



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 11

AUGUST/SEPTEMBER 2008

ORGANIZERS PREPARE FOR DMVA'S 2008 TASTE OF DEL MAR & ART STROLL IN DEL MAR

Sponsors, Artists, and Volunteers Needed for October 4th Event



PHOTO: RESOLISEAN.COM

This spectacular celebration of art and cuisine also includes live music, a children's interactive art area, and a pet stroll



PHOTO: RESOLISEAN.COM

While most are savoring the beach and enjoying the racetrack, a dedicated group headed by this year's Taste & Art Stroll in Del Mar event chair Judith Bradley is working feverishly in preparation for the October event. The Taste & Art Stroll in Del Mar takes place Saturday, October 4. This annual event is a celebration of community, art, culture, and cuisine.

The event features both a free Art Stroll showcasing juried, original artwork from more than 70 fine artists and crafts people as well as ticketed restaurant tastes. Samples of delicious culinary creations are offered by some of the finest restaurants in Del Mar and North County. Selections from California

wineries and breweries are also available via ticket.

This spectacular celebration of art and cuisine also includes live music, a children's interactive art area, and a pet stroll. While the art stroll is free, the restaurant taste ticket is \$40 and is available now via the DMVA website.

Artists, sponsors, and volunteers are needed for this amazing annual community event put on by the DMVA. For more information on how you can become involved and/or donate, please visit the DMVA website – www.delmarmainstreet.com or call 858.755.1179. ■



PHOTO: RESOLISEAN.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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DESIGN: www.HulaGirlDesign.com

SHOP, EAT, PLAY LOCAL! ENJOY DEL MAR VILLAGE

DMVA Encourages Beachgoers to Stop By the Village



Ever wondered what restaurants, hotels, shops, or organizations are located in downtown Del Mar? The latest Downtown Directory is now available providing updated information on our local businesses.

The directory is available at Del Mar Village shops and restaurants and can also

be picked up the DMVA office, located at 1201 Camino Del Mar, suite 205, City Hall or the lifeguard station.

The DMVA hopes the directory will connect the approximate 2 million annual Del Mar beach visitors to the Downtown Village. In addition, last month a large map listing Village restaurants, hotels, shops, and businesses was installed at the main lifeguard station on 17th Street as well as at the other two lifeguard stations on 20th and 25th Streets. ■



DEL MAR FAIRGROUND SIGNAGE SUPPORTS DEL MAR VILLAGE

Thanks to DMVA supporters Keith Nordling and Gary Pederson, Del Mar businesses now have an opportunity to advertise at the Del Mar Fairgrounds/Racetrack while supporting the Village of Del Mar.

Nordling, owner of Jimmy O's Sports Bar and Restaurant in Del Mar and Yogi's Beach Bar and Restaurant in Cardiff, partnered with Gary Pederson of Cassidy Interiors to have four mesquite wood signs made. Each sign has eight available 16¼ inch squares where advertising can be placed for one year. (As of this newsletter's content deadline, there are only 4 advertising spaces still available.)

Both Nordling and Pederson covered the costs of the design and creation of the signs. All money collected for advertising placement will directly benefit the DMVA and its efforts to enhance and revitalize the Village of Del Mar.

Nordling said the advertising opportunity was offered by Tim Finnel with the 22nd Agricultural District. "Tim

simply said 'if you build it, (signs) then we'll put it up at no cost,'" explained Nordling. It was something Nordling couldn't refuse especially since it was a way to support the Village of Del Mar and the DMVA. "I believe in the DMVA and the organization's vision. My future is in Del Mar and I hope to keep it that way," he added.

The Del Mar Fairgrounds/Racetrack is a well-sought after advertising venue with approximately 350 events each year including the San Diego County Fair which alone brings in more than 1.2 million visitors. The signs, placed in high volume areas, include the main entrance, the feed store in the stable area, the driving range, and horse park facility.

Cost of running the four ads from June 2008 – June 2009 is \$3,000. Pricing is subject to change in June 2009.

DMVA's graphic designer, Nancy Walter of Hula Girl Design, will design the ad with pictures and graphics.

For more information and/or to reserve ad space, contact the DMVA office via email info@delmarmainstreet.com or by phone at 858.755.1179. ■



DEL MAR RESTAURANTS CATER TO KIDS TOO

Enjoy Del Mar with the Family

Many Del Mar restaurants typically thought to focus only on the adult palate also cater to the tastes of young diners. Restaurants such as **Pacifica Del Mar**, **Epazote Oceanview Steakhouse**, **Americana**, and **Sbbica Bistro** offer kid friendly menu items in addition to adult fare. And while French fries and chicken strips are typically most popular among the younger set, several of the restaurants also offer sophisticated choices.

