



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 17

DECEMBER 2009 / JANUARY 2010



DOWNTOWN DEL MAR KEEPS GETTING BETTER

More Streetscape Improvements

Along Camino Del Mar from 15th to 12th Streets, look for a number of improvements being made including sidewalk and gutter repairs and replacements, tree grate installations, street surface reconditioning, the installation of new street furniture and trash/recycling containers, as well as new landscaping in the center median between 14th and 15th Streets. The streetscape improvements are a continuation of the city's efforts to revitalize downtown Del Mar. Completion for these projects is set for early spring.

In addition, the city is in the midst of preparing a Study and Pilot program to determine if converting Camino Del Mar from its current four lanes down to two lanes is beneficial. "We're hoping to extend our pedestrian friendly Village atmosphere and believe that this is a step in that direction," said Del Mar's Interim Planning and Community Director, Brian Mooney. Once the study has been analyzed a recommendation will be put before the City Council. ■



ALL PHOTOS: RESOLISEAN STUDIO

Completion for these projects is set for early spring.

MEET DEL MAR'S MAIN STREET

Union Bank Vice President and Branch Manager & DMVA President Walt Beerle



With the initiation and completion of several downtown renovation projects, including the L'Auberge Del Mar's major remodel and the recently opened sidewalk cafes, Walt Beerle likens downtown Del Mar's can-do spirit and involvement to Mayberry, the fictional hometown setting for the television program *The Andy Griffith Show*. And while it may seem idyllic and the cast of characters quite different, Beerle, who has been at the bank's Del Mar branch location on 15th Street and Camino Del Mar for 14 years, believes that like the former television show, it's the people that make the Village especially appealing.

"When walking through the Village it's wonderful to be able to connect with so many people on both a business and personal level. To hear of the joys and challenges, the births, weddings, deaths and life's tests we sometimes face, that's what makes working in downtown Del Mar so wonderful and so very unique," Beerle shared.

And while Beerle enjoys his personal association with the Del Mar community, it also has had

its downside with the economic climate. "I have an inordinate amount of respect for someone who starts their own business, to live and breathe it, and to take that risk. It has been emotionally painful to witness the financial challenges that our downtown businesses, our friends, have been facing."

Beerle is encouraging all Del Martians to adopt a "barn raising" attitude of helping each other. "I remember as a boy visiting my uncle in North Carolina. All of the neighbors would stop by and say hello and of course bring a dish of food. It was that community spirit, the greetings and well-wishing that I'll never forget. We need to bring that mentality here to our downtown businesses. Whether it's an existing business or one that has just opened its doors, bring the proverbial apple pie; stop by, welcome them and support them." ■



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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PHOTOS: RESOLUSEAN STUDIO

SUNDAY, DECEMBER 6TH IS HOLIDAY WONDERLAND!

Celebrate the Holiday Season with Family and Friends

**1pm-5pm
Throughout Downtown Del Mar
Purchase Discounted Activity Tickets Today –
www.delmarmainstreet.com**

Santa, children’s craft activities, horse and carriage rides, a variety of delicious restaurant tastes and so much more will transform the Village of Del Mar into a festive Holiday Wonderland.

A number of musical performances, the popular cake walk, and the kids fun zone will all return for the event that’s been an annual tradition in the City of Del Mar for a number of years.

And as in years past, a portion of the event’s proceeds will benefit local area schools. Last year Holiday Wonderland enabled the Winston School to purchase science materials; Del Mar Hills Academy was able to fund an artist-in-residence program while Del Mar Heights utilized its portion to support music enrichment programs.

Purchase discounted pre-event tickets, utilized for restaurant tastes, children’s rides, games, and craft activities, through the Del Mar Village Association website today! Anticipate 25 tickets to cover four to ten activities or restaurant tastes. Day of the event tickets are \$25 for 25 tickets. ■



MAKE PIZZA WITH SANTA!

Del Mar Plaza Sponsored Santa Visits Offer More Than Picture Taking

The jolly man from the North Pole has a full agenda during his Del Mar Plaza sponsored visits that your youngster won’t want to miss. In addition to posing for parent taken pictures and listening to wish lists, Santa will be sketching, cooking, and nibbling on cookies. On selected days IL Fornaio will be providing complimentary refreshments on the Plaza Deck. Last Sunday, Santa munched on cookies and sipped on hot chocolate with families at Pacifica Del Mar.

