



DEL MAR™  
VILLAGE ASSOCIATION

# MAINSTREET UPDATE

VOLUME 1 NUMBER 3

OCTOBER 2006

## TASTE OF DEL MAR & ART STROLL

Sat, Oct 21st, 2006 10 am - 4 pm

Presented By: Del Mar Village Association

*Join us for the fun  
& festivities. This  
event will be our best  
ever Taste of Del Mar  
& Art Stroll.*

Enjoy a self-guided art stroll down the quaint streets of Del Mar and experience one-of-a-kind art from remarkable local artists. Savor samples from some of Del Mar & Carmel Valley's most delectable restaurants. In addition, the festivities will be accompanied by local Vocalists, Jazz, Flamenco & Saxophone music, all for one low price.

Papachino's Del Mar  
Poseidon Restaurant  
Ruth Chris Steak House  
Sammy's Woodfired Pizza  
Sbicca Bistro  
Souplantation & Sweet Tomatoes  
*\* purchase tickets at these restaurants*

### LIMITED TICKETS ON SALE NOW:

Tickets: \$30 pre-sale | \$40 day-of

Order tickets by phone: 619.233.5008.

Purchase tickets at any restaurant with an\* or online at: [delmarmainstreet.com](http://delmarmainstreet.com) and for more info: [SignOnSanDiego.com](http://SignOnSanDiego.com)

Free Parking at the East dirt parking lot by the Pumpkin Patch across from the Del Mar Fairgrounds (next to the Hilton Hotel) — with complimentary shuttles to Del Mar Village.



### SENSATIONAL SOUNDS

Listen to sensational sounds on 3 stages featuring local Jazz vocalists, Flamenco & Saxophone musicians.

### VISUAL SPLENDOR

Take a leisurely stroll and visit the booths of 50 fabulous artists, displaying artwork in a variety of mediums along Camino Del Mar.

### 25 PLUS RESTUARANTS

Americana Restaurant  
Boston Bagels\*  
Bully's North  
Elijah's Restaurant & Catering\*  
En Fuego Cantina & Grill  
Epazote Oceanview Steakhouse  
French Bakery Café  
Harvest Ranch Market  
Il Fornaio Authentic Italian Restaurant Bakery  
Jake's Del Mar  
Java Kai Del Mar\*  
Jimmy O's Sports Bar & Restaurant  
Joe's Pizza  
J Taylor's Restaurant  
Los Cabos Grill & Cantina  
Osteria Pescatore Inc.  
Pacifica Del Mar\*

PRESENTED BY:  
The Del Mar Village Association, who is dedicated to enhancing the vitality of the Village, while preserving the community's historic character.

DMVA Newsletter and  
Taste of Del Mar & Art Stroll  
Design: [www.HulaGirlDesign.com](http://www.HulaGirlDesign.com)

### DEL MAR VILLAGE CALENDAR OF EVENTS

**OCT. 14, 5PM** Del Mar Community Connections Annual Fundraiser Del Mar Firehouse — [www.dmcc.cc](http://www.dmcc.cc)

**OCT. 15, 10AM** Del Mar TV Grand Idol Contest Del Mar TV Station — [www.delmartv.com](http://www.delmartv.com)

**OCT. 21 10AM - 4PM** Taste of Del Mar & Art Stroll — [www.delmarmainstreet.com](http://www.delmarmainstreet.com)

**SUN., OCT. 29, 2PM - 5PM** Halloween in the Village — [www.delmarmainstreet.com](http://www.delmarmainstreet.com)

**FRI., NOV. 3, 6PM** Del Mar at Dusk — [www.delmarmainstreet.com](http://www.delmarmainstreet.com)

**SUN., NOV. 12, 10AM - 4PM** Friends of the San Dieguito River Valley Art Sale, Powerhouse Community Center — [www.fsdv.org](http://www.fsdv.org)

**FRI., DEC. 1, 6PM** Del Mar at Dusk — [www.delmarmainstreet.com](http://www.delmarmainstreet.com)

**SUN., DEC. 3** Holiday Wonderland — [www.delmarmainstreet.com](http://www.delmarmainstreet.com)

## SEPTEMBER 6, 2006

The DMVA held a fundraiser at En Fuego for Del Mar friends & neighbors. Over a 100 people attended. The event raised close to \$2000. Our warmest thanks to John Wingate & his staff!



