



# VILLAGE NEWS

Arroyo Grande Village Improvement Association Newsletter • January 2010

## WHAT'S HAPPENING IN THE VILLAGE

by Bob Lund

### 2009 IN REVIEW

It was quite a year that we had. Many new and exciting things happened and continue to happen to the Village. Your Association and your City are very active in making the Village a more attractive and distinctive destination for locals and tourists alike.

Of course the biggest event during the year was the Branch Street Enhancement project. There was a large disturbance to our lives but it was definitely worth it. The street is beautiful and especially during the holidays with the tree lights and the rest of the lights in the Village.

1. Our large sign for the Village on the 101 South of town blew down and with the voluntary help from Doug Timewell and Bob Garner from Huasna Valley plus myself and Gene Nonella we finally restored it in a much stronger position with better visibility. We give many thanks to the Vern Fredericks family for allowing us to have our sign on their property free of charge.

2. We welcomed new business in the Village during the year. This includes Dr. Howard Fine N.D., specializing in homeopathy and Phantom Rivers Wine with their new tasting room. Both of these are located at 211 East Branch Street. The Hair Saloon & Spa at 135 Bridge Street expanded and changed their name. Auer Real Estate moved into 104 West Branch. Ownership changed at Village Framing (Jim Radwick with 40 years experience is the proud new owner) and at Village Papery (we heartily welcome Debra Jackson as the new owner).

3. Unfortunately, we also lost a few businesses; the Arroyo Grande Flower Shop was sold to new owners, Revolution moved out and the space is yet to be rented and Woods Winery tasting room moved to Avila Beach.

4. Osty Insurance Agency and Osty Realty moved from Branch St. to Bridge St. where Woods Winery used to be.

6. The Strawberry Festival was extremely successful thanks to the many volunteers, especially Toni and Mark Pelletier, Eddie El Helou, Gene Nonella, Greg Moore, Vivian Krug, Curtis Reinhardt and many more.

7. The Summer Concert Series was a smashing success thanks to Curtis Reinhardt. We had crowds of more than 300 for every concert. We will have 8 concerts this year and are planning for 10 in 2011.

8. The Harvest Festival enjoyed another successful year under the leadership of Doug Perrin and Vivian Krug.

9. Halloween in the Village was nicer this year with increased help from the Police Department and the closure of Branch Street.

10. The Christmas Parade was great once again thanks to Eddie El Helou and his crew.

11. The Elegant Evening for Christmas was a big success thanks to Verena Maier and the Village Board of Directors.

12. Thanks to Greg Steinberger for arranging for the Christmas movie.

13. Thanks to Pastor Steve Henry and the Harvest Church for the live nativity scene.

14. Arroyo Grande in Bloom now has a core management group of 19 people. It also has recruited over 135 volunteers that assist in the eight areas that the City is judged on for the America in Bloom competition. We came in second in our populations size in 2009 and are endeavoring to come in first for 2010. If you are interested in volunteering, please call Bob Lund at 710-4049.

15. And, thanks to Gene Nonella, our Christmas decorations were the best ever.

---

---

Arroyo Grande, CA 93421  
P.O. Box 1526  
Village Association



---

## VILLAGE TIDBITS

BY TONY PELLETIER

Here's to a Happy New Year. We are going to have one, aren't we! Well, a double Rainbow over the Village on Jan. 20th means YES.

And babies are always a happy sign so I went to see what's new at Buttons n' Bows. Just in time for rain, Dorothy has the cutest raincoats and boots. I'm hoping they come in grown-up size. The coolest ideas to keep kids busy come in Place Mats. Color-A-Mat, Write-A-Mat, and Activity Mats. And special gifts for newborns can be fun or beautiful. Gund stuffed animals or silver cups & rattles. For an uplifting moment, stroll through Buttons n' Bows. Smiles everywhere.

For the Sports Fan or the Sports Fan Lover, Sportscard Fantasy is having a great sale. Packs and boxes of all Sports Cards are 20, 30 & 40% off! Also, all Ornaments are now \$4.99. Pick up several for next years Stocking Stuffers.

Not quite a sport, Vickie has designed a Valentine's Window. Chock full of Antiques. The Old Fashioned Valentine Cards put you in the mood. (For buying, of course) and the small set of Dishes, Crystal with cherries on them, make you want to be little again. On your way to Village Grill, take a minute and sports shop or window shop.

For a fun Valentines weekend, Gather at Gather Wine Bar. Kari is having a fun-filled night for the singles on Friday the 12th with Wine, Chocolates and possible Match-ups and then on the 14th the evening is for Lovers. You can bring your Match-up! Whoever you bring or don't bring, try the Baked Fusilli & Cheese. Yummm.

Stella Casa is having their 3rd Anniversary this month. WOW! Lan is having some great sales... Like Buy one pair of Jeans and get 1/2 off on another pair. And Home Decor items are up to 75% off! A few of the lines she carries are Miss Me, Trinity, Max + Cleo and Tulle. Stop by for more sale items, you'll be pleasantly surprised.

Greg & Julie from Willis & Bennett just got back from an Atlanta Trade Show, but until all the new goodies arrive there are plenty of great buys in the store. I was fascinated by a French inspired design of Twist Jewelry. It's hard to explain other than it can be twisted into anything. You have to go see it! And check out the Loose Tea selection and the plethora of mirrors lined up in the back. My very favorite item this trip was the pair of Crystal Tower Candlestick Holders. I think they should be in the very Beautiful Valentine section of the store, but I would never tell Greg what to do...

Happy Everything