



DEL MAR™
VILLAGE ASSOCIATION

MAINSTREET UPDATE

NUMBER 12

OCTOBER/DECEMBER 2008

AMBITIOUS DEL MAR VILLAGE ASSOCIATION DOESN'T MISS A BEAT

WITH ON-GOING REVITALIZATION EFFORTS IN VILLAGE

The Del Mar Village Association continues to build momentum with its' revitalization efforts for downtown Del Mar despite a challenging economic climate. With its seventeen-member board, nearly 50 plus members and event sponsors, as well as countless volunteers, the Del Mar Village Association has laid out an ambitious task sheet to continue its effort of stimulating economic growth and stability as well as provide cultural and community events for the downtown area.

SOME OF THE CURRENT, CONTINUING AND PAST DMVA PROJECTS INCLUDE:

- Planning, coordinating and producing the Taste and Art Stroll in Del Mar, Halloween in the Village, Holiday Wonderland, Summer Solstice and many other downtown community and special events throughout the year
- Producing yearly updated downtown directories and maps
- Producing community and business newsletters to keep the community informed
- Researching governmental grant programs to help fund downtown streetscape and other improvements
- Promoting Del Mar to regional, national and international markets
- Continuing ombudsman program to help with issues impacting downtown Del Mar businesses
- Organizing and sponsoring the summer valet parking program in downtown Del Mar to help with parking issues
- Implementing a Shop Local and Go Green Campaign for downtown Del Mar
- Continuing partnerships with commercial property owners to further improve the downtown Del Mar commercial core
- Working with the City of Del Mar on updating regulations and identifying and researching new innovative approaches to downtown revitalization through design and planning tools
- Conducting networking business seminars for downtown business owners
- Developing alternative transportation options for the downtown Del Mar area connecting fairgrounds/race track and neighboring cities to keep our community green and healthy



The Del Mar Village Association encourages tourism with Del Mar membership in the San Diego North County Convention and Visitors Bureau



MAINSTREET UPDATE
PUBLISHED BY THE DMVA:
Enhancing the vitality of the Village of Del Mar while preserving its history and unique character.

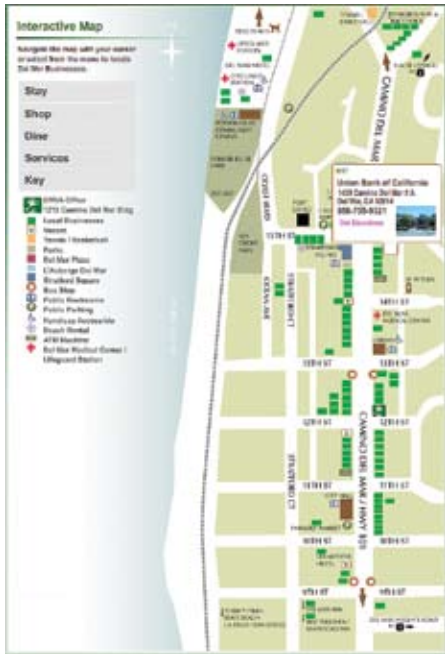
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DESIGN: www.HulaGirlDesign.com

continued on page 5

INTERACTIVE MAP – NEWEST WEBSITE UPGRADE BENEFITS VILLAGE BUSINESSES, RESIDENTS AND VISITORS

www.delmarmainstreet.com continues to be a source of valuable information for those interested in what downtown Del Mar has to offer. The latest website addition involves an interactive downtown Del Mar map that



allows users to navigate local Del Mar businesses by location or category by simply “mousing” over the map. While moving the cursor over green squares a box containing the name of

◀ Find the info you need on any business by rolling your cursor over the map the business and contact information is brought up to view. The box is also hyperlinked to the exact location of each business on Google Maps. **DMVA business members will also have an added perk with a link to their website.**

The interactive map is just another way the DMVA is communicating to visitors and residents all of the businesses located in the Village area and what they offer. The map, to be updated monthly, was created by local web developer **VernetiArts**. ■

PAPER OR PLASTIC? HOW ABOUT A DEL MAR VILLAGE TOTE BAG INSTEAD?