## CITY OF DEL MAR | MEDIA RELEASE

### Free Parking In Del Mar?

Pat Vergne, Director of Community Services  
City of Del Mar, (858) 755-1556



Well, not quite “free”, although at \$.50 per hour it sure is a bargain and the new fee starts Sunday, October 1st. The City of Del Mar announced that it will again reduce the meter fees under the Inn L’Auberge from the summer rate of \$1.50 to the off-season \$.50 per hour.

The Inn parking lot entrance is on 15th Street one block west of the corner of Camino Del Mar. The lot is secure, well lit and conveniently close to shops and businesses and is only half a block from the Plaza shopping area. It is also next to the Post Office and within walking distance to Seagrove Park and the Powerhouse Community Center. The meters are user friendly, accept all coins and show the time purchased on a clear digital display. There is a change machine that dispenses quarters. The meters are enforced every day from 9am to 6pm.

The City also offers long term permits for three, six, nine months or one year.

## DEL MAR MERCHANT SURVEY RESULTS

JIM KENNEDY, VICE PRESIDENT

*Economic Restructuring Committee, DMVA*

The Del Mar Village Association has completed its first Retail Merchant Survey. Of 110 merchants contacted, a large number (78) responded, providing the DMVA with a valuable merchant profile, while also creating a baseline for gauging DMVA’s future progress. The survey also indicated that there are a number of areas for improvement downtown, however, a very high percentage of businesses have already survived what many believe to be the riskiest period in a business’ life cycle; the first 5 years of operation. The survey further found that Del Mar’s retail merchants are optimistic about their potential for success. We believe this optimism should continue to increase with the success of the Del Mar Mainstreet program. Based upon the survey results, DMVA will be formulating programs, events and workshops to help our local merchants continue to strengthen economically.

## DEL MAR WELCOMES 4 NEW BOUTIQUES

The Del Mar Plaza has added two new boutiques. **Ooh La La** is an unique boutique with an incredible array of womens clothing. Bayley Overland, a recent graduate of the FIDM - San Diego, has opened a self-titled boutique ‘**bayley**’ with contemporary clothing for men & women. On Camino Del Mar, **Backstage Clothing** recently opened which offers clothing made by music stars and collections that honor great performers like Jimi Hendrix, Bob Marley and Carlos Santana. Also, on Camino Del Mar **Joji Couture** opened its doors showcasing womens’ clothing, Italian handbags, gemstone jewelry and art. Come down to the Village for a visit to these great new stores!

# CELEBRATING ART IN THE VILLAGE

Nancy Johnson Sanquist, Vice President — Design Committee, DMVA

This summer a quiet effort was launched in July to bring art out onto the streets of Del Mar. The Del Mar Village Association, in partnership with the Art Center, began a monthly ‘Art in the Amphitheater’ event where local artists displayed their work



outside of the L’Auberge Hotel. This pilot program, made possible by the generosity of Jim Watkins, will have its last showing for the year on October 7 from 10-4pm. The DMVA Design Committee will then evaluate the success of this program and determine whether it should

continue next year. This same committee will sponsor a series of Public Art Workshops. Stay tuned for dates of these interactive sessions. The results of this work with the community will be the basis of a strategic plan for public art in the village.

Also during this month, on October 21, residents and visitors to Del Mar will be able to view the work of

fifty artists as they stroll along the closed Camino Del Mar between 13th and 15th Streets. They will be serenaded by the sounds of local musicians while they also sample some of the best of local Del Mar restaurants. It is the annual Art Stroll and Tasting event which will have 25+ eateries offering wonderful samples from their menus while samples of wine will be made available upstairs at the Plaza. The event moves down 15th this year to Powerhouse Park where neighboring restaurants will also present their tastings.

All of these events are made possible by the volunteer work of the Promotions and Design Committees of the DMVA who are gearing up for more fall and winter events as well as preparing for more celebrations of art and life in the downtown.

