phase of the recycling program involves permanent containers for trash and recycling in downtown Del Mar. *"Currently, we're pursuing grants through the California Department of Conservation so that we can replace our current trash cans for approximately 25 to 30 brand new permanent receptacles that hold both trash and recyclables,"* said Grove. *"If we don't qualify for a full grant then we plan to start a pilot program utilizing five or six*

trash and recyclable containers. With Coast Waste Management's assistance, we would then track how much recycling is deposited and the impact it could have on landfills."

The group has also been meeting with the Del Mar Fairgrounds and speaking with neighboring cities to determine the most effective way to start a downtown Del Mar recycling program.

The third phase of the recycling program involves a recycling education program for downtown businesses. ■



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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DESIGN: www.HulaGirlDesign.com
EDITOR/WRITER: Anna Haerle

LOOK WHAT'S NEW IN DEL MAR

Take a stroll in Downtown Del Mar and see the exciting changes taking place



PHOTO: RESOLISEAN.COM



PHOTO IS COURTESY OF L'AUBERGE DEL MAR

A few months ago, **Three Dog Bakery**, a gourmet bakery offering homemade, all-natural oven-baked treats for dogs, opened in the Del Mar Plaza. While Three Dog Bakery franchises are scattered throughout the U.S. and overseas, it is the only one in San Diego County. And while the bakery just opened in January, it has already found its niche among dog-lovers with some of its regular customers driving in from El Cajon and Temecula. The bakery offers human quality dog food that includes ingredients such as cranberries, blueberries, sage and flax seed. And their specially made-for-dogs cupcakes, tarts, brownies, cookies, biscotti, and bagels are all baked in-house. In addition, they carry pet toys, water feeders, bowls and even custom-made dog beds. While the bakery's main customers are dog owners they haven't forgotten the felines with "We Pity The Kitty" chicken, lobster and salmon treats. Check out Three Dog Bakery, located street level in the Del Mar Plaza, 1555 Camino Del Mar.

Be sure to savor a slice from **Del Mar Pizza**. Business partners Bob Fleet and Shawn Argent, two surf aficionados who have a love for good food and cozy spaces, took ownership of the restaurant last September. Since then Del Mar Pizza has undergone a number of changes. With a new restaurant front, kitchen, ceiling, lighting, flooring and furniture, diners can now

enjoy a contemporary, beachy setting. Outdoor dining construction is slated for completion just in time for this summer. In addition, the owners have made slight alterations to their restaurant's pizza recipes with the use of filtered water and a higher quality of mozzarella cheese. The salad dressings, meatballs, baked goods and soft serve ice cream are now all made in-house with only all natural ingredients. Del Mar Pizza is located at 211 15th Street between Camino Del Mar and Stratford Court.

For those seeking pampered rejuvenation, the newly opened **Spa L'Auberge** is just the place with its selection of professional treatments designed to soothe the mind, body and soul. Classic and contemporary treatments include massages, body wraps, facials, manicures, and pedicures with the use of exotic ingredients such as Indonesian ginger, yuchayu oil, red coral and sweet jasmine. The Spa L'Auberge completes the L'Auberge Del Mar's \$26 million renovation that started at the end of 2007. The new spa facility offers ten cozy treatment rooms, multiple indoor and outdoor relaxation areas, aromatic steam rooms, locker and rejuvenation facilities. Couples can also enjoy a treatment suite with a secluded garden, day bed and soaking tub for half day pampering. L'Auberge Del Mar is located at 1540 Camino Del Mar. ■

EUROPEAN FLAIR TO GRACE DOWNTOWN DEL MAR WITH SIDEWALK CAFÉS



Whether it's a cup of coffee, slice of pizza or glass of wine, four restaurants in downtown Del Mar will soon be offering outdoor seating allowing their diners to savor their meal while enjoying the beautiful ocean view. The restaurants, **Americana Cafe, Del Mar Pizza, Jimmy O's Sportsbar and Restaurant, and Sbicca American Bistro** located on the south side of 15th Street just west of Camino Del Mar, are in the midst of constructing outdoor dining areas that will truly enhance the downtown village.

"This is a great beautification project as it includes

sidewalk improvements and the addition of accent plants and Jacaranda trees," explained Brian Mooney, Interim Director of Planning/Community Development for Del Mar. Mooney adds that the newly constructed dining areas for each restaurant will include architectural elements complimenting the style of each building.

While construction on the outdoor spaces during the months of April and May will temporarily alter the use of a few parking spaces, the City is working closely with downtown businesses near the construction zone to ensure they are minimally affected.

Mooney also shared that the completed outdoor dining spaces will not decrease parking spots nor impede walkways, as a five-foot pedestrian area is also being created in addition to the outdoor space.