Del Mar Goes Green with Plans For Ongoing Environmental Community Program

The Del Mar Village Association is in the midst of creating an on-going community environmental program with its first step focused on encouraging all to purchase and use a DMVA canvas tote bag or other reusable bag in lieu of plastic and paper bags.

Statistics from the EPA, determine the U.S. utilizes some 380 billion plastic bags, sacks and wraps each year. These same bags, which can take up to 1,000 years to decompose, often end up in our ocean, landfills, and rivers killing wildlife.

Think using paper bags is a better alternative? Think again. According to the Society of Plastics Industry, it takes four times as much energy to produce a paper bag compared to plastic bag. The manufacturing of paper bags involves heating wood chips in chemical solutions contributing to air and water pollution. And both plastic and paper bags emit further toxicity as they degrade.

The canvas tote bags, available for \$2 through the DMVA, are a smart choice to carry groceries, wine, books, newspapers, and anything in between. Be action oriented in the environmental effort and opt for reusable bags.

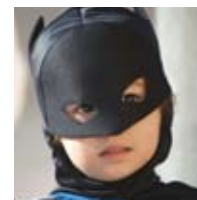
Visit the DMVA website to purchase a bag online or give us a call. ■



PHOTO: KATE SPRENKLE

HALLOWEEN IN THE VILLAGE

Ghosts, goblins and fairy princesses are invited to attend **Halloween in the Village**, an annual family event hosted by the Del Mar Village Association and the Del Mar branch of the San Diego County Library.



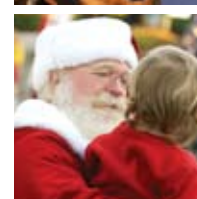
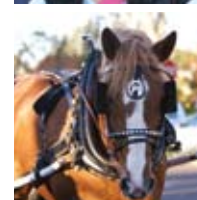
The event takes place in downtown Del Mar on Camino Del Mar between 15th and 11th Streets on **Sunday, October 26th from 2pm – 5pm.**

Activities for the free community event include face painting, arts and crafts activities, balloon art, magic show, trick or treating with treats given by Village merchants, a costume contest for children, and new this year, a costume parade for pets. For more information visit the Del Mar Village Association website. ■



ALL PHOTOS: RESOLISEAN.COM

HOLIDAY WONDERLAND IN DEL MAR



A horse drawn carriage, glitter, Santa, hot cocoa, arts and crafts, carolers, holiday gift bazaar, a cake-walk, fun zone, snowflakes, and so much more will be offered at the DMVA hosted **Holiday Wonderland in Del Mar.**

The annual family event will be held on **Sunday, December 7th** and encompasses the entire Del Mar Village and includes children’s arts and crafts activities, restaurant tastes, carnival rides and activities, and a number of musicians. This is a holiday tradition!

The festive event is a wonderful way to celebrate the holiday season, as well as enjoy the sights, sounds and tastes that the Del Mar village has to offer. For tickets, volunteer opportunities, sponsorship or more information visit the DMVA website. ■

DEL MAR'S NEWEST CHARMING B&B, SECRET GARDEN INN & ADJOINING RENOVATED CAFÉ SECRET OPEN WITH CELEBRATION



After great anticipation, the **Secret Garden Inn** and the adjoining newly renovated **Café Secret**, opened its doors to the public last August with a celebration. The eclectic five-room bed and breakfast includes a tranquil courtyard filled with lush plants and a koi fish pond.

Just through the shared courtyard is the charming European inspired Café Secret which reopened after a kitchen renovation with *new chef*, **Chris Lakey**, and EurAsian inspired menu.

The celebration took place at the end of summer with nearly 150 people attending. Tours of the uniquely eclectic rooms were given while the *Gregory Michael's Band* performed a selection of classic and contemporary jazz.

