



# VILLAGE NEWS

Arroyo Grande Village Improvement Association Newsletter • July 2008

## WHAT'S HAPPENING IN THE VILLAGE

### "VILLAGE TIDBITS"

by Toni Pelletier

Danielle Salkin at **Healing Hands Skin Care** has just received new microdermabrasion/anti-aging equipment. The results are amazingly clear and smooth skin and an all over more youthful appearance. (Keyword = youthful) Danielle is offering a 10% discount to association members who sign up for a six week anti-aging program. Call for more info or to make an appointment, 473-5828. She's located over **Broadway Jewelers**.

East is East and West is West, but everybody knows East is the direction for **Buttons n' Bows**. The baby store (to size 24 mos.) owned by Dorothy El-Helou, has so many cute items. Robeez Shoes now have a new harder sole. Gund Bears now sing! and Dorothy also carries locally made furniture. If you don't have a baby, borrow one.

Have you seen the great wall of **Salon 132**? Wow! With a new makeover in the salon, the glass tile wall at the reception desk is quite spectacular. Feel the calm and the excitement blend as you get cut, colored, curled and polished by one of 15 great beauty professionals.

For all you Jim Shore fans, **Brisco's** has just received a new shipment of the collectables. So whimsical yet classy, they will definitely make you smile. Along with owner Aileen Mankin's Royal Patricia (fine bone china), she and Ginger also carry Acholi bead necklaces, bracelets and earrings made by women in Uganda. And, what a great candy selection -- stop by for chocolate covered almonds. Yummm.

For all us hungry people, **Old Village Grill** is still making great burgers, salads and shakes. Every day there is a special so be sure and stop in to see what's cookin'!

### A REMINDER

There will be no  
general meeting in July

### "OTHER HAPPENINGS"

by Bob Lund

Lund's will be hosting a social gathering at their store at 6:00 p.m., on Thursday, July 24<sup>th</sup>. Come and meet your fellow Village business members. We will have wine, soft drinks and a lot of great appetizers for you to relax and enjoy. Please RSVP to Bob at 710-4049.

If you have not heard about the proposed oil drilling in the Huasna Valley area, you need to become informed. Visit [www.huasnavalley.org](http://www.huasnavalley.org) for more information. Also, there will be a presentation by the Huasna Valley Association at the Portuguese Hall on July, 24<sup>th</sup> at 7:00 p.m. and also a meeting at the South County Regional Center at 6:00 on July 31<sup>st</sup> hosted by Katcho Achadjian, County Supervisor. The activities proposed could result in a significant increase in the traffic through the Village. Right now, it is important that we all become involved and informed so that we may stay aware as to how this may impact the Village.

The Summer Concerts are quite a success with a large number of audience attendees at every concert. Our next concert will be on July 27<sup>th</sup> at 1:00 p.m., in the Village Green at the Rotary Bandstand. The entertainment will be provided by Boomerang and by the Mudskippers. Great fun! I hope that you can join us.

We are investigating the possibility of receiving a grant from PG&E to have LED bulbs replace all of our Christmas light bulbs that are used on the top of the Village buildings. Gene Nonella counted all of them and it turns out that we have 12,700 bulbs (not counting the bulbs on the City Hall and Council Chambers) on the buildings in the Village. WOW!

The VIA is participating in an Arroyo Grande study of tourism. We have gathered together all of the types of advertising that we do for the Village and submitted it to the Strategic Marketing Group who is heading up the study. They will evaluate what we, the City and the Chamber of Commerce are doing, evaluate what is done at the county level, and come up with ideas and strategies to enhance our marketing efforts. We expect to have some results in late September.

The annual Car Sho will be held in the Village on Saturday, July 26<sup>th</sup>. Remember, there will be no parking in Olohan Alley or the Car Corral on that day (Farmers' Market is in the Car Corral).

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Village Association



## VILLAGE GREEN IMPROVEMENT PROJECT

Final approval of the Village Green Improvement Project will be on the City Council agenda for consideration at the July 22<sup>nd</sup> meeting, which is held in the City Council Chambers at 7:00 p.m. The recommended specifications and plans follow two years of planning, including a series of recent public workshops.

Improvements will include new fencing, decorative street lights, parkways, trail extensions, landscaping, and street trees. The project will be funded from park development fee revenue. The improvements are designed to build on the enhancements provided by the Heritage Square area and Rotary Bandstand to make this an even more unique and special place for the entire community to enjoy and appreciate.

Project construction is targeted from October through April 2009 to avoid conflicts with Harvest Festival, Strawberry Festival, and the Summer Concert Series. It will require the City Parks, Recreation and Facilities Department to relocate its Halloween event to Elm Street Park for this year only.

For more information on these projects and efforts, please feel free to contact City Hall at 473-5400.

## HARVEST FESTIVAL SPONSORS NEEDED

Businesses still have time to become a sponsor of the 2008 Arroyo Grande Valley Harvest Festival. The Harvest Festival is a cherished community celebration of the area and its history, which dates back to 1937. The Harvest Festival is traditionally held the last weekend of September, which this year will be September 26-27. Your support will help make it possible to continue this tradition.

Major sponsorships, which include recognition in publications, advertising, a street banner, and a parade banner are available for \$600. A street banner sponsorship is available for \$250. In addition, individual Harvest Festival memberships are available for \$30.

Please contact Steve Adams, Fundraising Chair, at 473-5408 for more information.

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