"At Pacifica Del Mar, we put the kids' menu together with the idea there are different levels of diners. There are items for youngsters who enjoy cheese pizza and hamburgers and also items for those not quite ready for the adult menu but are ready to experience something other than the traditional "kids' menu," shared Andrea Hirashiki, director of group sales for Pacifica Del Mar.

"For kids opting for something similar to their parents, we serve dishes like tiger prawns with sticky rice, steamed vegetables and honey-soy dipping sauce, or petite filet mignon with sautéed broccoli and mashed potatoes. We believe that a child is also an important diner and hope that their experiences at Pacifica will bring them back for future dinners," explained Hirashiki.

Dan Sbicca, co-owner of Sbicca Bistro with his wife Susan, who also serves as the restaurant's executive chef, agrees on the importance of providing food choices for its young patrons. "We've always been kid friendly and have had a children's menu since we opened in Del Mar ten years ago," shared Dan Sbicca. "And while we serve the typical kid's fare, Kraft macaroni and cheese and the Sbicca kids' menu item favorite – chicken fingers, we've expanded our kids' selections for those ready to vary their palate offering chicken alfredo pasta, a six ounce filet, grilled barbeque chicken breast and chicken Caesar salad. One thing we do know is that you never mess with the basics when it comes to kids' fare. Our young customers tell us that chicken fingers has to be served with either ranch dressing or ketchup," laughed Sbicca.

Most restaurants offering kid friendly fare have their menus posted on their website. If in doubt, call prior to arrival. ■



PHOTO: ISTOCK

SOUL SHINE EVOLVES

Join the Wellness Network

While stores offering one-of-a-kind jewelry, clothing and accessories aren't new to the Village, a charming boutique showcasing items evoking the health and wellbeing of the mind, body and spirit is. Soul Shine opened its doors at 1217 Camino Del Mar a mere year ago and has evolved into a center that offers patrons both an uplifting shopping experience as well as the opportunity to learn and experience optimal well being through its newly launched Wellness Network.



PHOTO: RESOLISEAN.COM

Whether you're looking for a massage, life coach, financial planner, family practice physician, or Qigong meditation specialist, Soul Shine's Wellness Network takes the guesswork out of finding a practitioner to meet your needs. Store owners, **Melanie Bivens** and **Kymerly Nelson** share a vision of Soul Shine being both a boutique as well a gathering spot for those wanting to expand their knowledge on the mind and body connection.

"The Wellness Network is really the heart and soul of our vision," Bivens

shared. "There are so many facets to and making your soul shine – whether you're in need of acupuncture, hypnotherapy, or a hair stylist we've done the footwork research for you."

To enjoy the benefits of the wellness network a Soul Shine membership is required. The membership includes an extensive personalized intake consultation involving your medical, emotional and spiritual history.

In addition, on-going educational events, seminars and workshops are offered giving members an opportunity to continue their road to self-enlightenment as well as a chance to interact with both the practitioners and others. Members are also privy to private shopping events and special discounts off specific items in the store.

Soul Shine is located at 1217 Camino Del Mar. For more information visit their website www.soulshine.com ■

DEL MAR HAPPY HOUR AND SPECIALS



PHOTO: RESOLISEAN.COM

AMERICANA

Tues. & Thurs.: Half-price bottles of wine

THE BRIGANTINE

Happy Hour: Every Day 4:00-6:00PM

& Tues. 4:00-11:00PM

Early Bird Special: Sun.-Thurs., 5:00-6:30PM, 3-course dinner includes coffee, tea, or iced tea

BULLY'S NORTH

Happy Hour: Mon.-Fri. 3:00-6:00PM &

Late Night Happy Hour

Sun.-Thurs. 10:00PM-Close

Discounted drinks & appetizers

CAFÉ DEL MAR

Happy Hour: Mon.-Fri. 5:30-7:00PM

Tues. & Thurs.: Half-price Bottle of Wine

Nights starting at 5:30PM

Live Music every Thurs.

CREPES AND CORKS CAFÉ

Wine Tasting: Tues. & Thurs. 4:00-7:00PM

Happy Hour: Tues.-Sat. 4:00-6:30PM

DEL MAR RENDEZVOUS

Wed. & Sun.: (except on holidays)

Half-price bottles of wine

DOUBLE HAPPINESS

10% discount on dinner menu take-out orders: purchase of \$8.00 or more

EN FUEGO CANTINA AND GRILL

Sun. Summer Music Nights: 6:00-9:00PM

Acoustic Wed.: 8:00-10:00PM with

Michael Tiernan & friends

Happy Hour: Everyday 4:30-6:30PM

Tues. Night Tacos: 4:30PM -Close

Wine Wed.: 20%-50% off selected wines

EPAZOTE OCEAN VIEW STEAKHOUSE

Happy Hour: Nightly 4:00-7:00PM

IL FORNAIO CUCINA ITALIANA

Happy Hour: (beer and wine only)

Mon.-Fri. 4:30-6:30PM

JAKE'S DEL MAR

Happy Hour: Mon.- Fri. 4:00-6:00PM

JIMMY O'S SPORTS BAR AND RESTAURANT

Happy Hour: 4:00-6:00PM & Late

Night Happy Hour 10:00PM -12:00AM

(excluding Fri. & Sat.).