The Del Mar Plaza is located at 1555 Camino Del Mar. **BE SURE TO SEE THE EVENT CALENDAR IN THIS ISSUE OR VISIT WWW.DELMARPLAZA.COM FOR SPECIFIC DETAILS ON SANTA PLAZA VISITS & DON’T FORGET YOUR CAMERA!** ■



NINE FREE DOWNTOWN PARKING DAYS

Another Reason to Shop Downtown



Take advantage of the FREE downtown parking days and avoid the mall crowds and traffic when holiday shopping. Initiated by the DMVA and unanimously approved by Del Mar City Council, the free parking is offered specified weekends in December including the Christmas and New Years holidays. The free parking areas include all along 15th Street, the metered parking under the L’Auberge Del Mar, and all along Camino Del Mar between 15th and 4th Streets. ■

**FREE PARKING DATES:
December 5-6, 12-13, 19-20, 24-25 (Thursday & Friday), January 1 (Friday)**

TASTE THE REWARDS WITH DEL MAR DINING VOUCHER PROGRAM

Spend \$75 or more downtown by Dec. 24th to receive \$15 Dining Voucher

Only a few weeks remain for those hoping to make the most of their holiday shopping. The Del Mar Dining Voucher Program rewards downtown shoppers spending \$75 or more with a \$15 Del Mar Dining Voucher. The vouchers, specific for meal items only, are valid through March 31, 2010 and can be redeemed at participating Village restaurants including Americana Restaurant, Crepes and Corks Café, Del Mar Brigantine, En Fuego Cantina and Grill, Jimmy O’s, Pacifica Breeze Café, Pacifica Del Mar, Poseidon Restaurant, Sbicca, Shimbashi Izakaya, Stratford

Court Café, and Sunset Bar & Grill.

To receive your Del Mar Dining Voucher, bring your shopping receipts totaling \$75 or more from Del Mar Village purchases between November 14th through December 24th to Willis Allen Real Estate, 1424 Camino Del Mar. For a complete listing and location of participating restaurants and downtown businesses visit the DMVA website. ■



PHOTOS: COURTESY OF RENDEZVOUS



DEL MAR RENDEZVOUS VOTED AS BEST ASIAN FUSION RESTAURANT IN SAN DIEGO

San Diegans recently selected Del Mar Rendezvous as their number one choice for Asian Fusion food. The restaurant located on the street level of the Del Mar Plaza was selected as “the best” by popular vote for the 10 News A-List sponsored contest. For specials and menu information visit www.DelMarRendezvous.com ■

PHOTOS: COURTESY OF DEL MAR PLAZA



FASHION FORWARD OOHLALA RE-OPENS

With New Hip Look and Lots of Leather

OohLaLa has reopened its doors at its familiar Del Mar Plaza location across from Harvest Ranch Market, on the plaza level. Now with a vibrant, hip feel, white, black and a splash of pink grace the boutique’s walls, along with brand new cabinetry, lighting and flooring. The boutique known for its flirty, funky styles offers clothing items perfect for the holidays including leather jackets from Kippy’s, popular among celebrities for its edgy, contemporary, style. ■

DEL MAR YOUTH PROGRAM CONNECTS HIGH SCHOOL STUDENTS WITH THE VILLAGE OF DEL MAR



PICTURED LEFT TO RIGHT DMVA INTERNS LARISA OWCHARUK AND JESSICA BROWN

DMVA interns Jessica Brown and Larisa Owcharuk are putting their marketing studies in action. In addition to their internship responsibilities, the Torrey Pines High School seniors have recently started the Del Mar Youth Program, a Junior Main Street organization connecting teens with the Downtown Village of Del Mar.

Under the auspices of the DMVA, along with the direction of Torrey Pines school internship advisor, Jim Anthony, the two ambitious seniors plan to recruit fellow students in their quest to involve more teens with the nearby community. “For many of us downtown Del Mar is our hometown. Through this program we’re hoping we can make a difference in downtown Del Mar,” said Brown.

DMVA executive director Jen Grove adds that the program gives students a voice in the future planning of Del Mar as they’ll be able to provide input to the types of businesses and facilities they’d like to see located in the Village. “These students will also have an opportunity to work with both business and civic leaders as well as present their concepts of downtown Del Mar to City Council. We hope to instill a sense of civic pride and volunteerism in our leaders of tomorrow.” ■

DMVA BUSINESS PARTNER SPOTLIGHT

UltraStar Cinemas

Gold level business partner, UltraStar Cinemas, has a long-standing history with the Del Mar community. “We are thrilled to be involved with the DMVA as a partner,” shared Julie Bravo, UltraStar vice president of advertising and marketing. Bravo says the collaboration is perfect especially in light of the DMVA’s family oriented community events.

As a recent DMVA partner, UltraStar’s movies passes are now given out for raffles and other prizes at DMVA community events. The gold level partner is also assisting Del Mar Heights Elementary School with its reading incentive program as well as collaborating with Del Mar Community Connections to bring seniors to the movies.



PHOTO: COURTESY OF ULTRA STAR CINEMAS

“The DMVA is truly thankful to UltraStar for its support of the local Del Mar Community,” said DMVA Executive Director Jen Grove. “Their partnership exemplifies a true collaboration benefiting many in our community.”