Community dignitaries who attended the event included County Supervisor **Pam Slater Price** and City Council members **Crystal Crawford** and **Richard Earnest**. Attendees nibbled on shrimp grits, chicken satay, ham and brie croissant bites, as well as sipped a selection of fine wines. ■



PHOTO: RESOLUSEAN.COM



DEL MAR HAPPY HOUR AND SPECIALS



PHOTO: RESOLUSEAN.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 bottles 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

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

Waikiki Wednesday

Starting at 4:00PM

Duke's Fish Tacos \$6.00

Duke's Mai Tai \$3.50

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 bottles of wine night

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

THE POSEIDON RESTAURANT

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

SBICCA AN AMERICAN BISTRO

Nightly Happy Hour 4:00-6:30PM

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. ■



PHOTO: AQUARIUSTUDIO.COM

TASTE OF DEL MAR & ART STROLL SUCCESS DUE TO COMMUNITY SUPPORT

It was another win-win for downtown Del Mar with the recent successful Taste of Del Mar and Art Stroll. The 7th annual event offered something for everyone - art aficionados, wine, ale and restaurant samplers, dog walkers, budding young artists, people watchers, and music enthusiasts.

A Big Thank you to the many volunteers and following sponsors for their continuous support:



DEL MAR PLAZA



SAN DIEGO COUNTY LIBRARY/DEL MAR BRANCH

BULLY'S NORTH
DEL MAR LIQUOR
DEL MAR PARTNERSHIP

FOLIO DESIGN
LINDA LUKE
PACIFICA DEL MAR
RYAN'S COLLECTION

STRATFORD SQUARE BUILDING/
JIM WATKINS
SUNDANCER BOUTIQUE

A Big Thank you to the following Restaurant and Wine & Ale Taste Participants:

AMERICANA CAFÉ
BOARD & BREW
BULLY'S NORTH
CAFÉ SECRET
CAFÉ DEL MAR
CRÊPES AND CORKS CAFÉ
CAFÉ DEL MAR
BRIGANTINE
DEL MAR RENDEZVOUS
EDAMAME RESTAURANT
EN FUEGO CANTINA AND GRILL

EPAZOTE OCEANVIEW STEAKHOUSE
GIORGIO'S OSTERIA DEL PESCATORE
HARVEST RANCH MARKET
IL FORNAIO
JAKE'S DEL MAR
JAVA KAI
JIMMY O'S
PACIFICA DEL MAR
POSEIDON RESTAURANT

RUTH'S CHRIS STEAK HOUSE
SBICCA AN AMERICAN BISTRO
FIREHOUSE BREWING COMPANY
HOPE WINE
MADDALENA VINEYARDS
AVALON WINERY
SR BODGES Y VINEDOS
SAN RAFAEL
STONE BREWING COMPANY
VALMAR
VINISTERRA VITIVINICOLA

A Big Thank you to the Participating Musicians:

BAND DIEGO
CHARLIE IMES

GREGORY MICHAEL'S BAND
JOHN FOLTZ
RANDY FONTAINE & THE SWINGERS

SEMISI MAU & FULA BULA
STEVE YBARRA

NEW HOME NEEDED FOR HOT ROLLED EQUUS

Del Mar May Lose First Piece of Downtown Public Art

Del Mar's first piece of public art will soon be needing another home. For the past 12 months, the nine-foot contemporary bust of a horse has made its home in front of the courtyard located across the front entrance of retailer, RYAN'S COLLECTIONS on 1431 Camino del Mar.

The installation last fall of the steel creation is the result of the Public Art subcommittee of the Del Mar Village Association's Design Committee. The committee has worked tirelessly in their mission of bringing public art to the Del Mar Village area.

Studies, including one conducted by the Travel Industry Association of America, have found that public art not only enhances a community's roadsides, sidewalks, parks, and green spaces but also plays a large role in its economic development and revitalization. Del Mar's neighboring cities understand these benefits very well having created programs that focus solely on bringing art to their communities (*Public Art Program of Solana Beach, Carlsbad Art Commission and Port of San Diego Public Art just to name a few*).