"The new outdoor dining spaces offer so many benefits to the revitalization of downtown and also has created a public/private partnership in our community. The City is trying to establish more people places in Del Mar. Here we have the opportunity to showcase our incredible ocean view creating a true dining destination," explained Mooney. ■

DMVA HOLIDAY WONDERLAND EVENT ALLOWS DONATION TO DEL MAR SCHOOLS

Proceeds from last December's DMVA signature event Holiday Wonderland has enabled the DMVA to donate \$1,000 each to Del Mar Heights, Del Mar Hills and The Winston School. Parents, PTA representatives and students from each school volunteered during the holiday event as well as donated baked goods. Thank you to the Del Mar community for supporting the Holiday Wonderland event and giving back to our local schools! ■

PHOTO: RESOLUSEAN.COM



JIM WATKINS

PHOTO: RESOLUSEAN.COM



PAM SLATER-PRICE



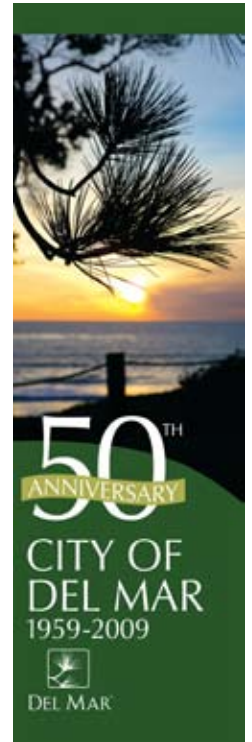
JUDITH BRADLEY

OUTSTANDING DMVA SUPPORTERS RECOGNIZED DURING DMVA ANNUAL MEETING

DMVA business partner, Jim Watkins was honored as "Outstanding Business Partner of the Year" for his instrumental ongoing support in the organization's revitalization efforts. The "Outstanding Event Sponsor of the Year" was District 3 Supervisor Pam Slater-Price for her consistent contributions to signature DMVA events. Judith Bradley was recognized as the "Outstanding Volunteer of the Year" for her incredible volunteer support with the DMVA spanning the past 10 years. All three were recognized during the DMVA's annual meeting held last February at the L'Auberge Del Mar. ■

NEW BANNERS TOUT THE 50TH ANNIVERSARY

New Banners signifying the 50th anniversary of Del Mar becoming a city were created and installed by the DMVA. The banners, which were installed at the end of March along Camino Del Mar, will remain hanging throughout the year honoring Del Mar's incorporation in 1959 along with other Del Mar community event banners. ■



DESIGN: HULA GIRL DESIGN

DMVA BUSINESS PARTNER SPOTLIGHT

Del Mar Restoration's Laura Parker

PHOTO: RESOLUSEAN.COM



LAURA PARKER AND FELLOW DEL MAR RESIDENT DAVID ARNOLD

DMVA business partner, Del Mar Restoration, is well known for building craftsman inspired custom homes that reflect the lifestyle of its clients. Founded by licensed contractor and former

advertising agency owner Laura Parker, the company was a result of her personal experience when renovating her own homes. The company, which offers construction, renovation, architectural design, interior design and project management, includes a team of qualified, college educated carpenters, framers and subcontractors known for their attention to detail and innovative design.

Del Mar Restoration's quality work and professionalism has generated quite a reputation with all of their work being referral based. "Del Mar is not just where my business is based but it's also my home

so it's extremely important that I make sure our clients have a positive experience and that our work reflect the standards of Del Mar."

In addition to being a DMVA business partner, Parker has also been instrumental with Del Mar's image. Having served on both the DMVA's Design Committee and the City of Del Mar Design Review Board, Parker played a major roll in the creation and installation of the two downtown Del Mar entrance monuments. The entrance monuments are located in the median of Pacific Coast Highway 101 on both the north and south side of town. The project took

nearly three years to complete with necessary bid and design approvals and the challenging search for the perfect size and shape stone slabs.

When asked why Del Mar Restoration is a DMVA business partner, Parker quickly responded with, "Why not? Everyone in the Del Mar community should be a DMVA partner because everyone benefits from a vital downtown."