For more information on the DMVA Partnership program, its benefits, and current partners please visit the DMVA website and click on “About DMVA”. ■



IL FORNAIO DMVA VINTNER DINNER JAN. 21

An evening of fine wine and exquisite Italian cuisine is being planned for Thursday, January 21st at Il Fornaio Restaurant. Tickets and menu information for the Vintner Dinner that is co-hosted by the DMVA are available on the DMVA website. Il Fornaio is located on the top level of the Del Mar Plaza, adjacent to the Plaza’s viewing deck. ■

PHOTO: RESOLISEAN.COM



DECEMBER 2009 / JANUARY 2010

DEL MAR VILLAGE CALENDAR OF EVENTS

WEDNESDAY, NOV. 26 – SUNDAY, JAN. 3

HOLIDAY OF LIGHTS

Del Mar Fairgrounds ●

WEDNESDAYS, DECEMBER 2, 9, 16

ADVENT PROGRAM

Day 10:15am – 12pm

Evening 6pm

St. Peter's Episcopal Church ●

FRIDAY, DECEMBER 4

PLAZA FRIDAY LIVE MUSIC NIGHTS

Steven Ybarra – Acoustic, Pop

6pm – 8pm

Del Mar Plaza ●

SATURDAY, DECEMBER 5

DEL MAR ART CENTER GALLERY

Outdoor Fine Art Exhibit

11am – 5pm

Del Mar Plaza ●

SKETCH WITH SANTA

1pm – 3pm

Del Mar Art Center Gallery

Del Mar Plaza ●

VISIT WITH SANTA

3:15pm – 5pm

Del Mar Plaza ●

SUNDAY, DECEMBER 6

HOLIDAY WONDERLAND IN DEL MAR

1pm – 5pm

Throughout the Del Mar Village ●

CHORAL EVENSONG

5pm

St. Peter's Episcopal Church ●

FRIDAY, DECEMBER 11

PLAZA FRIDAY LIVE MUSIC NIGHTS

Lindsey Yung – Acoustic, Indie

6pm – 8pm

Del Mar Plaza ●

SATURDAY, DECEMBER 12

VISIT WITH SANTA

Refreshments provided by Il Fornaio*

3pm – 6pm

Del Mar Plaza ●

SUNDAY, DECEMBER 13

DEL MAR ART CENTER

Gallery Reception Fundraiser

4pm – 7pm

Art Center Gallery ●

SUNDAYS, DECEMBER 13 & 20

CHILDREN INVITED FOR CHRISTMAS

PAGEANT REHEARSAL

Christmas Pageant held Christmas Eve

10am

St. Peter's Episcopal Church ●

FRIDAY, DECEMBER 18

PLAZA FRIDAY LIVE MUSIC NIGHTS

Michael Tiernan – Acoustic, Folk Rock

6pm – 8pm

Del Mar Plaza ●

SATURDAY, DECEMBER 19

MAKE PIZZA WITH SANTA

Special Dining Discounts

1pm – 4pm

Il Fornaio

Del Mar Plaza ●

VISIT WITH SANTA

Refreshments provided by Il Fornaio*

4pm – 5pm

Del Mar Plaza ●

SUNDAY, DECEMBER 20

VISIT WITH SANTA

Refreshments provided by Il Fornaio*

1pm – 5pm

Del Mar Plaza ●

NUTCRACKER PERFORMANCE

Scripps Performing Arts Academy Free

4pm – 5pm

Del Mar Plaza ●

ST. NICHOLAS EVENING

5pm

St. Peter's Episcopal Church ●

THURSDAY, DECEMBER 24

PETER SPRAGUE JAZZ CONCERT - FREE

1pm – 4pm

L'Auberge Del Mar Outdoor Amphitheater ●

CHRISTMAS EVE FESTIVITIES

4pm – 11pm

St. Peter's Episcopal Church ●

THURSDAY, JANUARY 21

IL FORNAIO & DMVA HOSTED VINTNER DINNER ●

SUNDAY, JANUARY 24

PANCAKE BREAKFAST & MUSIC

Season of Epiphany Celebration

Following 9am service

St. Peter's Episcopal Church ●

* Subject to Availability

For more information:

● www.delmarplaza.com

● www.sdfair.com/holidayoflights

● www.delmarmainstreet.com

● www.stpetersdelmar.net

● www.dmacgallery.com



PHOTOS: COURTESY OF DEL MAR ART CENTER

DEL MAR ART CENTER GALLERY RECEPTION FUNDRAISER

Sunday, December 13th from 4pm – 7pm Del Mar Plaza

Members of the Del Mar Art Center (DMAC) are hosting a reception fundraiser on Sunday, December 13th from 4pm – 7pm at the Gallery's Del Mar Plaza location.

Opportunity tickets will be sold at the event. The organization hopes the reception will raise enough funds to support art class scholarships.

For more info, visit the Center's website www.dmacgallery.com ■



GOING PINK

Downtown Del Mar an Official Cheering Station for Breast Cancer 3-Day Walkers

For the second year in a row, over 4,000 Breast Cancer 3-Day walkers were cheered on by merchants, residents, and local high school students as they made their way through downtown Del Mar during the 60-mile, three-day cancer fundraising walk.

Downtown Del Mar served as the first official cheering station of the three-day leg that took place in November. ■