Meanwhile, the DMVA public art subcommittee is trying to find a new location that will enable the sculpture to stay in downtown Del Mar.

Artist *Michael Stutz* is willing to lease the sculpture for another year at the same amount as last year, \$5,000. He also is offering a purchase incentive for the sculpture, by applying last year's lease fee of \$5,000 in addition to lowering the sculpture price by another \$5,000 for a final purchase fee of \$40,000 – down from the original asking price of \$50,000.

To assist the DMVA in finding a new home for "Hot Rolled Equus" contact us by email or phone. ■



PHOTO: RESOLUSEAN.COM

ON-GOING REVITALIZATION

continued from cover

- Continuing to develop a public art program and city beautification projects
- Continuing to help businesses succeed in downtown Del Mar with grand openings, anniversary events and other promotions
- Continuous DMVA website upgrades - the most recent involves an interactive map allowing users to navigate local Del Mar businesses by location or category, along with identification of vacant properties available for lease to new businesses and many more community and visitor resources



ALL PHOTOS: RESOLUSEAN.COM

- The installment of downtown maps/signs at Del Mar beach life-guard stations encouraging beachgoers to patronize restaurants and shops in downtown Del Mar
- Creation of signage for advertisement opportunities at Del Mar Fairgrounds and Race Track further promoting downtown Del Mar
- Development of programs to recruit new, viable businesses to diversify the current mix of businesses as well as fill vacancies downtown
- Sponsorship and assistance in the development of the Del Mar Times

2008/2009 Del Mar Visitors Guide

- The implementation and staffing of the Del Mar Summer Beach Visitor/Community Information Kiosk at Powerhouse Park
- Encouraging tourism with Del Mar membership in the San Diego North County Convention and Visitors Bureau ensuring the inclusion of Del Mar businesses in all tourism publications throughout the country
- Partnership with Time Warner

Cable, the Del Mar Thoroughbred Club and 22nd Agricultural District Association to cross promote and support Del Mar businesses through joint marketing efforts

- Partnering with the City of Del Mar to design and install 2 new entrance signs in Del Mar
- Creation of a brand logo for the Village of Del Mar
- Coordination, design and installation of the downtown event banners for Del Mar community events
- Design and installation of Farmers' Market signage

The Del Mar Village Association welcomes the involvement of community members, business and restaurant proprietors and downtown commercial property owners to assist them in the ambitious tasks for 2008/2009 to enhance and revitalize the downtown area.

For more information or to join and/or volunteer to help the DMVA email info@delmarmainstreet.com or call 858.755.1179 ■

WELCOME NEW AND RETURNING DMVA PARTNERS AND SPONSORS

The DMVA would like to welcome its newest 2008/2009 partners and event sponsors. It is our partners and sponsors who continue to make a difference in the revitalization and success of the Del Mar Village. This year the DMVA hopes to increase membership support from all of the downtown Del Mar businesses, downtown commercial property owners and community residents. Together we can improve the health of downtown Del Mar for generations to come. Won't you join us? For membership information and benefits please contact the DMVA.

