



DEL MAR™  
VILLAGE ASSOCIATION

# MAINSTREET UPDATE

NUMBER 16

SEPTEMBER / OCTOBER 2009



PHOTOS: AQUARIO STUDIO.COM

## TASTE OF DEL MAR & ART STROLL

SATURDAY, OCTOBER 3 - DOWNTOWN DEL MAR

**FREE ART STROLL** 10am – 5pm  
**TICKETED TASTE** 12pm – 4pm  
**Taste tickets are \$40**  
*Tickets and event information available online*  
[www.delmarmainstreet.com](http://www.delmarmainstreet.com)

*Tickets are also available*  
 UNION BANK 1435 Camino Del Mar

WILLIS ALLEN REAL ESTATE 1424 Camino Del Mar

This spectacular celebration of art, cuisine, wine and brews is a perfect way to spend the day. Starting at 10am, stroll among the displays of original artwork, ceramics, jewelry, and sculptures from more than 80 local and regional juried artists. For the young aspiring artist there are interactive childrens' art booths as well as live music performances. Dog owners can enjoy the day with the event's organized pet stroll. Local merchants will also be hosting a sidewalk sale.

Coupled with the Art Stroll is the Taste of Del Mar where delicious culinary creations are offered by Del Mar and North County's finest restaurants. Selections from California wineries and local breweries are also available. The popular ticketed taste event is offered from 12pm to 4pm and is known to sell-out. Taste tickets are available for \$40. The

Taste of Del Mar and Art Stroll is hosted by the DMVA with the support of the City of Del Mar and involves a number of sponsors and volunteers. The annual event takes place in downtown Del Mar starting at the Del Mar Plaza on Camino Del Mar/Pacific Coast Highway 101 and continuing on Camino Del Mar/Pacific Coast Highway 101 south to 11th Street. Free public event parking and shuttle bus will be available at the Del Mar Shores/Winston School, 215 9th Street.



### TRAFFIC & PARKING ADJUSTMENTS

Starting Friday evening, the night before Taste of Del Mar and Art Stroll, street parking on Camino Del Mar/Pacific Coast Highway 101 between 15th and 9th Streets will be restricted until 8pm Saturday evening.

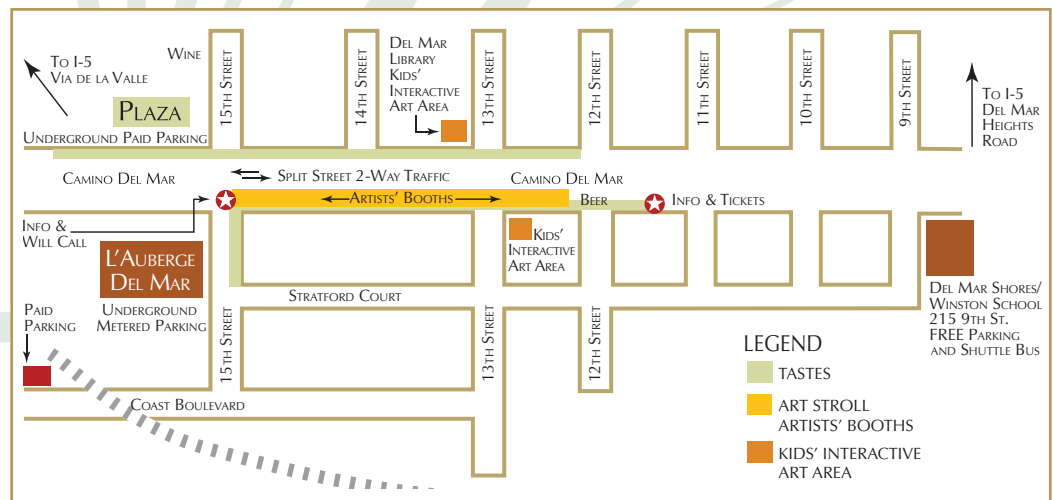
Travel via car on Camino Del Mar will also be altered as the southbound lane will be blocked for event artists' booths. The northbound lane of Camino Del Mar will be split for two-way traffic from 9th Street to 15th Street. ■

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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## HAPPY BIRTHDAY DEL MAR PLAZA!

