

WHAT'S HAPPENING IN THE VILLAGE

by Bob Lund

"VILLAGE TIDBITS"

By Toni Pelletier

One of the scholarship recipients used the term "movers and shakers of the Village" regarding the Board, so I thought it would be fun to "Tidbits" about the Board of Directors for the Village Improvement Association.

Guess who's 25 this year? Well, the owner, Toni Pelletier, wishes it was but it's not her -- it's her business **THE VILLAGE SALON!** Whew, those walls have heard a lot and Toni (isn't she cool) still loves messin around...with hair.

Have you seen Margareta's Jewelry at **LUNDS?** This lady is sooo artistic. She uses beautiful Keshi pearls, turquoise, chalcedony, jade, coin pearls and much more all creatively made with sterling silver. Also, for all us wine lovers, **LUNDS** has wine tasting every Saturday from 1-5 pm with Toucan Wines being poured. Come on in!

VERENA'S GO GOURMET has some great new pottery from Germany. What makes it especially interesting are the unique designs. Verena Maier, owner, prides herself on her European made items such as French crafted pots and pans. Also, stop in and enjoy California olive oils and vinegars. Great selection and well worth it!

Steve Henry, Pastor of **HARVEST CHURCH** and some members of his congregation did a great job at the Strawberry Festival helping to keep the streets clean. Angels do exist! Thanks so much.

WILLIS & BENNETT owners, Greg and Julie Moore, just got back from a great home show in Pasadena. Watch for a sale at the end of the month, but check out their new merchandise soon.

Vivian Krug from **THE HISTORICAL SOCIETY** spent a lot of time snapping pictures at the Strawberry Festival. She is our publicity spokesperson, so if you read a story or see a Village picture, it's probably done by Viv. Good job!

If you don't know who Simon G is, you haven't been in **BROADWAY JEWELERS** lately. Simon G is my weakness, as Eddie El-Helou, owner, knows. Exquisite fine jewelry. Eddie also carries a great selection of wrist watches and many beautiful gift items. If you're not into gems, Eddie always has a joke!

And, on a disappointing note, Central Coast Surf Boards is leaving the Village. They're going to San Luis to a new location at 855 Marsh Street. Good Luck, Jenne and staff.

"OTHER HAPPENINGS"

We now have a new set of two, two-minute videos, for Visitor TV that are playing in the hotels and motels on the Central Coast. They are of excellent quality and should help us in our advertising efforts. The videos are also playing on Cable Channel 20. Many thanks to Bonnie Ernst, owner of Pacific Coast Professional Media.

Even with the slightly inclement weather, we once again had great crowds for the Strawberry Festival this year. We received many compliments on how efficient and well run this Festival is. Many thanks go to the wonderful crew that makes this possible. Thanks to Mark and Toni Pelletier (Village Salon), Eddie El Helou (Broadway Jewelers), Greg Moore (Willis & Bennett), Vivian Krug (So. County Historical Society), Steve Henry (Harvest Church), Lan George (Stella Casa), Emily Myhre (Rabobank), Curtis Reinhardt (Reinhardt Event Services), Teri Nixon (Festival Cookbook), Gene Nonella (Electricity), Michele Von Euer (Village Office), Kim Fleming (Casa Solano), Gayle & Warren MacGregor (Festival Entertainment), Travis Smith (Together We Can) and our Fire and Police departments. Without all of these wonderful people we could not put on such a great festival.

The Summer Concert Series started off on Sunday, June 8th, to a large audience on the Village Green. Be sure to attend some or all of these events as they provide some wonderful music. Many thanks to Curtis Reinhardt for all of his hard work in putting together this series.

Our general meetings will be held every other month; June, August, and October for the rest of this year. For the months of July, September and November, we will have a social gathering at one of the merchant's place of business. The social gatherings are an opportunity to meet you fellow merchants and some of our City Staff members. For July, the social will be held at Lund's. More details will come with the July newsletter.

The judges for America in Bloom visited our fair city on June 2nd and 3rd. Arroyo Grande has entered into the competition for the second year. Arroyo Grande in Bloom is the name of our organization. We compete against cities of the same population size across the country. This year we are competing against Northfield, Minnesota, Artesia, California, Colleyville, Texas, and Stuart, Florida. We will receive our judges comments and find out where we stand in the competition at the awards symposium to be held in Columbus, Ohio on October 2nd & 3rd. Visit www.arroyograndeinbloom.org for more information.

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Village Association



Village Area Parking Clarified

An informational flyer and map are being distributed to all businesses within the Village Core and Village Mixed Use district to help educate employers, employees and customers where they can conveniently park without problems. According to a 2007 Community Development Department parking study, about half of the existing 805 spaces in the seven blocks bounded by Traffic Way, Arroyo Grande Creek, Crown Hill, and Le Point Street alignment are private, while the other half are both on and off-street public parking. This includes 160 on-street spaces and 246 public off-street parking spaces within the Downtown Business Improvement and Parking District created in 1970. Additionally, in the five block Village Mixed Use area south of Arroyo Grande Creek between Traffic Way and Mason Street, there were more than 170 on-street public parking spaces and approximately an equal number of private off-street parking spaces, but a potential for double that as additional development occurs.

Despite the plentiful supply, there has been confusion and conflict regarding the use, requiring clarification and enforcement to assure customers have priority on Village commercial street frontage and that perimeter and publicly managed off-street parking lots provide adequate space for "All Day" employee and/or customer parking. So after three years of study and planning for future parking needs, the Downtown Parking Advisory Board (DPAB) began improved parking management during early 2008. The DPAB requested more consistent enforcement of the existing "2 Hour" customer parking areas both on Branch and Bridge Street and in parts of the five off-street public lots including Olohan Alley, the Car Corral, behind City Hall, and two lots accessed from LePoint Street. After two months of improved signage and enforcement, and responding to some complaints about need for more long-term parking, the DPAB increased the public off-street parking for "All Day" employees and customers, but still maintained "2 Hour" customer parking directly adjacent to most businesses. This included adding about 36 spaces in parts of the Car Corral and one of the LePoint Street lots and a half block of Nelson Street to the existing "2 Hour" enforcement.

To assure that employees and customers get problem free "All Day" parking, the DPAB is distributing more than 500 flyers and maps to all Village area businesses to help clarify the locations described above. For more information or extra copies contact either the VIA or City at 805-473-5420.

TRAFFIC WAY RESTRIPING SCHEDULED FOR SUMMER 2008

During 2007 and the first half of 2008, the City prepared a Traffic Way Streetscape Plan to guide additional street trees and proposed restriping of this southern gateway to the Village area. Final engineering plans will be presented to the City Council on June 24 and July 22, for street and sidewalk construction and restriping to include portions of E. Cherry Avenue, Fair Oaks and Station Way. The proposed restriping of Traffic Way will provide for parking, bike lane, and travel lane on both sides of a new two-way left turn median south of Station Way, except for the two block segment centered on the Fair Oaks intersection which will remain four lanes with some parking restrictions to enable bike lanes. For more information contact Public Works or Community Development at the City: 473-5444 or 473-5420.

GENERAL MEMBERSHIP MEETING

Thursday, June 26, 2008
Branch Street Deli 8:00 am

1. **Call to order**
2. **Introduction of attendees**
3. **Office and Financial report**
4. **Old Business**
 - . Hwy 227 relinquishment
 - . Strawberry Festival
5. **New Business**
 - . Summer Concert Series
 - . Participation in Tourism Analysis
6. **City of Arroyo Grande report**
7. **Guest Speaker: to be announced**