For more information on Del Mar Restoration visit their website – www.delmar-restoration.com For more information on becoming a DMVA partner visit the DMVA 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

PHOTO: RESOLISEAN.COM



APRIL 26 | MAY 31 | JULY 5
AUGUST 9 | SEPTEMBER 20, 2009

KEEP DEL MAR CLEAN
BEACH CLEAN UP DAYS

JUNE 18, 2009

DMVA SUMMER SOLSTICE

JUNE 12 – JULY 5

SAN DIEGO COUNTY FAIR, DEL MAR
WWW.SDFAIR.COM

JUNE – SEPTEMBER

DEL MAR FOUNDATION
SUMMER TWILIGHT CONCERTS
WWW.DELMARFOUNDATION.ORG

JULY 12, 2009

DEL MAR 50TH ANNIVERSARY PICNIC

JULY 22 – SEPTEMBER 9

DEL MAR RACES
WWW.DMTC.COM

JULY 25, 2009

DEL MAR LIFEGUARD DANCE

SEPTEMBER 2, 2009

KEEP DEL MAR CLEAN SURF STOMP

OCTOBER 3, 2009

DMVA TASTE AND ART STROLL IN DEL MAR

OCTOBER 25, 2009

DMVA HALLOWEEN IN DEL MAR

NOVEMBER 16, 2009

FRIENDS OF THE SAN DIEGUITO RIVER VALLEY
ARTS AND CRAFTS SALE

DECEMBER 6, 2009

DMVA HOLIDAY WONDERLAND

DMVA PACIFICA DEL MAR & MARKHAM VINTNER DINNER SELLS OUT

Sold out for the second consecutive year, the DMVA Markham Vintner Dinner was the place to be for fine wine, delicious food and grand company. Held in the private reserve dining room of Pacifica Del Mar last March, diners savored a selection of fine wines from the Markham Vineyards of Napa Valley and an exquisite four course dinner created by Pacifica's Executive Chef Chris Idso.

For more information on DMVA sponsored events go to www.delmarmainstreet.com. ■



For the latest information on downtown Del Mar Happy Hours & Specials be sure to visit the DMVA website under the **Downtown Special Events Calendar**

DMVA BOARD MEMBER SPOTLIGHT

Mary Lou Amen



PHOTO: RESOLISEAN.COM

Always full of energy, board member Mary Lou Amen, with fellow board member Sara Harnly, is in the midst of heading up this year's DMVA Summer Solstice event. Amen, a Del Mar resident who has been involved with the revitalization organization for several years, particularly enjoys helping with the organization's annual special events which have become quite popular.

"I enjoy seeing people have a good time and it's particularly satisfying to know that these events support the DMVA's efforts towards revitalizing downtown Del Mar," said Amen. *"Right now we're in the midst of gathering silent auction items and recruiting sponsors,"* shared Amen.

Amen has also been instrumental with the DMVA's Taste of Del Mar and Art Stroll held each year in October. Two years ago she introduced the pet stroll to the event enabling the DMVA to expand Art Stroll by including artists who feature animals in their art. *"It was a perfect way to connect people, their pets and art. Dexter's Deli has been wonderful, providing dog treats and water bowls."*

The active Amen encourages others to join her in her efforts of actively supporting the DMVA and its efforts to keep downtown Del Mar economically vibrant. *"It's a wonderful way to get know your neighbors in addition to making a difference in the community. We had a friend visiting us recently who told us you really have found a jewel here in Del Mar and we agree. We know it's our responsibility to give back to a community that we call home."* ■

LOOK WHO'S A DMVA PARTNER NOW!

DMVA Business/Community Partners

PLATINUM PARTNERS

22nd Agricultural District
George Conkwright
City of Del Mar
Del Mar Thoroughbred Club
Jim Kennedy
San Diego County Supervisor,
Pam Slater-Price

GOLD PARTNERS

Sharon and Carl Hilliard
Il Fornaio Italian Restaurant
and Bakery
L'Auberge Del Mar
Stratford Square/Jim Watkins

SILVER PARTNERS

Del Mar Restoration
Sbicca an American Bistro
Union Bank of California
Weatherly Asset Management

BRONZE PARTNERS

Greg Allen
Bing Bush, Esq.
Bully's North
Carolyn's Affordable Elegance
Celine's Boutique and Gifts
Coast Hair Design
Crepes and Corks Cafe
Del Mar Brigantine
Del Mar Glass
Del Mar Liquor and Deli
Del Mar Medical Clinic
En Fuego Cantina and Grill
Folio Design
Frustrated Cowboy
Giorgio's Osteria
del Pescatore
Golden Needle Tailor
Sara Harnly
Jake's Del Mar

Don Johnson
Jolie Femme
Jolie Fleur
La Boutique les deux
La Mariposa Boutique
Lan Tran, DDS
Luan Fine Jewelers
Linda Luke
Bernice McClure
Robert Seamon,
Pacific Chiropractic
Palm Tree Yoga & Company
Debbie Mark Carpenter,
Prudential
Soulshine
Stratford Court Cafe
Sundancer Boutique
Elaine Trei Artist
Tricia Smith
World Class Vacations