By Ellie Maruyama, DMVA Intern



This year marks the **20th anniversary** of the Del Mar Plaza's opening. The Plaza's superb location at 1550 Camino Del Mar was the inspiration for developers David Winkler and Ivan Gayler who transformed what was once an empty parking lot into an inviting shopping and dining destination. Mr. Winkler explained it was the property's ocean view and central location close to both downtown San Diego and North County that made it ideal. Envisioning a location that would simultaneously serve as public space and market place, Mr. Gayler and Mr. Winkler wanted to

provide a unique venue that provided both shopping and dining options as well as served as a place to celebrate or simply savor the sunset.

Pacifica Del Mar and Il Fornaio, two long-standing Plaza restaurants whose entrees continue to tantalize diners since the Plaza first opened in 1989, have turned the Plaza into a fabulous gathering spot. According to Andrea Hirashiki, Director of Group Sales for Pacifica Del Mar, the addition of the Pacifica Breeze Café and Private Reserve have established two special event venues perfect for hosting a brunch or wedding reception.

Michael Mindel, Senior Vice President of Marketing at Il Fornaio, is proud of the fact that his restaurant has had "the good fortune to have several extremely talented chefs over the past 20 years, many of whom are still with Il Fornaio today." The histories of Pacifica Del Mar and Il Fornaio demonstrate perfectly the extent to which the Plaza has become a favorite place to shop and dine.

Home to a variety of shops, dining options, and services, the Plaza has nine restaurants and 17 boutiques, two art galleries, as well as a variety of services including home design, décor and cabinetry, dry cleaning, and hair and nail care, offering something for everyone including a fabulous sunset view.

For more information on the Del Mar Plaza visit

– [www.DelMarPlaza.com](http://www.DelMarPlaza.com) ■

### DEL MAR PLAZA — RELAX CONNECT ENJOY

#### SHOPS:

Banana Republic *Casual apparel and accessories*  
Chico's *Unique, all occasion women's clothing*  
Gary's Studio *Distinct apparel and shoes*  
Gary's Cole-Haan *Fine footwear for men & women*  
Gerhard *Upscale women's fashion boutique*  
Georgiou *Women's fashion*  
Jolie Femme *Lingerie, sleepwear, easywear, gifts & accessories*  
Janetelli Jewelers *Classical European design & heirloom jewelry*  
Loghman Jewelers *Italian & custom designed jewelry & watches*  
Ooh La La *The ultimate boutique*  
Sunglass Hut *Luxury sunglass retailer*  
San Diego Beachwear *Women's swimwear boutique*  
Saratoga Saddlery & International Boutiques *Equestrian clothing & gifts from around the world*  
Three Dog Bakery *The bakery for dogs*  
White House I Black Market *Black and white clothing*  
The Southern Cross *Fine home gifts, women's clothing and baby boutique*

#### RESTAURANTS:

Del Mar Rendezvous *New World Chinese Cuisine*  
Enoteca Del Fornaio *Italian wine bar and café*  
Harvest Ranch *Fresh meat & produce, fine wines, delivery and catering*  
Il Fornaio *Italian restaurant and bakery*  
Rumi Café *A place for coffee, tea, ice cream, smoothies and sandwiches*  
Pacifica Breeze Café *Breakfast, lunch and cocktails*  
Pacifica Del Mar *Coastal seafood cuisine*  
Shimbashi Izakaya *Seasonal Japanese tapas & sake bar*  
Sunset Bar & Grill *Casual Bar & Grill featuring great food, drinks & sunset views*

#### SERVICES:

Arya Cleaners *Dry cleaning & alterations*  
Del Mar Art Center *Organization for the fine & visual arts*  
Del Mar Nails & Spa *The ultimate in personal nail care*  
Del Mar Vein Care *Vein treatments, botox, wrinkle fillers*  
Folio Design, décor, cabinetry  
Haim, Ltd. Salon *Full service salon specializing in color*  
Michael Seewald Galleries *Award winning art and lessons by master painter and photographer Michael Seewald*



PLAZA FRIDAY  
LIVE MUSIC NIGHTS

Free Music Performances on  
the Plaza Deck 6pm-8pm



- OCT. 2 – JUDY MAILINGS & LARRY WHITE JAZZ DUO
- OCT. 9 – LEE COULTER
- OCT. 16 – MICHAEL TIERNAN
- OCT. 23 – LEE COULTER
- OCT. 30 – SUSAN MCCREA & SOUL SEDUCTION
- NOV. 6 – JUDY MAILINGS & LARRY WHITE JAZZ DUO
- NOV. 13 – MICHAEL TIERNAN
- NOV. 20 – DEPUE/DEHOYOS