\$1.25 off all Draft Beers \$2.00 Well Drinks

Happy Hour Food Specials

GIORGIO'S OSTERIA DEL PESCATORE

Mon. & Tues.: Half-price on selected bottles of wine

PACIFICA DEL MAR

Happy Hour: Nightly from 4:00-6:30PM

and all night Mon. & Tues.

Martini Night/Wed.: All martinis \$5

Restaurant Specials

Six Sensations Before Six

A Two-Course Prefix Dinner only \$19.75 before 6:00PM

Half Price bottle of Wine Night

Every Thurs. all year long including whole bottles and ½ bottles on wine list.

THE POSEIDON RESTAURANT

Happy Hour: Mon.-Fri. 4:30-6:00PM

SBICCA AN AMERICAN BISTRO

Wed. Martini Madness: Discounted martinis & food specials

Wine Lover's Tues. & Thurs.: Enjoy selected bottles of wine at half-price

Guest Bartender Night: Wed. is guest

bartender night where Sbicca turns the bar over to local groups and charities for fundraisers or special events. ■

CLONE DUPLICATING & PRINTING

Expanded Services

Clone Duplicating and Printing has now expanded its services to include unique stationery and paper



products, custom printing and design including calligraphy, as well as specialty gift items featuring Del Mar.

Owned and operated for the past 12 years by husband and

wife team, Rufus and Shirley Abelsohn, the couple prides itself in customer service, design creativity and quick turn-around.

Clone Duplicating and Printing is located in the heart of the Village at 1202 Camino del Mar. Stop by their store or visit their websites for all your printing, duplicating, stationery, personalized and uniquely designed invitation needs.

Their websites are: www.clonecopies.com or www.createadesign.net

To reach them via phone – 858.259.6789. ■



JUNE — SEPTEMBER

DMVA EVENING VALET PARKING SERVICE

5:30 – 11 PM

JUNE 28 — LABOR DAY

DMVA VISITORS CENTER OPEN

POWERHOUSE PARK

WEEKENDS ONLY

OCTOBER 4

TASTE & ART STROLL IN DEL MAR

DOWNTOWN DEL MAR

OCTOBER 26

HALLOWEEN IN DEL MAR

DECEMBER 7

HOLIDAY WONDERLAND

DOWNTOWN DEL MAR

WELL-ATTENDED 2008 SUMMER SOLSTICE EVENT MARKS ARRIVAL OF SUMMER IN DEL MAR



The fog cleared just in time, setting the backdrop of a beautiful ocean view sunset for the recent DMVA Summer Solstice event held at Powerhouse Park. "It really was significant that the sun came out amidst all the fog. Just as we had planned, the fog burned off just in time for the festivities to begin," laughed Summer Solstice event chair, Mary Lou Amen.

Hosted by the DMVA with support from the City of Del Mar, the fund-raising event celebrated the arrival of summer on June 19th.

Nearly 600 guests sipped and savored a variety of delectable tastes from Del Mar restaurants and California wineries and breweries as well as enjoyed music performed by FulaBula.

The annual event held both silent and live auctions, which, once again, proved to be lively. Seats in the owner's box for a Padres game drew a bidding war that ended with everyone winning. High bidder Carlo Coppo ended up with the prize but invited his bidding opponents, Dr. Wadia and his wife, to join his son, daughter-in-

law, and nephew to watch the game from the highly coveted seats.

"It was truly a spectacular affair that was made possible by our generous donors, sponsors, restaurateurs, and volunteers," acknowledged Amen. "We had so many dedicated volunteers who contributed to the success of this year's event. I am particularly appreciative of Susan Johnson, Deb Cross, Sara Harnly, and Susan Ivison. With their help we had a very smooth and organized process for both the silent and live auctions," said Amen.

This DMVA signature event fundraiser helps offset the cost of the DMVA sponsored summer Valet Parking program offered in the evenings until the end of the race season in September and other revitalization programs for downtown Del Mar.

Next year this popular event will be held Thursday, June 18th with tickets available through the DMVA website. For those interested in sponsoring, donating, or volunteering for Summer Solstice 2009 contact the DMVA office via e-mail info@delmarmainstreet.com or by phone at 858.755.1179. ■

