



VILLAGE NEWS

Arroyo Grande Village Improvement Association Newsletter • February 2008

WHAT'S HAPPENING IN THE VILLAGE

by Bob Lund

We have attached a revised 2008 calendar. A couple of the days of the week were inaccurate on the prior calendar.

Our General Meeting to be held on Thursday, February 28th, is extremely important to all of the businesses in the Village. It concerns the selection and placement of trees on Branch Street as part of the Street Enhancement Plan. If you have any questions or concerns about this item, please come. We will have experts at the meeting to explain the selection process that was employed and all of the considerations that were taken into account in planning for the trees.

The Village Association is partnering with the City of Arroyo Grande to fund a "Tourism Analysis" for the County and for our City. Since the Village is the greatest draw for tourists for the City, we feel that it is only appropriate that we support this study for the benefit of our local businesses. The study will be conducted by Strategic Marketing Group and Dean Runyan Associates. This study is spearheaded by the Economic Vitality Corporation of San Luis Obispo County. The tourism analysis action plan includes: situation analysis, strategy development and action plan/recommendations. You will be given more information on this project as it develops.

The Summer Concert Series will consist of nine concerts this year. So far, six of them have been firmed up with performances. Last year we were fortunate to have Rabobank as the overall Series sponsor with a dollar sponsorship of \$5,000. This year they agreed to once again be our Series sponsor plus sponsor a performance stage at the Strawberry Festival for \$2,500.00. They also

gave the VIA a grant of an additional \$2,500.00 which will be used for the Tourism Study. Thanks much to Rabobank.

Arroyo Grande in Bloom continues to expand its activities for the City of Arroyo Grande. They have entered the America in Bloom competition again for 2008 and many efforts and projects are underway to make Arroyo Grande a cleaner, more beautiful place to live. We have completed the filming of a movie for Arroyo Grande in Bloom. It will run on Channel 20 and we will also have copies to distribute to schools, church groups, etc. so that our population is aware of what is and can happen to our city if we all pitch in to make it a better place to live. AG in Bloom maintains the pots in the Village, has beautified the Car Corral, the area by the Shell Station on the 101 on-ramp plus several other sites that have been replanted with flowers. Also involved is the Tree Guild which is planting many trees throughout the City and the Historical Society which continues to do an outstanding job of preserving and showing off our heritage. If you are interested in joining or finding out more about us, join us at the South County Regional Center at 7:00 p.m. on February 28th. We will be having a PowerPoint demonstration on drought tolerant plants plus videos about America in Bloom.

There is a volunteer workday planned for Saturday, February 23rd. Volunteers are needed to continue the English Ivy removal along Arroyo Grande Creek between Mason and Bridge. English ivy is a non-native, invasive groundcover that is highly competitive and it's presence results in choking out all other plants, including trees. Come and help beautify the Village creek.

Village Association
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**“EAST BRANCH STREETScape
ENHANCEMENT PROJECT”**

(Rob Strong, Community Development Director)

The East Branch Streetscape Enhancement Project is finally moving to implementation after the City Council approved revised plans on February 12th. The City must still wait until spring or summer to complete the State Highway 227 relinquishment process, but new street furniture and a sample stamped asphalt crosswalk will be installed by mid April. The construction plans and specifications require a detailed topographic survey that RRM Design Group was authorized to prepare. Ten additional black metal strap benches, 18 trash and recycle receptacles, and 14 planters have been ordered and will be installed by the City in April. The sample crosswalk will be an Ashlar Slate pattern in butterscotch color to resemble the local limestone façade of the historic Brisco Hotel building and IOOF Hall.

GENERAL MEMBERSHIP MEETING

Thursday, February 28, 2008
Branch Street Deli 8:00 a.m.

AGENDA

- 1. Call to order**
- 2. Introduction of attendees**
- 3. Office and Financial report**
- 4. Old Business**
 - . Hwy 227 relinquishment
 - . Street furniture
- 5. New Business**
 - . Rabobank funding
 - . Participation in Tourism Analysis
- 6. City of Arroyo Grande report**
- 7. Guestspeakers: Branch Street Tree Planting Program**
 - . Scott Dowlan, Landscape Architect
 - . Kevin Rocha, Parks Supervisor
 - . Rob Strong, Community Development Director