Savor the sunset & sweet sounds of music during Plaza **FRIDAY LIVE MUSIC NIGHTS**. Check out the Plaza website for the latest information and happenings being offered [www.DelMarPlaza.com](http://www.DelMarPlaza.com) ■

TWO NEW EXCITING BOUTIQUES AT THE DEL MAR PLAZA



The Plaza’s newest boutiques, Saratoga Saddlery and the Southern Cross, offer shoppers choices unique to the San Diego market.

Well known on the East Coast and internationally with its online store, *Saratoga Saddlery* caters to the horse apparel enthusiast with its high quality equestrian style boots, hats, dresses, belts, shirts, pants and more. Offering both the soft, romantic English Country look as well as hip, rugged Western styles, its Plaza location is a natural fit with its close proximity to the Del Mar Racetrack and fairgrounds. Saratoga Saddlery can be found on

the top level of the Plaza.

For those wanting to be one step ahead of the fashion trends then be sure to visit the *Southern Cross*. Offering clothing lines for women and young children, home gift items, as well as antique and new furniture, this boutique prides itself in carrying fashions from up and coming local and regional designers before they’ve become the rage. Located next to Harvest Ranch, on the Plaza’s mid level, the Southern Cross also offers shopping specials with monthly wine and cheese nights. Be sure to stop by to get your name on the mailing list for their upcoming event dates. ■



DMVA BUSINESS PARTNER SPOTLIGHT

*The Del Mar Times, A Gold Level DMVA Partner*

The Del Mar Times has been providing news and information particularly relevant to the Del Mar community for more than ten years. As a gold level DMVA Business Partner, the paper has taken an active role in joining the DMVA to support the Del Mar business community.

The Del Mar Times is the only community newspaper directly mailed to residents. It can also be found at a number of downtown newsstand kiosks, online through its website, and at the racetrack. In addition, the newspaper produces the annual Del Mar Visitor’s Guide in partnership with the DMVA, an up-to-date comprehensive listing of

area businesses and organizations.

“The business, news and features stories covered in this paper are specific to Del Mar and serve as a terrific venue for community member dialogue and opinions,” shared Del Mar Times assistant editor Halie Johnson. Ms. Johnson said she is always looking for good stories to share or individuals providing opinion articles, as she is responsible for the paper’s content. Information should be provided at least two weeks in advance. Submit story ideas or opinion pieces to Ms. Johnson via email – editor@delmartimes.net ■



PHOTO: DEL MAR TIMES

CAFÉ SECRET OFFERS NEW MENU ITEMS WITH PERUVIAN TWIST

Now open Friday and Saturday evenings Daniella and Bratzo Basagoitia, the new owners and operators of the charming Café Secret, have brought their Peruvian roots to the restaurant offering both an expanded menu and new Friday and Saturday late evening hours.

On their dinner menu, flavorful tapas and a variety of seafood dishes such as Conchitas a la parmesana, broiled scallops topped with shredded parmesan cheese; Choros a la Chalaca, mussels dressed



with a chilled salsa fresca are now included in the menu. Peruvian desserts including key lime mango pie, and alfajores, a classic Latin American short bread, dulce de leche treat



PHOTO: COURTESY CAFÉ SECRET

are all made fresh, daily at the restaurant.

Many of Café Secret’s popular breakfast and lunch items such as quiche, sandwiches and salads and espresso

remain on the menu offering a pleasing choice of nibbles and entrees. The restaurant also offers catering services.