2008/2009 BUSINESS PARTNERS

22ND AGRICULTURAL DISTRICT

BULLY'S NORTH

CARL AND SHARON HILLARD

CITY OF DEL MAR

**CONKWRIGHT BUILDING
1201 CAMINO DEL MAR/
GEORGE CONKWRIGHT**

**DEBBIE MARK CARPENTER,
PRUDENTIAL CALIFORNIA REALTY**

DEL MAR LIQUOR

DEL MAR PARTNERSHIP

DEL MAR PLAZA

DEL MAR THOROUGHbred CLUB

DON JOHNSON

FOLIO DESIGN

GREG ALLEN

JIM KENNEDY

LINDA LUKE

LUAN FINE JEWELERS

PACIFICA DEL MAR

PALM TREE YOGA

RYAN'S COLLECTION

**SAN DIEGO COUNTY SUPERVISORS/
PAM SLATER-PRICE**

SAN DIEGO CREDIT UNION

SARA HARNLY

**STRATFORD SQUARE BUILDING/
JIM WATKINS**

SUNDANCER BOUTIQUE

TRICIA SMITH

**UNION BANK OF CALIFORNIA,
DEL MAR BRANCH**

WORLD CLASS VACATIONS



TILE PAINTING AT POWERHOUSE PARK IN OCTOBER

Raising Funds for New Lifeguard Tower

Last week at Powerhouse Park, Friends of the Powerhouse and the Del Mar lifeguards hosted a tile painting event to raise funds for the new Lifeguard Tower. In addition to the tile painting there was face painting, live music and a barbecue lunch. The painted tiles will be installed during construction of the new facility. Every dollar raised at the event will be matched by the Del Mar Foundation as part of a \$35,000 community challenge grant they have earmarked for the new Lifeguard Tower and Beach Safety Center. For more information call **858-755-1641** or visit www.friendsofthepowerhouse.org ■



PHOTO: RESOLISEAN.COM

OCTOBER 26

HALLOWEEN IN DEL MAR

NOVEMBER 16

**DMVA VINTNER DINNER AT PACIFICA DEL MAR
FRIENDS OF THE SAN DIEGUITO RIVER VALLEY
ART AND CRAFT SALE AT THE POWERHOUSE**

DECEMBER 7

**HOLIDAY WONDERLAND
DOWNTOWN DEL MAR**

For details and updated special Downtown Events visit www.delmarmainstreet.com or join our eblast list and keep informed on all that is going on in Del Mar!

MORE DEL MAR VILLAGE RESTAURANTS CATER TO YOUNGER SET TOO

More Del Mar village restaurants offer a variety of menu choices appealing to the younger set.

CRÊPES AND CORKS CAFÉ

1328 CAMINO DEL MAR

One of downtown Del Mar's newer restaurants that has been a hit with families is Crepes and Corks Café. While the restaurant does not have a "kid" menu per se, it does offer dishes that kids are quite fond of. "We have quite a few menu items that are popular among our younger patrons. In particular, the egg and cheese crepe, ham and Brie crepe, and the Margherita with mozzarella cheese, vine ripe tomatoes and fresh basil crepe. Most of our dessert crepes are a hit especially the Nutella Delight with fresh strawberries, bananas, nutella and whipped cream," said Crepes and Corks chef and owner Nico Becucci.



PHOTO: ISTOCK

IL FORNAIO CUCINA ITALIANA

1555 CAMINO DEL MAR/PLAZA

Il Fornaio Cucina Italiana, offers a children's menu that includes appetizers, a first and second course and dessert. Typically, youngsters chose the Pizza Piccola – cheese pizza or Pizza Paperone – pepperoni but also in the running is Penne In Bianco, Pomodoro or Bolognese – pasta with parmesan cheese, tomato sauce or meat sauce. The Ravioli alla Crema – cheese ravioli in cream sauce is also well received.

EN FUEGO CANTINA AND GRILL

1342 CAMINO DEL MAR

En Fuego Cantina and Grill also offers kids' selections with its' most popular being the bean and cheese burrito and the cheese quesadilla. Also on the kids' menu are three rolled Tacos – chicken or beef, cheese enchilada and chicken tostada. All kids meals are served with rice or beans and lively atmosphere.

JIMMY O'S SPORTS BAR AND RESTAURANT

225 W. 15TH STREET

Kids dining at Jimmy O's Sports Bar and Restaurant can choose a burger – with or without cheese, grilled cheese, noodles either buttered or with marinara sauce, cheese quesadilla, and bean and cheese burrito. French fries are also a mainstay at the popular dining establishment. For weary parents, Jimmy O's managers will turn on a favorite TV show and provide headsets—A Friday night favorite for families.

For more restaurant information visit www.delmarmainstreet.com ■



PHOTO: ISTOCK