Café Secret, with its sidewalk and outdoor courtyard seating, is located in the heart of downtown Del Mar at 1140 Camino Del Mar. ■

**HOURS:**

Mon. thru Thurs. 7:30am – 6pm  
Frid. thru Sat. 7:30pm – 10pm  
Sunday Brunch: 7:30am – 3pm

PHOTO: RESOLISEAN.COM



## CALENDAR 2009

DEL MAR VILLAGE CALENDAR OF EVENTS

### OCTOBER 2, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Judy Mailings Trio 6pm-8pm  
Del Mar Plaza Deck

### OCTOBER 3

**DMVA TASTE AND ART STROLL IN DEL MAR**  
www.delmarmainstreet.com

### OCTOBER 9, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Lee Coulter 6pm-8pm  
Del Mar Plaza Deck

### OCTOBER 16, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Michael Tiernan 6pm-8pm  
Del Mar Plaza Deck

### OCTOBER 23, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Lee Coulter 6pm-8pm  
Del Mar Plaza Deck

### OCTOBER 25

**DMVA HALLOWEEN IN DEL MAR**  
L'Auberge Outdoor Amphitheater  
Del Mar Plaza  
Del Mar Library

### OCTOBER 30, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Susan McCrea & Soul Seduction 6pm-8pm  
Del Mar Plaza Deck

### NOVEMBER 6, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Judy Mailings Trio 6pm-8pm  
Del Mar Plaza Deck

### NOVEMBER 13, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
Michael Tiernan 6pm-8pm  
Del Mar Plaza Deck

### NOVEMBER 16, 2009

**FRIENDS OF THE SAN DIEGUITO RIVER VALLEY ARTS AND CRAFTS SALE**

### NOVEMBER 20, 2009

**PLAZA FRIDAY LIVE MUSIC NIGHTS**  
DePue/DeHoyos 6pm-8pm  
Del Mar Plaza Deck

### DECEMBER 6, 2009

**DMVA HOLIDAY WONDERLAND**  
Family Activities 1-5pm  
Holiday Tree Lighting 5-6pm  
Throughout Downtown Del Mar

## DMVA THANKS INTERNS

The DMVA would like to thank their fabulous summer college interns for their hard work and professionalism. Zach Campbell, sophomore at the University of Southern California; Jillian Jones, a senior at University of California San Diego, and Ellie Maruyama, a recent graduate of the University of California San Diego. We wish you the best of luck on all your future endeavors! ■



Jillian Jones



Ellie Maruyama

## HALLOWEEN IN DEL MAR

### FREE FUN FOR YOUNGSTERS

**Sunday, October 25 2pm – 5pm**  
Trick or Treating at participating merchants throughout downtown Del Mar

### HALLOWEEN ACTIVITIES

**2pm – 4pm**  
**Fun with Pinky's Big Top** (including face painting and spooky hair coloring)  
DEL MAR PLAZA 1555 Camino Del Mar

### Arts & Crafts

DEL MAR LIBRARY 1309 Camino Del Mar

### Magic Show – 5pm

OUTDOOR L'AUBERGE AMPHITHEATER  
1540 Camino Del Mar

Calling all young ghouls and goblins share in an old fashion party with kids' activities, a magic show, and of course trick or treating. The Halloween event takes place on Sunday, October 25th between 2pm and 5pm. Participating

downtown Del Mar merchants will welcome young trick or treaters with goodies. It's a perfect opportunity to see the festive Halloween themed merchant window displays and see what our downtown businesses have to offer this fall season.

Youngsters wishing to Trick or Treat must first pick up a "Casper Card" in order to qualify for additional prizes. The "Casper Cards" are available at the L'Auberge Del Mar Outdoor Amphitheater and the Del Mar Library. The Del Mar Village Association asks that adults accompany participating children. ■



PHOTO: AQUARIO STUDIO.COM

## MARK YOUR HOLIDAY CALENDAR

*Santa Arrives in Del Mar Starting Nov. 29th*  
**Holiday Wonderland Sunday, Dec. 6**

Celebrate the holiday season all month long. Starting on November 29th and continuing through December 20th look for Santa at the Del Mar Plaza and downtown Del Mar. Experience an old-fashion holiday celebration with the annual DMVA Holiday Wonderland. The all day family event offers children's craft activities, strolling carolers, a number of musical entertainers, horse and carriage rides, a kids' fun zone and much more. The family extravaganza ends at 5pm with a magnificent holiday tree lighting held at the outdoor L'Auberge Amphitheater. For an update of holiday events visit [www.delmarmainstreet.com](http://www.delmarmainstreet.com) ■

PHOTO: RESOLISEAN.COM



**RECEIVE NEWS & EVENTS VIA EBLASTS!** Stay informed with immediate DMVA community news & events by registering to receive 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](http://www.delmarmainstreet.com)